



**PARMA.MAY.7|10MAGGIO.2024**

## **Cibus 2024 Agribusiness, exports continue to support the sector**

*The value of exports increased in 2023, surpassing 52 billion euros, but volumes fell slightly. The data presented at the launch of the 22nd edition of Cibus, at the Ministry of Agriculture, Food Sovereignty and Forestry.*

*Minister Francesco Lollobrigida: "Cibus certainly represents a moment to affirm our food model as a global reference."*

*International development combined with increased competitiveness are and remain the winning recipe for Italian Agribusinesses to continue to increase their shares over direct competitors and fight inflation.*

*The numbers of the 22nd edition of Cibus surpass all previous events, marking a new record for Sector Fairs in Italy: More than 3,000 brands present and 2,000 top international buyers from the main target markets. To look to the future of the Sector Fiere di Parma and Università Cattolica launch the new Food Global Monitor.*

(Rome, 19.03.2024) - To continue to grow, Made in Italy agribusiness must look abroad and into the future. In fact, a mix of factors is emerging that can represent a risk but also an opportunity for our companies: raw material volatility, energy costs, polarization of distribution channels. A made in Italy increasingly present on tables around the world and aware of a leading role in terms of quality and sustainability will be on full display at the 22nd edition of **Cibus (Fiere di Parma, May 7 -10)**, as illustrated today at the **Ministry of Agriculture, Food Sovereignty and Forestry, in the presence of Minister Francesco Lollobrigida.**

*"Made in Italy is the set of the best qualities we can offer. We must tell the rest of the world about the excellence of the Italian agrifood system by making our products more and more known. Exports represent a primary asset for the nation's economy, so it is essential to create occasions, where we can meet and discuss new scenarios and strategies for the sector. Cibus, which I had the opportunity to present in early March in Japan together with ICE Agency President Matteo Zoppas and Ambassador Gianluigi Benedetti, certainly represents a moment to affirm our food model as a global reference," says **Minister of Agriculture, Food Sovereignty and Forestry Francesco Lollobrigida.***

In 2023, exports, according to Istat data, despite a slight decline in volumes were worth more than 52 billion euros, an increase of +6.6 percent compared to 2022.

The industry's outlook is very uncertain globally due to uncertain international scenarios as well as intra- and extra-EU regulations. Despite the reduction in margins and disposable income, the risk of new duties and hyper-restrictive legislation, companies in the sector continue to invest and innovate, looking with increasing attention to the needs of the consumer and the planet, as demonstrated by the thousands of products that will be on display at Cibus 2024 to restore value to categories put to the test by wars and the climate crisis.



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*"Federalimentare is honored to contribute, together with Fiere di Parma, to the realization of Cibus 2024. An edition that promises to be a record-breaking one, as shown by the number of participants. For the Federation, this is an important occasion as the food industry, in addition to generating products and employment, contributes with its activities to the food safety and well-being of Italians, demonstrating its high social value. In addition, the Italian food industry presents itself at Cibus 2024 as a healthy, constantly growing sector that enjoys great consumer confidence. This trust is also reflected abroad, where the Italian food industry is conquering more and more markets, helping to export Made in Italy and the Italian lifestyle around the world," says Federalimentare President Paolo Mascarino.*

Consumer food prices unfortunately due to factors exogenous to businesses-according to Federalimentare data-are thus running higher than inflation: a trend that contradicts the sector's long-standing calming qualities and is also evident in the early months of 2024. In 2023, compared with an average inflation of 5.7 percent, consumer prices in the sector stood at +9.8 percent, and these increases will fail to cover the soaring production costs.

Further signs of vulnerability emerge by also looking at international macro prices of agricultural commodities, all of which rose in double digits over the decade 2014 - 2024 (Source World Bank).

Elements that add up, according to Federalimentare, to the tensions of cereal imports that - also due to the Ukrainian conflict - are at high risk with obvious consequences on the volatility of prices of products that are the basis of the Mediterranean diet.

An emblematic case for example is extra virgin olive oil, where the doubling of the cost of the raw material, and therefore the exponential increase in the prices of the finished product, has forced one in 3 Italian consumers to reduce their consumption, as a recent research presented at the Cibus Lab in Bitonto on March 8 found.

"There is a mutation in trade fair setups and their internationalization that must be ridden because otherwise we risk falling behind other countries; it is not just a question of where we can get to by exploiting these changes but where we would remain if we did not. Let's be an example what is happening in the landscape of exhibition platforms outside Italy related to the world of wine. Events such as Cibus are very important to take stock of the situation of domestic and international markets, but also the opportunity, especially for SMEs, to start or increase their internationalization path, strengthening their presence and identifying new opportunities and new markets," says **Matteo Zoppas, President of ICE.**

"Trade fairs," he continues, "are the meeting point between foreign buyers, who arrive in Italy also thanks to the ICE Agency, and Italian entrepreneurs, especially those in SMEs, who have the opportunity to forge relationships and conclude contracts that in some cases could double turnover in a few years. We are seeing a strong acceleration of the entire Country System, through the intense collaboration between ICE, CDP, Sace and Simest, under the leadership of the ministries involved that are also closing ranks, in supporting entrepreneurs who want to go abroad. An example of the ability to work as a system is certainly the operation that took Italian pasta into space and that represents an incredible promotional opportunity for Italian cuisine especially if we



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link it to the candidacy for UNESCO Intangible Heritage promoted by Ministers Sangiuliano and Lollobrigida. We have to be good at exploiting these promotional activities because Italian cuisine is not only numerical value but has a strategic role and value for Italian exports in the world," Zoppas concludes.

