



# CIBUSTEC

2023 edition

## POST SHOW REPORT



**KOELN  
PARMA  
EXHIBITIONS**

A joint venture of  
Koelnmesse GmbH and Fiere di Parma S.p.A.



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Since the late '30s, Cibus Tec has been **an authentic milestone for Food Tech professionals**, boasting a robust heritage and a special vocation to represent and convey the very finest of Italian, European, and global players in **a unique place: the Food Valley.**



VIENI A TROVARCI AL PADIGLIONE 6 ALLO STAND E018

VISIT US AT HALL 06 STAND E018

FESTECCIA CON NOI I 150 ANNI DEL GRUPPO

Mercoledì 25 ottobre dalle 18.30 padiglione 6 stand E018

CELEBRATE HANDTMANN GROUP 150<sup>TH</sup> ANNIVERSARY WITH US

on Wednesday 25<sup>th</sup> October starting from 6.30 pm at Hall 06 Stand E018

Progettiamo linee complete per l'industria alimentare

We design full line solution for food industry

handtmann  
Idee per il futuro.



# Key facts



## EXHIBITORS

**1.200+** exhibitors and start-ups from  
**32** countries  
**73%** from Italy  
**27%** from abroad



## EVENTS

**50+** conferences and workshops  
**5** special areas  
**100+** eminent speakers  
**120** accredited journalists  
**247** total articles  
**100+** innovation products showcased



## ATTENDEES

**38.000+** professionals  
**120+** countries  
**65%** from Italy  
**35%** from abroad  
**3.000** Top Buyers  
**85** countries involved in the program  
**10.000** pre-scheduled meetings

CIBUSTECCO

24 | 27 OCT 2023 | PARM | ITALY



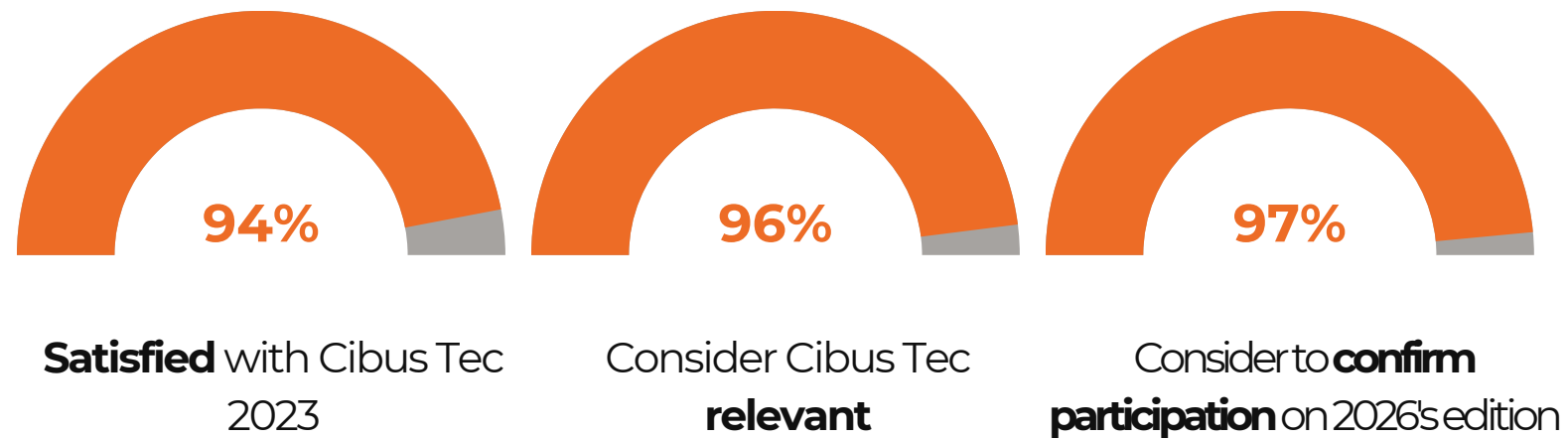
The background of the image is a blurred industrial setting, likely a factory or processing plant. It features a complex network of metal pipes, valves, and machinery. In the foreground, a conveyor belt system is visible, with several orange-colored boxes or containers being processed. The boxes have some text on them, including the word 'Cosi'. The overall lighting is warm and slightly dim, creating a soft, industrial atmosphere. A white rectangular box is superimposed over the center of the image, containing the text 'Our exhibitors' in a clean, white, sans-serif font.

