Press Release

Cibus 2027: 92% of Exhibition Space Booked for Italy's Leading Food Showcase

The event will bring together 3,000 food brands and 3,500 international buyers from 80 countries, with new initiatives spanning foodservice, private label and premium food.

Paris, 19 October 2026 – Cibus 2027, Italy's leading food and beverage showcase, has already booked 92% of its exhibition space ahead of the next edition, taking place at **Fiere di Parma, Italy, from 4 to 6 May 2027**. Bringing together major Italian food brands, regional specialities and certified products, the event is expected to welcome **3,000 brands and 3,500 international buyers from 80 countries**, with all major exhibitors confirming their return.

The 2027 edition will build on this distinctive identity while expanding business opportunities across **foodservice and hospitality**, **private label, specialty and premium Italian food, and fresh convenience**. New initiatives will address evolving market needs, while South Korea will be a special focus of the event.

Reflecting the diversity and strength of Italy's agri-food heritage, Cibus 2027 is expected to feature participation from **18 Italian regions and more than 50 consortia** representing PDO, PGI and TSG products. Certified products will play a central role, with talks, in-depth discussions and demonstrations exploring the links between origin, supply chains and markets.

Fiere di Parma unveiled the figures and previewed the next edition in Paris during *The Italian Aperitivo*, its international event series, held at the Automobile Club de France. Organised in collaboration with Anuga (Koelnmesse) and the Parmigiano Reggiano PDO Consortium, the evening brought together 300 guests, half of whom were top international buyers.

Cibus 2027 reflects the evolving role of major trade fairs. Beyond connecting buyers and suppliers, they are increasingly becoming platforms that support supply chains, open up new markets and help companies expand internationally.

"Italy is strengthening its position at the heart of the international food business because it can draw on a combination that is difficult to replicate: a strong agri-food supply chain,

distinctive production regions, and two platforms such as Cibus and TUTTOFOOD that can translate this industrial base into business relationships and international appeal. Competition is no longer simply between individual events, but between exhibition systems that increasingly provide the infrastructure for trade, helping companies diversify their export markets and establish a presence in more complex markets," says **Antonio Cellie, CEO of Fiere di Parma**.

CIBUS 2027 - NEW BUSINESS OPPORTUNITIES

Foodservice and hospitality will play a prominent role in the 2027 programme, with a dedicated convention for **restaurant chains**, tailored initiatives for foodservice professionals and opportunities linked to **airline and cruise catering**. Dedicated sessions on fresh convenience will also explore evolving consumer needs and international best practices.

Specialty Selection will showcase small-scale Italian producers serving specialist retail and premium foodservice, while **Bellavita Expo** will contribute its international expertise in promoting premium Italian products abroad. The **Cibus Link Arena** will return with a European perspective on private label, with more than **65% of Cibus exhibitors offering private-label product ranges**.

The programme will also include industry discussions and professional awards, including the **Gran Premio del Formaggiaio**, organised by the Guilde de Fromagers and dedicated to cheese-counter professionals and delicatessen specialists.

TUTTOFOOD 2028 - LOOKING AHEAD

The growth of Cibus forms part of Fiere di Parma's wider food strategy, which also includes the development of TUTTOFOOD Milano.

In 2028, the Milan event will offer an additional **30,000 square metres** of gross exhibition capacity, equivalent to approximately 15,000 square metres of net space.

TUTTOFOOD has also launched a partnership with **APAS, Associação Paulista de Supermercados**, to build closer, more structured ties with Latin American markets and promote Brazil as one of the focus countries for the 2028 edition.