



PARMA.29|30 MARZO.2023

Press release

CIBUS CONNECTING ITALY CLOSED TODAY WITH OVER 20,000 VISITORS AND 1500 TOP FOREIGN BUYERS

(Parma, 30 March 2023) – Cibus Connecting Italy, the two-day Italian agri-food exhibition, closed today with very positive exhibitor and visitor figures, which reflect the vitality and creativity of a sector that has survived the pandemic period unscathed and that is identifying the best strategies for addressing the problems arising from inflation. Over 20,000 operators visited the stands of the Italian food companies. These included 1,500 top foreign buyers, 250 of whom were brought to Parma through the incoming programme of the Italian Trade Agency (ICE). A high volume of business fully satisfied the exhibiting companies. A contributing factor to the success of this edition of Cibus Connecting Italy was the new exhibition context defined by the agreement between Cibus and Tuttofood, signed by Fiere di Parma and Fiera Milano.

*“An extraordinary result which confirms the energy and vitality of the Italian agri-food sector. Even at a time of dramatic volatility, our companies are proving to be creative and attractive by launching increasingly contemporary products on the market – commented **Antonio Cellie, CEO of Fiere di Parma** – It has been two days of very intensive activity, during which international operators were able to try the new food&beverage products dedicated to the different channels - from large distribution to food service - and in various categories - from local products to supplements. A multi-channel and multi-sector Cibus edition that launches Fiere di Parma towards the new cycle which, starting in May, will also involve in the organization of TuttoFood.”*

The innovation of this edition of Cibus included the area dedicated to fresh fruit and vegetables and producing companies, with the aim of bringing together the fresh sector with national and international markets.

The consumption of fruit and vegetables in Italy was the topic of discussion at the conference “Nudging for Conscious Shopping: new avenues of experimentation in support of the consumption of fruit and vegetables.” A 15% price increase has been accompanied by a 7% drop in fruit and vegetable volume consumption. The middle and lower classes,





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on whose defence the country's economic balance depends, are those who suffer most from this situation. Starting from this evidence, Davide Pellegrini and Silvia Bellini, professors of Marketing at the Department of Economics and Business Sciences at the University of Parma, offered a new operational interpretation of the issue, identifying large-scale retail as the key player for the practical and effective promotion of fruit and vegetable consumption, to the benefit of a healthy diet.

Another conference, entitled "PDOs and PGIs: winning opportunities for the fruit&vegetable sector," organized by the magazine My Fruit, pointed out that fruit&vegetable PDOs and PGIs are sought after and recognized as real quality trademarks and that geographical indications are a very useful tool for the promotion of products and their consumption.

In the Fruit & Vegetables area it was also pointed out that the optimal consumption of fruit and vegetables recommended by the Ministry of Health, based on the WHO guidelines for reducing mortality caused by chronic diseases, is five portions a day.

The fruit and vegetable sector is also being put to the test by climate change, as reported during the conference "The impact of climate change on fruit and vegetable crops". In particular, the long periods of drought, sudden temperature fluctuations and increasing diurnal temperature ranges require the adaptation of cultivation techniques and timing, but also the search for varieties suitable for a changing climate.

As always, Cibus gave considerable space to Startups, with a dedicated area and topical workshops. The "Networking Day" conference, organized by Le Village by CA Parma, in collaboration with the Crédit Agricole Italia Group, addressed the topic of investments in AgriFoodTech startups. Following the speeches of the speakers, the startups Krill Design, Nutras, Linkify Affiliation, La Orange and Genuine Way, from the various Italian Villages, took to the stage to present their pitches to a selected audience that included Business Angels and professional figures who are open to innovation. The event was moderated by Riccardo De Sutti, Startup Manager of the Village by CA Parma.

Participants in Cibus Connecting also included "Plug and Play", the largest Open Innovation platform in the world (born in Silicon Valley and now present in 26 countries, including Italy), which on the one hand connects startups with the largest companies in the world and on the other invests and promotes investments to help them grow.





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Another key theme of this Cibus edition was sustainability, which was discussed at the "Cibus 4 Sustainability" conference.

"Good practices for the sustainable supply chain" presented a vertical study on sustainability, designed in collaboration with PwC Italia and moderated by Andrea Meneghini, associate founder of GDONews. The meeting was an opportunity for an open discussion between production and distribution companies to analyze the present state of sustainability processes that have been structured by companies in the agri-food sector.

The topic of sustainability was also addressed during the Confagricoltura conference "New skills for the sustainable transition in the agri-food sector", in collaboration with Federalimentare, Infor Elea Academy, the University of Teramo, and the University of Turin. The European project I-RESTART will be useful for the sustainable transition of the food&beverage segment, as it aims to develop an innovative learning method, based on short modules designed to provide knowledge on the key factors that will shape the professional figures of the future, especially in the green and digital sectors.

Nutraceuticals were one of the themes of Cibus Connecting Italy. Proteins are underrated in our nutrition and most of us do not get the daily requirement of this precious nutrient, which offers many benefits when appropriately added to our daily diet. Not only does it promote tissue regeneration, but it also plays a positive role in improving glycemic control. This is what emerged in the conference "Proteins and Daily Well-being", which featured the participation of Elena Casiraghi, scientific communicator and researcher at the University of Pavia.

The nutritional properties of meat and its importance in a balanced diet were described at the conference "The future of nutraceuticals: business and health" by the speakers Dr. Susanna Bramante, PhD agronomist and science communicator, Prof. Gabriele Costantino, Director of the Department of Food and Drug Science of the University of Parma, and Sonia Raule, President of Med is Veg. According to Dr. Bramante, "replacing meat with cereal-based substitutes risks a deterioration in the quality of our diet, particularly because of a lower intake of essential nutrients that are more bioavailable in meat and animal products, such as vitamin B12, riboflavin, zinc, calcium, iodine and iron. This results in a loss of nutraceutical value."

"Circular agri-nutraceuticals: health ingredients from by-products of the agri-food sectors" was held at the Cibus Italian Food Village. The meeting included the presentation of INSAFE - Innovation for Sustainability in Food Systems and Economy - a scientific and





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exhibition event entirely dedicated to the production of sustainable supplements. In the circular economic model, the life cycle of a product must be extended beyond the single use for which the product was originally intended and its bioactive substances must be reintroduced into the production cycle. This allows for waste reduction and valorization.

Considerable space was given to the Away from Home segment, to which Cibus dedicated the Horeca The Hub area, powered by Dolcitalia. Some of the key players in this area participated in the conference "The challenge of quality and the call to action of the distribution sector: communication of value and sustainable production". The meeting was organized in collaboration with CIC - Italian Catering Cooperative and was moderated by Roberto Santarelli, of the publishing house Tuttopress Editrice. By sharing their experiences, key players in the Away From Home channel highlighted the challenges that the Eat Out sector is facing today in response to a profound evolution in consumption.

CLAN, the National Agrifood Cluster, organized the workshop "CLAN Cluster and PNRR initiatives: Excellence in Support of the Development of the Italian Agri-Food System". Two initiatives financed by the PNRR, AGRITECH and ONFOODS, aim to support the development of the Italian agri-food system.

Upcoming Fiere di Parma events include: Mecfor, the mechanical and subcontracting exhibition, from 23 to 25 May; the SOLIDS exhibition, the professional trade fair for powder, granular and bulk solids technology, from 14 to 15 June.

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