# Our exhibitors

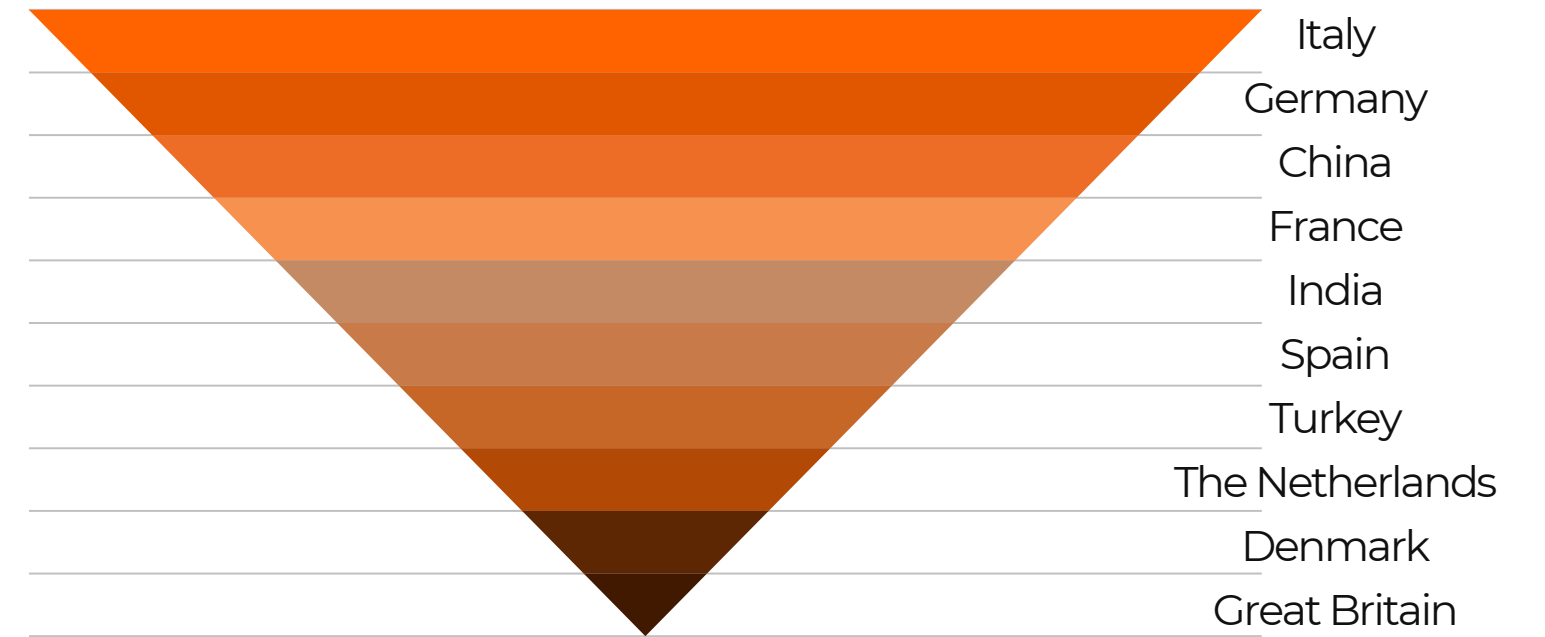


# Our exhibitors

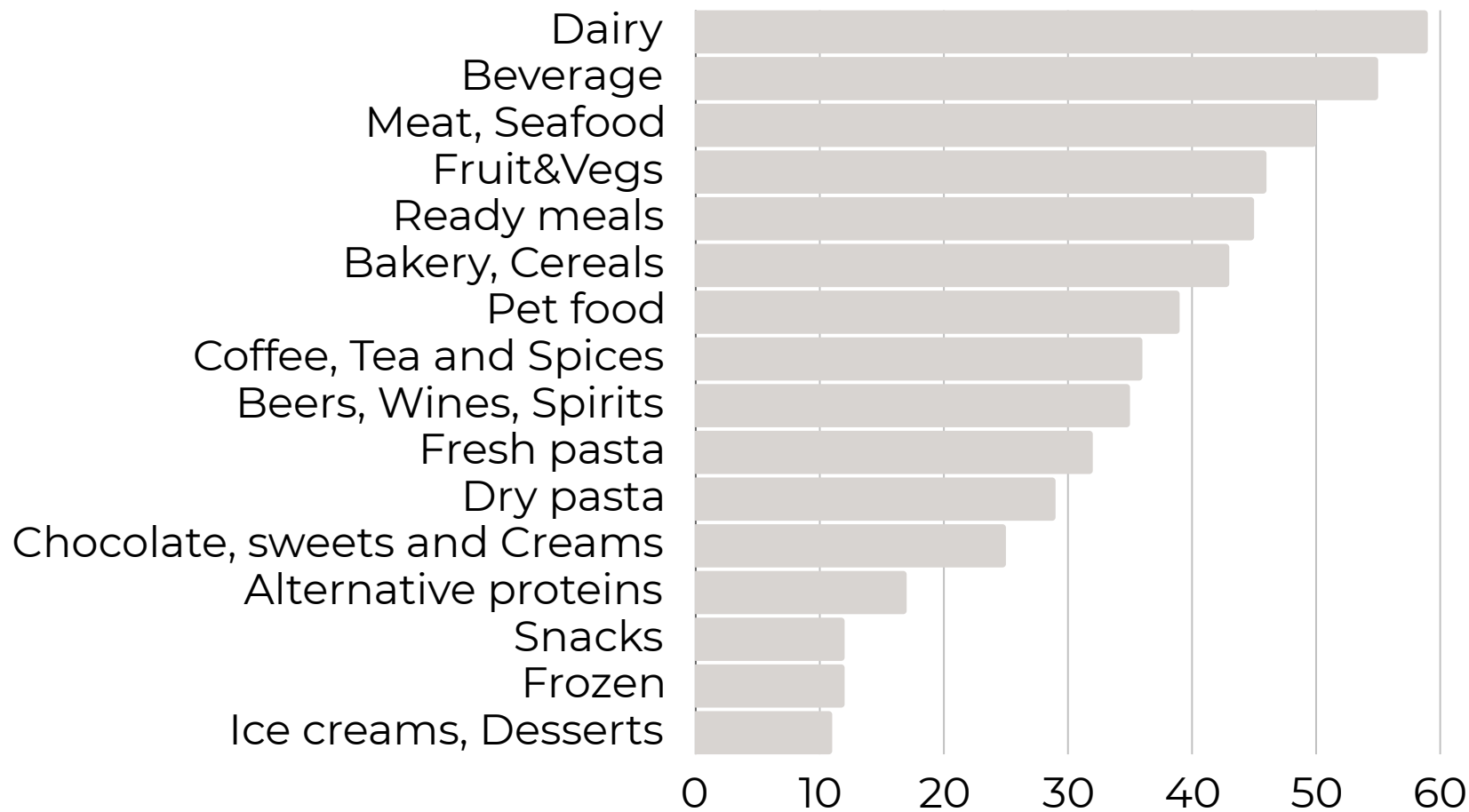
## CUSTOMER SATISFACTION



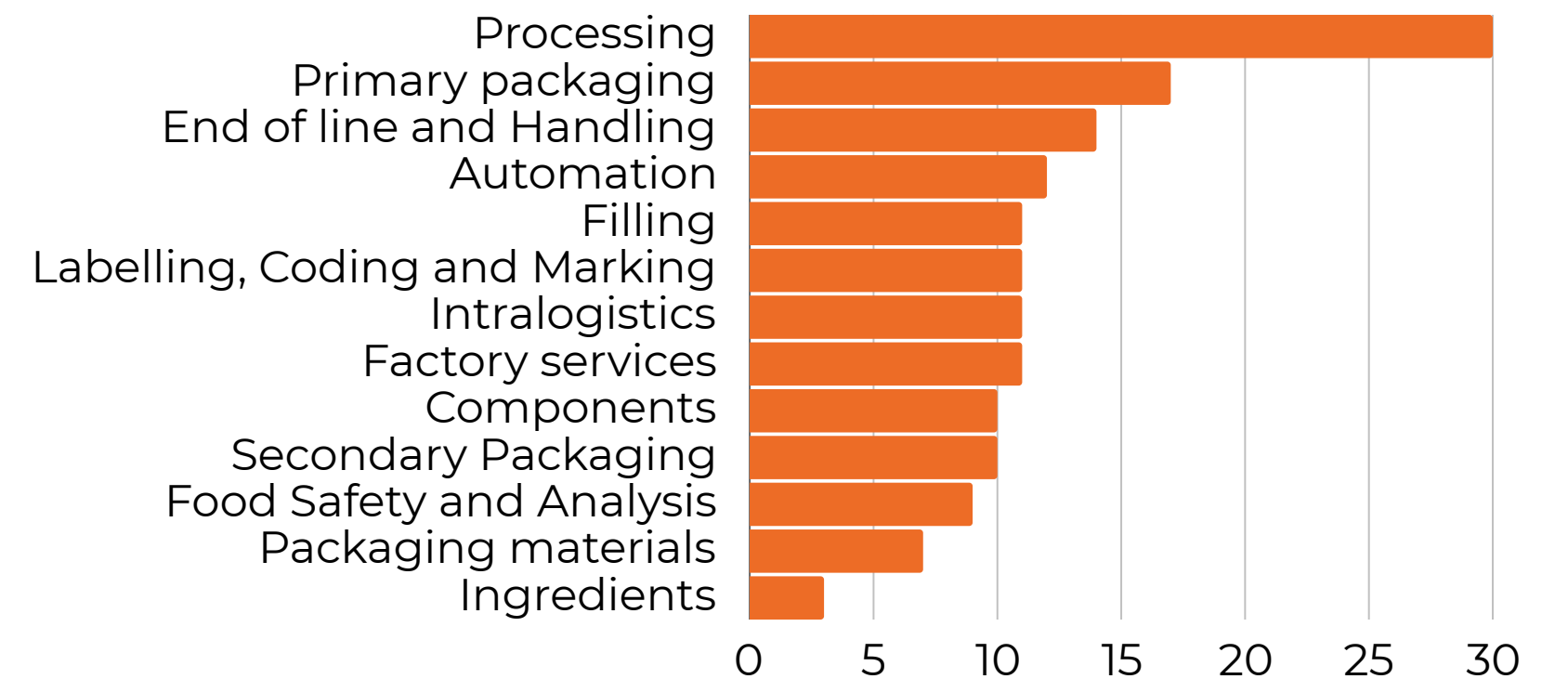
