



Press release

FIERE DI PARMA AND KOELNMESSE JOIN HANDS TO BOOST TUTTOFOOD'S INTERNATIONAL PRESENCE

Cologne, 2024, February 1st – Koelnmesse and Fiere di Parma proudly announce the expansion of their partnership. Having successfully collaborated in the Food-Tec industry for the past 8 years, the two organizations are now extending their cooperation to the Food & Beverage sector.

Starting in 2024, TuttoFood will be supported by Koelnmesse, the organizer behind globally renowned food fairs such as Anuga and ISM. With its extensive global sales network and international expertise, Koelnmesse, in collaboration with Fiere di Parma, aims to reinforce the already established position of TuttoFood.

As of today, therefore, the Agri-Food companies market benefits from a single trade fair platform that has in its portfolio Anuga-Cologne, the world's leading event, Cibus-Parma, the biggest and iconic exhibition of Made in Italy food, and TuttoFood-Milan, which will host the trends of the global Food & Beverage industry.

The successful culmination of this venture is attributed to the shared vision of all shareholders and directors of Fiere di Parma and Koelnmesse. Their unwavering commitment to the growth of their respective fairs in their regions has made this systematic operation possible. The Parma-Cologne-Milan alliance not only solidifies the leadership of these cities in the Food & Beverage fair sector but also underscores Europe's pivotal role in shaping a conscious and sustainable global food model.

Gerald Böse, CEO of Koelnmesse, at the time of the signing stated: "We're excited to announce the extension of our partnership with Fiere di Parma. The further expansion of our involvement in the food and beverage sector is an important milestone for us. Italy, which has been a crucial market for us for years, presents captivating possibilities. The dynamic synergy between Cibus, TuttoFood, and Koelnmesse's proficiency, as demonstrated in Anuga and ISM, fuels our anticipation of shaping global trends. This collaboration not only bolsters our market presence but also underscores Europe's central role in championing a sustainable food model on the global stage."

Thomas Rosolia, Managing Director at Koelnmesse S.r.l., Italy adds: "This further cooperation between Fiere di Parma and Koelnmesse, already consolidated since 2016 in the joint organisation of Cibus Tec for the food technology sector, confirms the aim of both parties to create a unique business platform with an international footprint that will benefit the entire food industry".

Franco Mosconi, President of Fiere di Parma explains: "A forward-looking partnership: this is, in a nutshell, our judgement. The extended partnership with Koelnmesse from the Food-Tec industry to the Food & Beverage sector is a milestone not only for the cities of Cologne, Parma, and Milan, but also for our two countries. Germany and Italy are the two largest industrial giants in the EU, and Germany is Italy's main trading partner. This new agreement between our company - Fiere di Parma - and the international market leader is therefore part of this broader picture which we consider rich in opportunities."

"The agreement signed today with Koeln Messe completes the international positioning project of Fiere di Parma that began 15 years ago with the relaunch of Cibus and culminated in the strategic alliance with Fiera

Milano regarding TuttoFood last April. Following this path, we will be able to offer Italian and foreign food companies, every year and in Italy, an excellent international trade fair platform managed and guaranteed by our team and our colleagues at Anuga and ISM”, adds Antonio Cellie, CEO of Fiere di Parma.



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