



The Real Taste of Food Processing & Packaging

Press Release

CIBUS TEC 2016:

RECORD FIGURES, DOUBLE THE NUMBER OF FOREIGN OPERATORS AND  
PARMA-COLOGNE IS A WINNING FORMULA FOR “MADE IN ITALY” FOOD PROCESSING  
& PACKAGING

*For the food processing technology sector, 2016 ends with a turnover of 5.6 billion, and  
exports continually on the rise.*

(Parma - 1 November 2016) - The excellence of Italian food production is reflected by the food-processing sector, which continues to increase its market quota on a global scale.

These are the forecasts of the Anima-Confindustria research centre. In 2015, the production of food-processing machines made a turnover of 5.18 billion, while the forecasts for the current year suggest 5.26. Exports reached 3.44 billion and this year they should grow to 3.51.

This is corroborated by the figures for the 51st edition of Cibus Tec, the food technology exhibition that closed on Friday 28 October at Fiere di Parma: 1200 exhibitors (+ 30%), a third of whom were from 25 foreign countries (with Germany in first position); 35000 professionals (40% from abroad), up by 20% on the figure for last year's show. And, above all, 3000 top buyers from 75 countries and 5 continents.

*“In recent years - Fiere di Parma CEO **Antonio Cellie** asserts with satisfaction - at Fiere di Parma we have built up a highly specialist centre of expertise, a group of very motivated young people who are working with the main players in the Italian food technology industry. This nucleus of experience and expertise is integrating rapidly with the world-wide network of Koelnmesse, which is providing our exhibitors with unique opportunities throughout the world thanks to the valuable relationships our exhibition centres have with the food industry through Cibus and Anuga.”*

This is in fact the first edition of Cibus Tec courtesy of “Koeln Parma Exhibitions” (KPE), the new company owned 50% by Fiere di Parma and 50% by Koelnmesse (the undisputed leader in trade fairs, with events such as Anuga and Anuga Foodtec to its name), launched to create the greatest platform in the world for food & food technology.

Cibus, the major food exhibition that took place last May at Fiere di Parma, showcased 1000 new products. This was made possible not only by the excellent quality of the raw materials and the companies' vision, but by the food technology professionals who supply superior, tailored solutions for the wide-scale production, conserving and manufacturing of all the latest products to emerge from the food sector. “A characteristically Italian model of artisan skill, exemplifying innovation, quality and design. Parma has represented such craft since 1939 - points out Cellie - which is why the Germans chose us to break into new markets”.

[www.cibustec.it](http://www.cibustec.it)

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“To rise to the challenge in emerging countries - concludes Thomas Rosolia CEO of Koelnmesse Italia - we rely on Made in Italy. Cibus Tec was the first test for KPE, and it has passed with flying colours. Next up is ProFoodtec in Chicago in April, followed by other projects in South America and India”.

According to the experts who attended the four days of Cibus Tec, the role of technologies, supported by research and innovation, is fundamental for the growth of agri-food companies. This is particularly the case in India, where food processing is one of 25 sectors involved in the “Make in India” project, launched two years ago by the Indian government for the purpose of raising the contribution of the manufacturing sector from 16% currently to 25% by 2025.

Cibus Tec will be back once again at Fiere di Parma from 22 to 25 October 2019. In the meantime, the alliance between Cologne and Parma is looking outwards to the world and taking “Made in Italy” products on tour. This provides Italian businesses with support from Fiere di Parma and Koelnmesse, the only trade fair operators with established platforms and expertise in the fields of food & food technology.

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