## TOP-10 EXHIBITING COUNTRIES



## TECHNOLOGIES BY APPLICATION SECTORS (% OUT OF THE TOTAL)



## TECHNOLOGIES (% OUT OF TOTAL)





# Our visitors

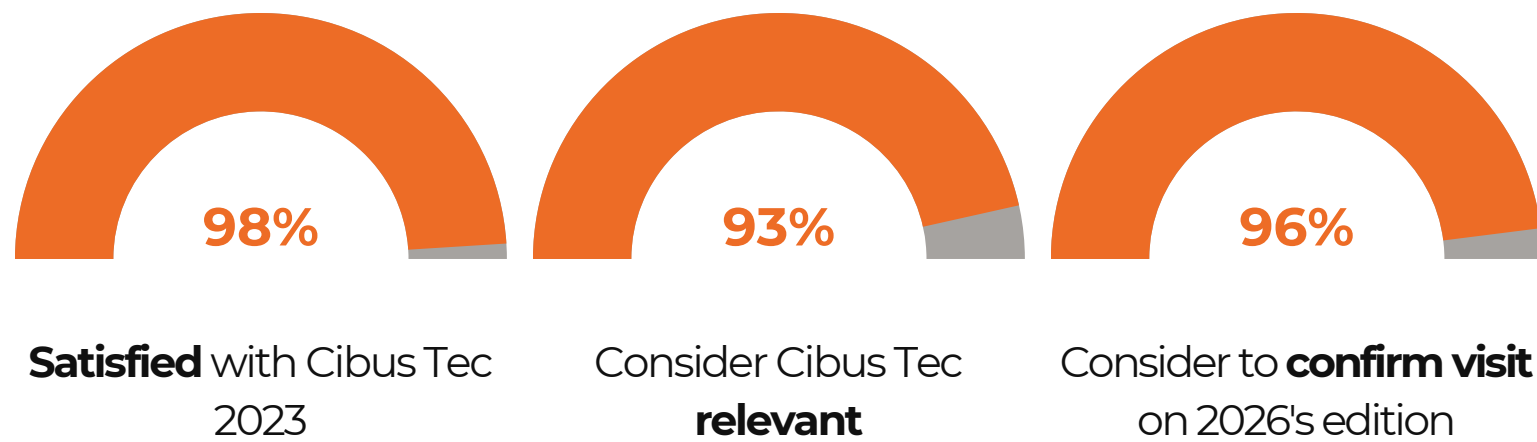




