



CIBUSTEC



28-31

OCTOBER

2014

PARMA

ITALY

Leading Food Processing & Packaging Exhibition
in the Heart of the Italian Food Valley

FACTS & FIGURES

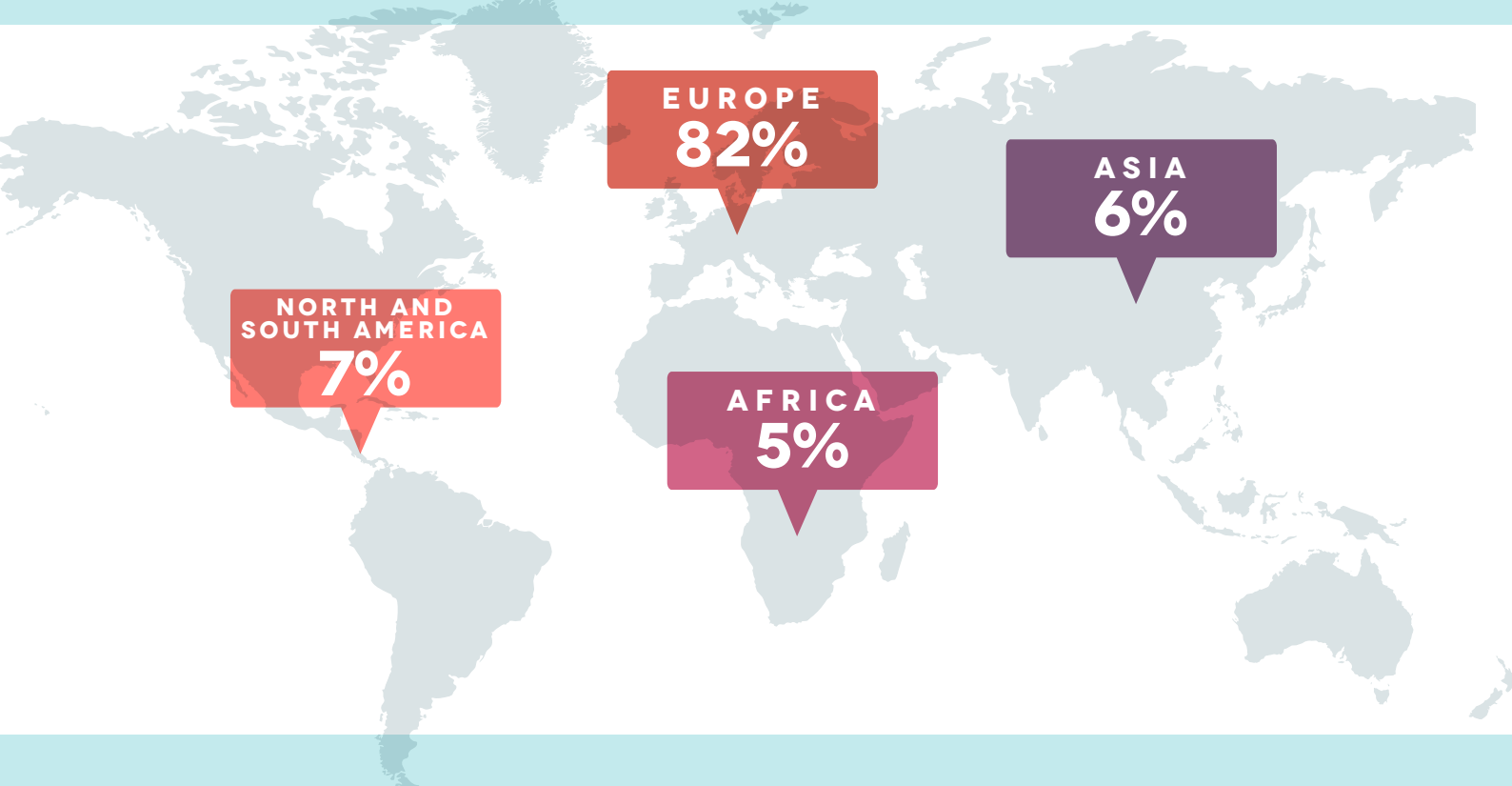
EXHIBITORS



TOP 10

FOREIGN EXHIBITORS COUNTRIES

1. **GERMANY**
2. **FRANCE**
3. **GREAT BRITAIN**
4. **U.S.A.**
5. **DENMARK**
6. **SWITZERLAND**
7. **BELGIUM**
8. **SPAIN**
9. **NETHERLANDS**
10. **CHINA**