Examples that altogether highlight how the domestic food industry, despite being structurally "hostage" to international traders for about a third of its raw materials, continues to compete and grow thanks to an extraordinary flexibility and creativity that has allowed Italian consumers not to impoverish their shopping carts too much and international distributors to quickly adapt their assortments so as not to lose too much volume.

*"The future of Made in Italy Food," says Antonio Cellie, CEO of Fiere di Parma, "will depend on its ability to continue to innovate and invest while remaining faithful to traditions and territories. From the privileged observatory of Cibus, we are very confident about the consistency of our companies and products. In recent years we have further increased the value for money of our offerings, which are becoming more and more attractive to the main geographies of our exports to the benefit of the trade balance and the various supply chains."*

With this in mind, Cibus has promoted and implemented **an Observatory on the food sector, which Fiere di Parma will develop in collaboration with CERSI, Research Center for Entrepreneurial Development of the Università Cattolica del Sacro Cuore**. A Monitor to offer entrepreneurs, managers and policy-makers a constantly updated picture of international trends in the food sector, providing useful indications for the purpose of seeking business development opportunities in foreign markets through a comparative and constantly updated methodology.

Already at the exhibition, an initial core of data from the research aimed at analyzing the competitiveness trends of the world's major regions (Europe, America, Asia) will be previewed. A study that will see its full realization in the fall, with the analysis of export data from 11 key countries: Italy, Germany, Spain, Portugal, Poland Belgium, the Netherlands, the USA, China, Brazil and Thailand. The goal is to make an assessment of the international competitiveness of each country, through analysis of the evolution of the competitive position over the past five years and the main destination markets for food products.

## **CIBUS 2024. THE FORMAT.**

The benchmark event for the Made in Italy food and agriculture sector, the result of the well-established collaboration between Fiere di Parma and Federalimentare, presents a 22nd edition that this year will surpass any other in terms of the number of exhibitors (more than 3,000 brands and a waiting list of 600 companies) and the presence of Italian and international large-scale retail buyers - to date almost 2,000 already registered - from markets such as the United States, Germany, Spain, France, the United Kingdom and the Middle East. 2024 will also be the year of the Asean countries, with the return of China, the great absentee during the pandemic, and an important delegation from Japan.



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Cibus - 120 thousand square meters of exhibition space spread over 8 pavilions - will offer a complete cross-section of the Italian food sector, presenting at the fair all the best of the main Made in Italy Agri-food sectors: cheeses and dairy products, meats and cold cuts, gastronomy and frozen products, as well as the grocery section, with pasta, sweets, preserves and condiments, the mainstay of our agri-food exports.

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

Also present will be international horeca benchmarks, as well as key importers and distributors for Made in Italy in the world, among them for example Kehe Distributors, US Food, Baldor, Atalanta, Sysco, Bidfood, Angliss, Classic Fine Food, Sodexo, Winterbotham Darby, AMS Sourcing, Dagab, Haugen Gruppen, Coop Trading, Sligro, Transmed, Choitrans, Truebell, Ali bin Ali, Bright View, COFCO, Emporium Corporation, Giraud Restaurant System, Monte Bussan Global Pacific Victory, Gourmet Partner, Food Gallery Limited, Jagota.

A large international presence, the result of the roadshow that Cibus has developed over the past year in major markets together with Agenzia ICE. A global tour that has already touched Cologne, Shanghai, Las Vegas and will see among the next stops Dubai and Tokyo, to conclude between June and October in New York (USA) and Paris.

So many Top Buyers will be able to enjoy the immersive experience of Cibus Destination, a program of highly engaging retail and technical tours organized in the territory and within the Food Valley companies.

On-site tours are also planned, among the Cibus stands, with visits and tastings dedicated to the specific requests and needs of top buyers from Italy and abroad.

Regional products, out-of-home, innovation, niche products and for the fine dining segment-these are just some of the discovery paths that will guide professional visitors among the fair's stands.

The space, strategically located at the entrance to Hall 7 (West entrance), will host some of the successful areas of Cibus, such as the Innovation Corner-the display showcase of new products presented at the fair by exhibitors-and the Startup Area created in collaboration with Le Village of Crédit Agricole.

For the first time at Cibus "T-OWN": a project that, in an original way, will present the ideas and initiatives implemented by agribusiness companies to inform final consumers of the social, energy and nutritional characteristics of individual products.



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A call for ideas designed by the spin-off T\_OOL.

Anticipations also include a rich program of conferences and initiatives dedicated to *Authentic Italian Food&Beverage*. The focus will involve three major thematic strands: the new balances between distribution and brand industry, exploring the effects on the supply chain after the recent anti-inflation pacts; the protection and enhancement of the traditional gastronomic heritage through the comparison of the different experiences and best practices of national and foreign consortia; thematic paths in the spaces of Cibus dedicated to Ho.Re.Ca. operators.

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