



The Real Taste of Food Processing & Packaging

Press Release

START UP: THE FUTURE OF FOOD PROCESSING
BEGINS TODAY WITH CIBUS TEC AT FIERE DI PARMA

With the support of Koelnmesse, Fiere di Parma is now a truly international platform: 3000 buyers from 75 countries and 5 continents

New sectors such as Pasta and "Cereal Based Food" in the crosshairs

*(Parma 25 October 2016) **Giandomenico Auricchio** addresses the public at the event: "This edition has seen extraordinary figures, with a 30% increase in exhibitors, bringing the total up to 1200, but above all a staggering 3000 buyers from 75 countries and 5 continents, and a new partner in the undisputed world leader, Cologne-based trade fair giant Koelnmesse. This is the scale on which Cibus Tec now operates. Moreover, thanks to its shareholders, during this period of unfavourable circumstances, Fiere di Parma has had the courage to invest approximately 80 million euro, and today it is reaping the rewards of a 70-year-long history.*

With these words, the Chairman of Fiere di Parma opened the 51st edition of Cibus Tec, the food technology exhibition taking place at Fiere di Parma from today **until Friday 28 October**.

This show, considered one of the most important in the sector, brings together the best of the food technologies (from sorting to processing, packaging and logistics) in a virtuous mix of tradition and innovation.

It is hardly surprising, therefore, that the opening event co-organised by PTP Science Park is dedicated to start-ups. There are 6363 start-ups, distributed mainly throughout Lombardy (1382), Emilia (782), Lazio (625) Veneto (492) and Campania (404), including those featured at the show in Parma: **Mycoplast**, who produces innovative materials based on mushrooms (mycelium) and waste from the agri-food supply chain, **Heli-lab**, who builds small flying computers ("agri-drones") that record footage even in humidity and smog, and **Orange Fiber**, who produces sustainable fabric from orange peel.

"This year's show is a bridge between the past and the future - affirms **Antonio Cellie**, Fiere di Parma CEO - *Cibus Tec is the longest-standing food technology exhibition in Italy, and one of the oldest in Europe. Italy is where industry and innovation meet with culinary excellence, which is one of the reasons that Koelnmesse chose Parma as its partner. With each step we grow and specialise. We are a historical leader in technologies for dairy and vegetables. At the last edition, we placed the meat section side by side with the bakery. For 2019, we are working on Pasta and "Cereal Based Food" in general*".

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The show is also the opportunity to field test the agreement between Fiere di Parma and German trade-fair giant Koelnmesse, world leader in Food and Food Tech events, with exhibitions like Anuga, Ism and Anuga FoodTec in its portfolio. *Out of this agreement came a new company in April, Koeln Parma Exhibitions (KPE), of which Cellie is also CEO and his counterpart Thomas Rosolia is Chairman.*

*“The alliance with Fiere di Parma enables us to face the competitiveness of the global market - says Koelnmesse Chairman **Gerard Bose** with satisfaction - an alliance looking to expand into new high-potential markets on the one hand, and promoting the unique characteristics of the domestic market on the other”.*

*“Our understanding - points out Koelnmesse Italia CEO **Thomas Rosolia** - is already working effectively towards the robust internationalization of Cibus Tec, with a 20% rise in foreign exhibitors and 40% more foreign visitors. Now we are taking the Cibus Tec brand on a world tour, including India, Colombia, Brazil and the United States”.*

The “Made in Italy” technology tour continues in 2017 in Asia with the India International Dairy Expo (16-18 February) and Profood Tech in Chicago (4-6 April). With Italian companies making contact with millions of specialist operators from across America, this is an important opportunity for Fiere di Parma to preview Made in Italy pasta technology.

Cibus Tec has only just opened and KPE are already thinking ahead: “Light” exhibition-conference formats to take to Africa and the Middle East, as well as the possibility of acquiring or federalising sector events in Italy to simplify and streamline national exhibition activities.

These plans provide the backdrop to Fiere di Parma’s considerable financial success for 2016, with typical revenues of 40 million euro and an EBITDA approaching 16 million.

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