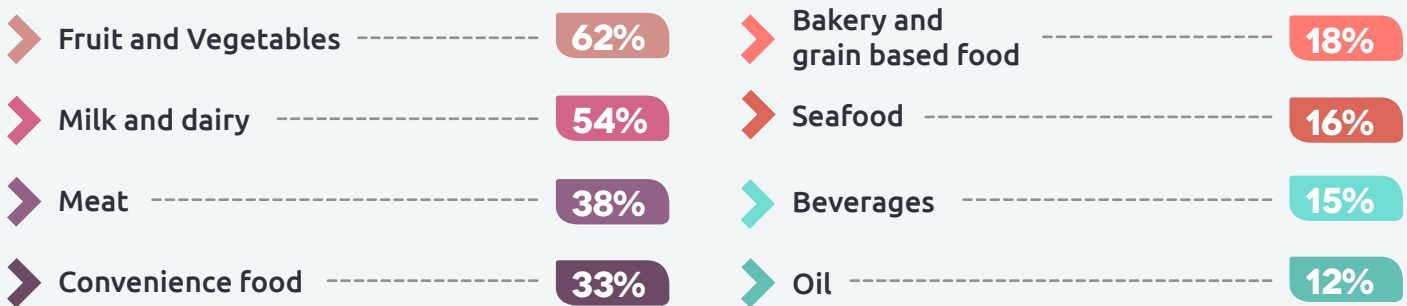


EXHIBITORS

A COMPLETE TECHNOLOGIES OFFER... (MULTIPLE CHOICE)



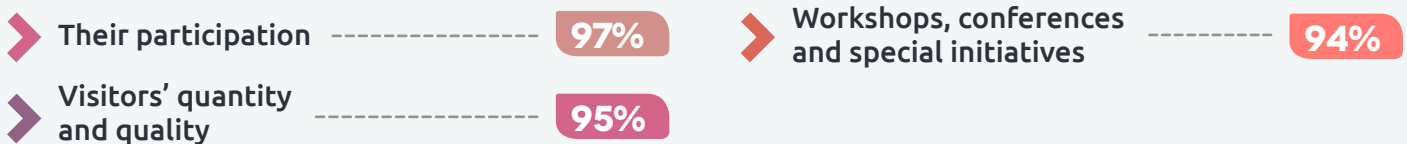
...FOR ALL THE FOOD AND BEVERAGE SECTORS (MULTIPLE CHOICE)



