



# CIBUS

23<sup>RD</sup> INTERNATIONAL  
FOOD EXHIBITION

PARMA.4|6 MAY.2027

WELCOME TO  
FOODLAND

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**FIERE di PARMA**

  
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# ENJOY AN IMMERSIVE BUSINESS EXPERIENCE, EXPLORE PDO & PGI SUPPLY CHAINS

## EXHIBIT

**Are you a protection consortium or a producer specializing in PDO, PGI, and TSG products?**

**Since 1985 in Parma**, Cibus has been offering a perfect place for promoting global GI specialties from Italy and creating new business connections with key decision makers and **top buyers from around 100 countries**.

Join our exclusive food community and find new business opportunities at the show!

## VISIT

**Are you a Large-Scale Retailer, a Wholesaler, a Distributor, an Importer or a Food Service/Horeca professional?**

**Since 1985 in Parma**, Cibus has been offering an extraordinary opportunity to create new meaningful connections with the very best of Italian food producers.

**Brand-new** of 2027 edition: the show opens its doors to **GI productions from Europe and the world!**

Enjoy an unparalleled professional environment and take the chance of increasing your food specialty portfolio!





## 2024 EDITION

### FIGURES

**3,000** EXHIBITING BRANDS  
(beverage 5%, fresh & ultrafresh 15%,  
deli & dairy 22%, regional 24%, grocery 34%)

**75,000+** PROFESSIONAL VISITORS

**3,000** TOP BUYER FROM ACROSS THE WORLD

**1,500** INNOVATION PRODUCTS SHOWCASED

**60** CONFERENCES, WORKSHOPS, AND NETWORKING EVENTS



### EXCLUSIVE PROGRAMS

Our Buyers Program offers to selected buyers a VIP Experience at the Show and in the Italian territory, discovering the best authentic Made in Italy Food.

The programs offers reserved services, such as:

- networking events,
- onsite tours,
- the access to the digital business agenda,
- and dedicated factory visits.

The Cibus Team is in charge of the selection and invitation of each professional.

Learn out more: [cibus.it/buyers-program/](https://cibus.it/buyers-program/)



## CIBUS 2027: WHAT TO EXPECT

### CONTENT

#### FOCUS ON... REGIONAL EUROPEAN SPECIALTIES (PDO & PGI)

A dedicated showcase designed to promote best practices and Geographical Indication products (**PDO, PGI, and TSG**) from across **Europe** to top global retail buyers and the foodservice industry.

#### FOCUS ON... AGRIFOOD SUPPLY CHAINS

Specific product verticals organized in partnership with **leading Italian trade associations**, featuring expert-led panels and live demonstration sessions.



The signature touring showcase celebrating the “Good Life” and high-potential **premium products primed for international export.**

ITALIAN  
Specialty  
Selection

A treasure trove of heritage and flavor featuring **artisanal Italian micro-producers.** These high-perceived-value products are tailored specifically for specialty stores and high-end foodservice channels.

#### INTERNATIONAL OBSERVATORIES & AWARDS

Cibus Parma hosts the final ceremonies of the agrifood industry’s most prestigious international awards, covering **Private Label, Foodservice, brand innovation, and fresh convenience.**



| WELCOME TO FOODLAND |

Stay in touch

