



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

Dear Madame, Dear Sir,

It is with great pleasure that Fiere di Parma and ITA – Italian Trade Agency welcome you as a special guest to:

**CIBUS**  
**Parma, 7 May - 10 May 2024**

the leading Italian show dedicated to food and beverage, being sure that your visit will be profitable and interesting.

Please note that we have set up a reserved area in **Hall 8, the Buyers' Lounge**, where foreign delegates, assisted by CIBUS and ITA - Italian Trade Agency Executives, can enjoy the use of a service center with offices, open bar and meeting area.

Kindly note that:

- Your hotel room, breakfast, lunch and dinner follow our agreements;
- You should settle your bill for any extras (minibar, restaurant consumptions, telephone, etc.) with the hotel before your departure;
- A daily shuttle bus to and from the Exhibition Center is provided, according to the "Transfer information" here enclosed.
- Regarding activities and events please refer to the "General Program".

For more information please ask the staff at the Buyers' Lounge.

You are kindly asked to follow the program attached which has been suited to optimize the schedule of your visit. We kindly ask you to be ready on time for transfers, 10 minutes in advance will be appreciated, in order to avoid other delegates to wait for late comers. Please inform our staff should you decide not to board the bus for any reason and commute by your own means.

**You are reminded to bring with you the entry Buyer Pass** you printed or downloaded from the Business Agenda platform. Without the pass you cannot have free access to the show. If you are unable to honor an appointment scheduled, please inform the exhibitor and arrange a new meeting at a more convenient time during the show.

**Remember to ask for your CIBUS Transfer Voucher at the Buyers' Lounge within the day before your departure** to allow us to take note of your presence at CIBUS and to be aware about the timetable referred to your return schedule. The voucher can be collected at the Buyers' Lounge starting from h 10.00 on May 7th.

After the show you will receive a "satisfaction/evaluation survey" to be filled in. Your cooperation on this activity will be highly appreciated and will enable us to better organize activities for the next edition. Hoping once again that your stay will be profitable and pleasant, CIBUS Buyers Program Staff and ITA - Italian Trade Agency Executives remain at your complete disposal for any further information you may require.

Best Regards,

Antonio Cellie  
*Fiere di Parma Ceo*

Brunella Saccone  
*ITA – Italian Trade Agency Food & Beverage Manager*