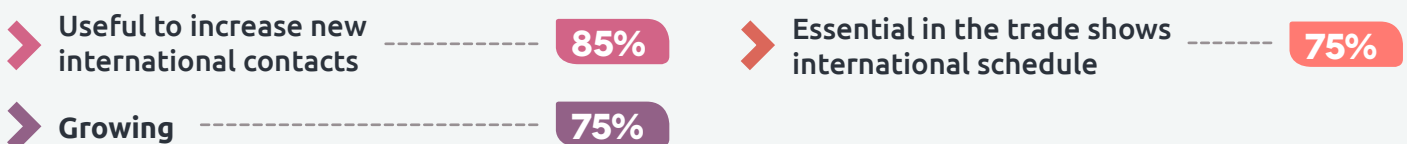
EXHIBITORS
SURVEY
RESULTS

EXHIBITORS SATISFIED WITH

90%
CONFIRMS
PARTICIPATION
IN 2016



EXHIBITORS THINK THAT CIBUS TEC IS



VISITORS

30%

FOREIGN VISITORS
FROM **121**
COUNTRIES



30.000
VISITORS

+15%

OF ATTENDANCE
THAN THE
PREVIOUS
EDITION



TOP 15

FOREIGN VISITORS COUNTRIES

1. SPAIN
2. GERMANY
3. FRANCE
4. TURKEY
5. RUSSIA
6. SWITZERLAND
7. U.S.A.
8. GREECE

9. TUNISIA
10. ALGERIA
11. PORTUGAL
12. NETHERLANDS
13. IRAN
14. GREAT BRITAIN
15. AUSTRIA

NORTH AND
SOUTH AMERICA
12%

EUROPE
64%

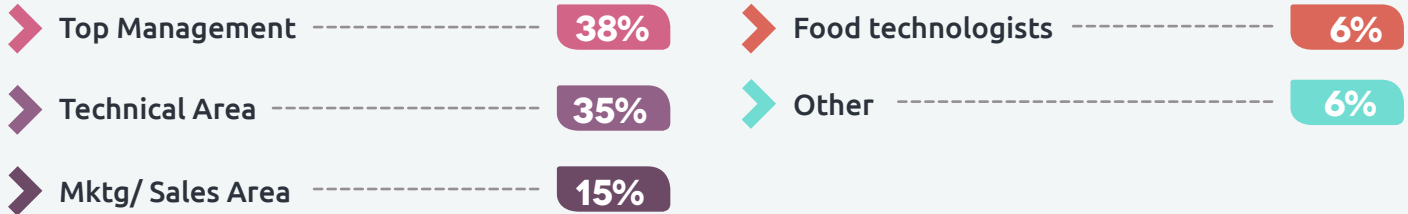
AFRICA
9%

ASIA
12%

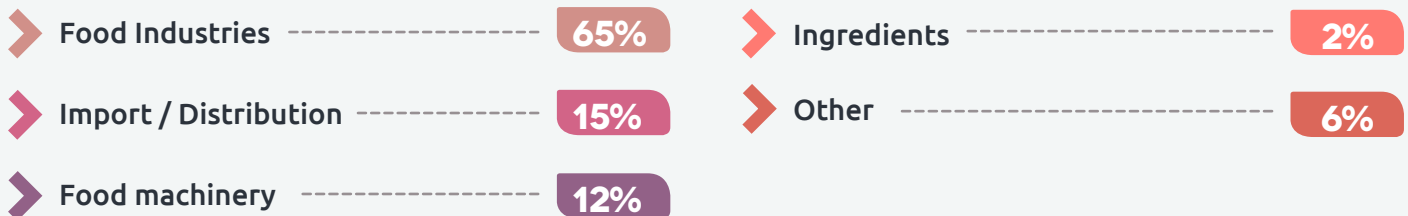
OCEANIA
3%

VISITORS

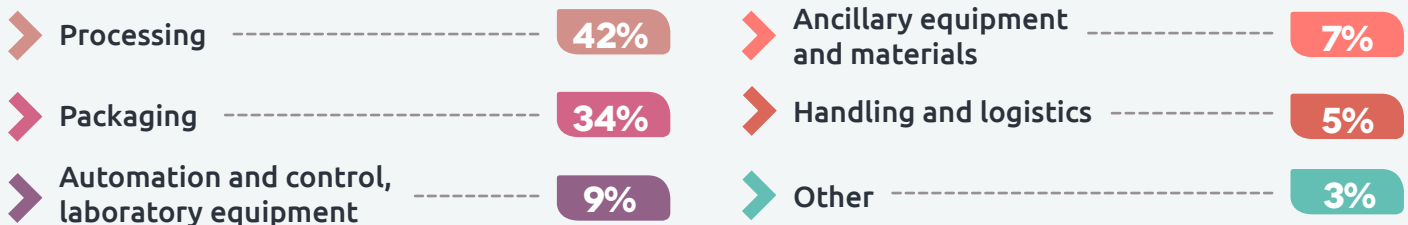
VISITORS BY JOB FUNCTION



VISITORS BY COMPANY'S ACTIVITY



VISITORS BY TECHNOLOGY OF INTEREST

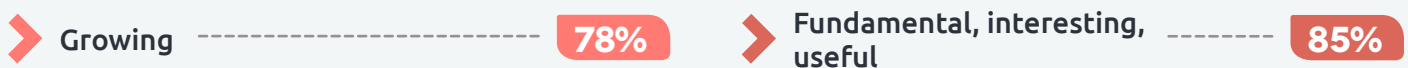


VISITORS SURVEY RESULTS

VISITORS SATISFIED WITH



VISITORS THINK THAT CIBUS TEC IS



TOP BUYERS INCOMING PROGRAM

FROM
48
COUNTRIES


500
TOP BUYERS

+45%
OF ATTENDANCE
THAN THE
PREVIOUS
EDITION



TOP 15 BUYERS COUNTRIES

1. **RUSSIA**
2. **TURKEY**
3. **INDIA**
4. **U.S.A.**
5. **IRAN**
6. **CHILE**
7. **TUNISIA**
8. **ALGERIA**
9. **MEXICO**
10. **UKRAINE**
11. **ARGENTINA**
12. **CANADA**
13. **BRAZIL**
14. **VIETNAM**
15. **SOUTH AFRICA**

“ We’re all gonna be able to feed the population because there’s so much talent in Parma.”

Morningstar Packaging Co, USA

“ I’m very happy and very pleased with the organization and how they had this fair.”

San Miguel Alimentos, Mexico

91%
SATISFIED
WITH
THE SHOW

“ I think that it is an amazing event with a lot of leaders companies.”

Godrej Tyson Foods, India