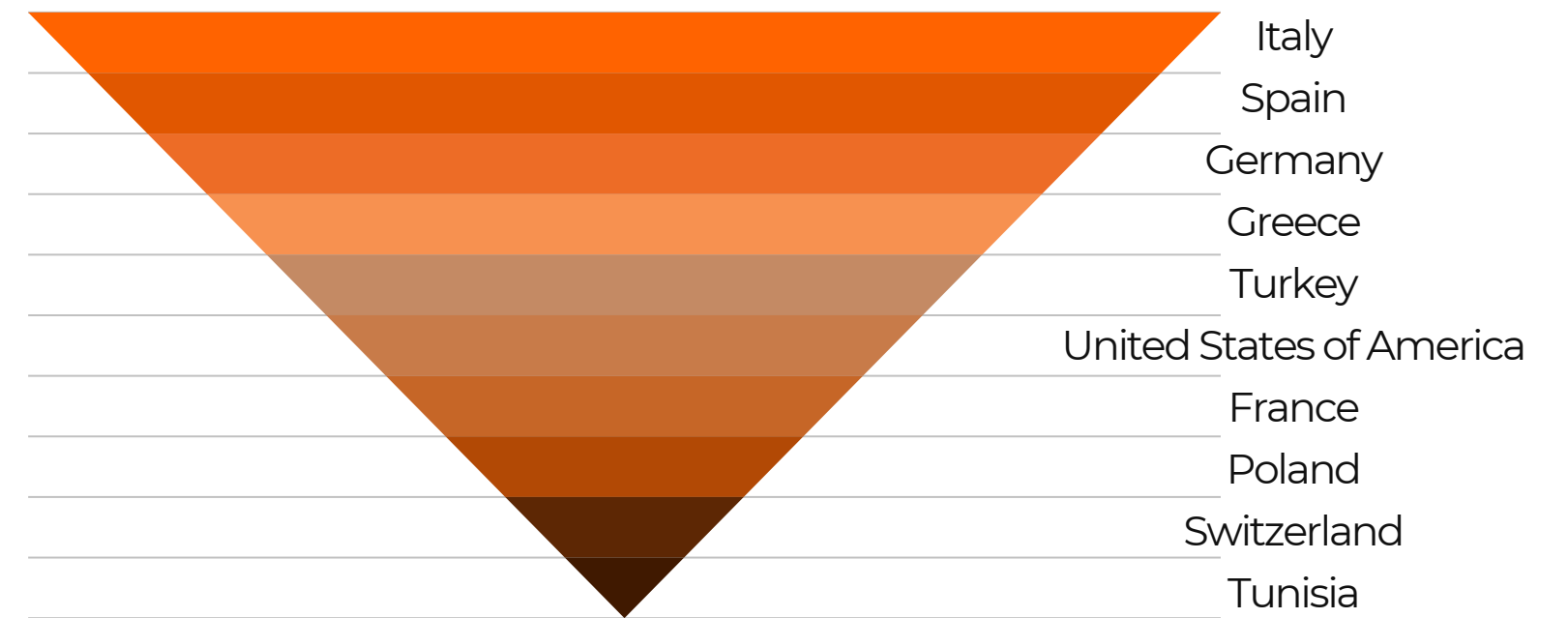
# Our visitors

7

## CUSTOMER SATISFACTION



## TOP-10 VISITING COUNTRIES



## LEADERSHIP AND SUCCESS: THE TOP-100 OF MADE IN ITALY FOOD MEET AT CIBUS TEC.

