



Cibus 2024 sets new records. Authentic Italian Food meets the world.

The numbers of the 22nd edition surpass all previous editions. Scheduled in Parma from May 7th to 10th, the leading trade show in the Italian agri-food sector has set a sold out.

More than 3,000 brands will showcase their products; the waiting list consists of more than 600 companies. Over 1,000 international buyers from key target markets are expected.

"Cibus facilitates the development of Italian agri-food exports", Antonio Cellie (CEO of Fiere di Parma) said.

(Parma, February 27, 2024) - A record-breaking edition. Sold out for Cibus 2024 (scheduled in Parma, from May 7th to 10th), the leading event for the Made in Italy agri-food sector, conceived from the established collaboration between Fiere di Parma and Federalimentare. The 22nd edition will surpass all others both in terms of exhibitors (over 3,000 brands and a waiting list of 600 companies) and professional visitors: in fact, the trade show will host thousands of category managers and buyers from the Italian and international retail market (over 1,000 profiles are already registered). The professional visitors are coming from several markets such as the United States, Germany, Spain, France, the United Kingdom, and the Middle East. 2024 will also represent a special year for the ASEAN countries, marking the return of China after the pandemics and an important delegation from Japan.

The trade show is increasing its relevance for the Italian agri-food, confirming to be a must-be event for food professionals from worldwide and aiming at creating what Antonio Cellie, CEO of Fiere di Parma, defines as "a system of national and international alliances that consolidate Italian and European agri-food as a model for conscious and sustainable consumption globally. Our events ensure a path that is far more than a trade show: it's an experience designed to guide markets, even distant ones, towards our food models. The finalization of the partnership with Koelnmesse is part of this strategy."



The agreement was recently signed with Koelnmesse: the German group, one of the main players in the trade show market worldwide, will handle the international development of both Cibus and Tuttofood, whose management has passed to Parma following the agreement reached in 2023 with Fiera Milano. In particular, the agreement with Cologne will bring international visitors to Cibus and exhibitors from abroad to Tuttofood. "With the support of Koelnmesse, both events will be able to count on a more international presence, respectively, of visitors and exhibitors. Thanks to a rescheduling of the calendars aimed at harmonizing Cibus, Tuttofood, and Anuga (the food and beverage trade show by Koelnmesse), Cibus will be able to consolidate its role as a facilitator of the development of Italian agri-food exports, while Tuttofood, within two editions, will see foreign exhibitors grow from the current 10% to at least 50%," Cellie comments.

"The International Food Exhibition Cibus, organized by Federalimentare and Fiere di Parma, is the main event for Italian agri-food. As every year, Cibus showcases the excellence of our agri-food sector, a dynamic entrepreneurial system capable of combining tradition and innovation and intercepting the tastes of both Italian and international consumers, thus representing a living showcase for our Made in Italy. The show also represents an opportunity to debate around the food industry and its entire supply chain: even in the latest tough moments such as the pandemic and the current international crisis due to conflicts, Italian agri-food system has demonstrated great solidity in ensuring safe and quality food for all," Paolo Mascarino, President of Federalimentare, said.

The format

Featuring 120,000 square meters of exhibition space spread over 8 pavilions, Cibus 2024 will offer a complete overview of the Italian food sector, presenting the very finest of the main Made in Italy Agri-food sectors: fresh products, deli, cold cuts, dairy, ready meals and frozen, as well as the grocery section, featuring pasta, preserved foods, and condiments, which can be considered authentic pillars of our agri-food export.

Thanks to the collaboration with the ICE Agency, buyers, category managers, and purchasing managers from the most important supermarket chains will be in Parma. Specifically, from North America, Loblaw and Metro Canada, Albertsons, Central Market, H-E-B, Hy-Vee, Walmart, Whole Foods Market USA; from South America, Grupo Pao de Açucar, Alkosto, Tottus, and Cencosud; from Europe, Billa, Rewe, Spar, Colruyt, Metro, Iki, Maxima, Hanos, Jumbo Supermarkten, Auchan Retail, Sonae, Eroski, Manor, Migros, Marks & Spencer, Ocado, Waitrose; from Asia, Aeon, Itochu, Kato Sangyo, Ok Corporation, City Super Shanghai, Hyundai Green Food, Lotte Mart, Nongshim; from the Middle East, Lulu Group, and Shufersal; Pick n Pay, Woolworths, Coles from South Africa and Australia, respectively.



Several international big Horeca companies will also attend, as well as key importers and distributors for Made in Italy food worldwide, including, for instance, Kehe Distributors, US Food, Baldor, Atalanta, Sysco, Bidfood, Angliss, Classic Fine Food, Sodexo, Winterbotham Darby, AMS Sourcing, Dagab, Haugen Gruppen, Coop Trading, Sligro, Transmed, Choitrams, Truebell, Ali bin Ali, Bright View, COFCO, Emporium Corporation, Giraud Restaurant System, Monte Bussan Global Pacific Victory, Gourmet Partner, Food Gallery Limited, Jagota.

All in all, Cibus will boast a significant international presence, as result of the long roadshow that the brand has been developing in the latest months, involving the main target markets together with the ITA – Italian Trade Agency. A global tour that has already touched Cologne (Germany), Shanghai (China), Las Vegas (US) and which will include among the next stops Dubai (UAE) and Tokyo (Japan), to end between June and October in New York (USA) and Paris.

Many Top Buyers will be able to experience the immersive initiative called Cibus Destination, a program of highly engaging retail and technical tours organized in the territory and within the companies of the Food Valley. On-site tours are also planned, among the Cibus stands, with both visits and tasting sessions dedicated to the specific requests and needs of Italian and foreign top buyers. Regional products, out-of-home, innovation, niche products, and fine dining segment: these are just a few discovery paths that will led professional visitors to discover the core of the show.

A novelty of this edition will be the "Cibus delle idee", a special section celebrating innovation in all its shapes. Strategically located at the entrance of Hall 7 (West gate), the area will host some successful spaces of Cibus, such as the Innovation Corner - the exhibition section dedicated to the presentation of product innovations - and the Startup Area, conceived in collaboration with Le Village by Crédit Agricole. For the very first time, the visitors will enjoy T-OWN, a section showcasing in an original way the ideas and initiatives implemented by agri-food companies to led final consumers to more responsible choices, under a social, environmental, and nutritional perspective. The call for ideas will be managed by T_OOL, a spin-off powered by the University of Parma.

The trade show will also provide the visitor with a rich program of conferences and events dedicated to Authentic Italian Food & Beverage. The focus will cover three main thematic areas: the new balance between Large Scale distribution and brand industry, exploring the implications for the supply chain after the recent anti-inflation agreements; the protection and enhancement of traditional gastronomic heritage through the comparison of different experiences and best practices of national and foreign consortia; the future challenges for Ho.Re.Ca operators.

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