“ I really like the way it is organized with a lot of different suppliers from different areas.”

Olam, USA

SPECIAL INITIATIVES WORKSHOPS AND COMMUNICATION



➤ CIBUS TEC INDUSTRY

The most advanced processing and packaging technologies have come to life during the show. **12 daily demonstrations** of 2 working lines (processing and packaging) for **pre-sliced** cured meat and ready meal soups.



➤ EHEDG WORLD CONGRESS ON HYGIENIC AND ENGINEERING DESIGN 2014

The Organizers of the international summit dedicated to hygienic and engineering design of equipment and plants for the food production have chosen Cibus Tec as a platform to address the main issues related to food safety.

450 attendees from 41 countries.



➤ TECH AGRIFOOD

Business matching sessions organized for fruit and vegetables, vine and wine, cereals and oil sectors.

126 participants from 12 different countries with more than 500 One-to-One Business Meetings.



40 WORKSHOPS WITH
4000 ATTENDEES

INTENSE AND TARGETED
COMMUNICATION

“EVENTS DEDICATED TO ALL SECTORS OF THE FOOD AND BEVERAGE INDUSTRY WITH FOCUS DAYS ON FRUIT AND VEGETABLES, MILK AND MEAT.”

“FOCUS ON FOOD SAFETY, INNOVATION, TRENDS, SUSTAINABILITY, EXPORT”

- 250** ARTICLES ON NEWSPAPERS
- 190** ARTICLES ON TRADE MAGAZINES
- 500** ARTICLES ON TRADE WEBSITES AND PORTALS
- 100** ARTICLES FROM NEWS AGENCIES AND RADIO / TV REPORTS
- 162** JOURNALISTS FROM 15 COUNTRIES

- 1.100.000** NEWSLETTER CONTACTS
- 9.000.000** ADVERTISEMENT WEB VISITS
- 170.000** WEBSITE UNIQUE USERS
- 750.000** PAGE VISITS

SEE YOU AT



2016

25-28
OCTOBER
2016
PARMA
ITALY



The Real Taste of Food Processing & Packaging

Leading Food Processing & Packaging Exhibition
in the Heart of the Italian Food Valley

www.cibustec.it