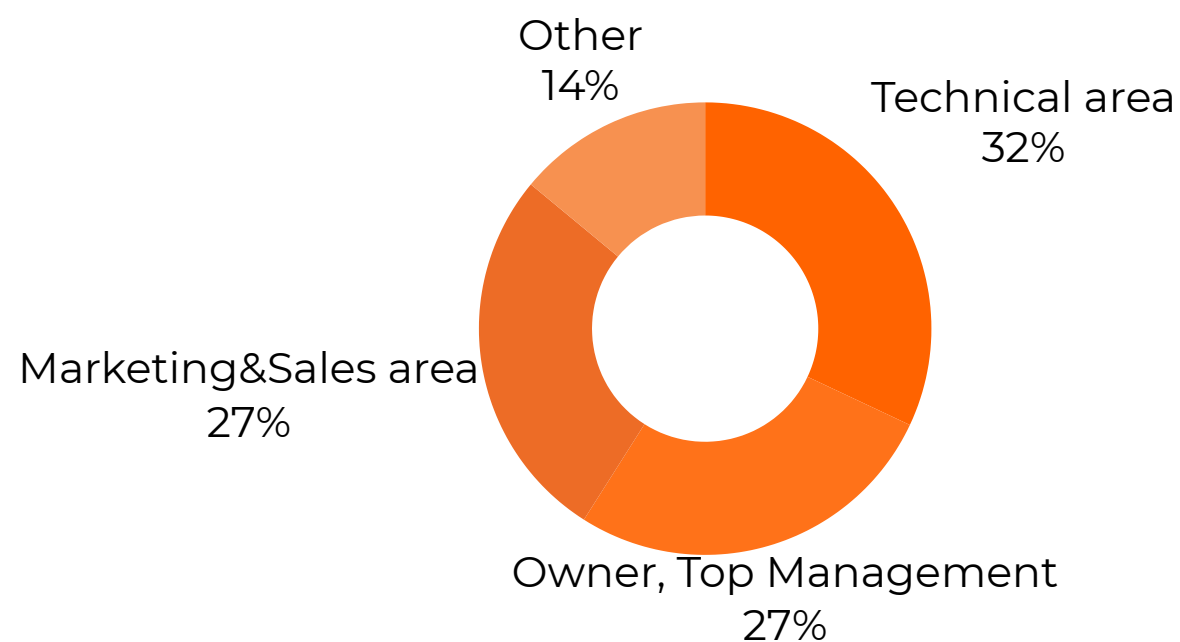
Among the visitors of Cibus Tec 2023, we also welcomed the key figures from the top 100 Made in Italy food companies by revenue. This participation not only highlights the significance of Cibus Tec as a hub of innovation but also underscores the prominence our event has gained among the leading companies in the food sector.

**TOP 100**

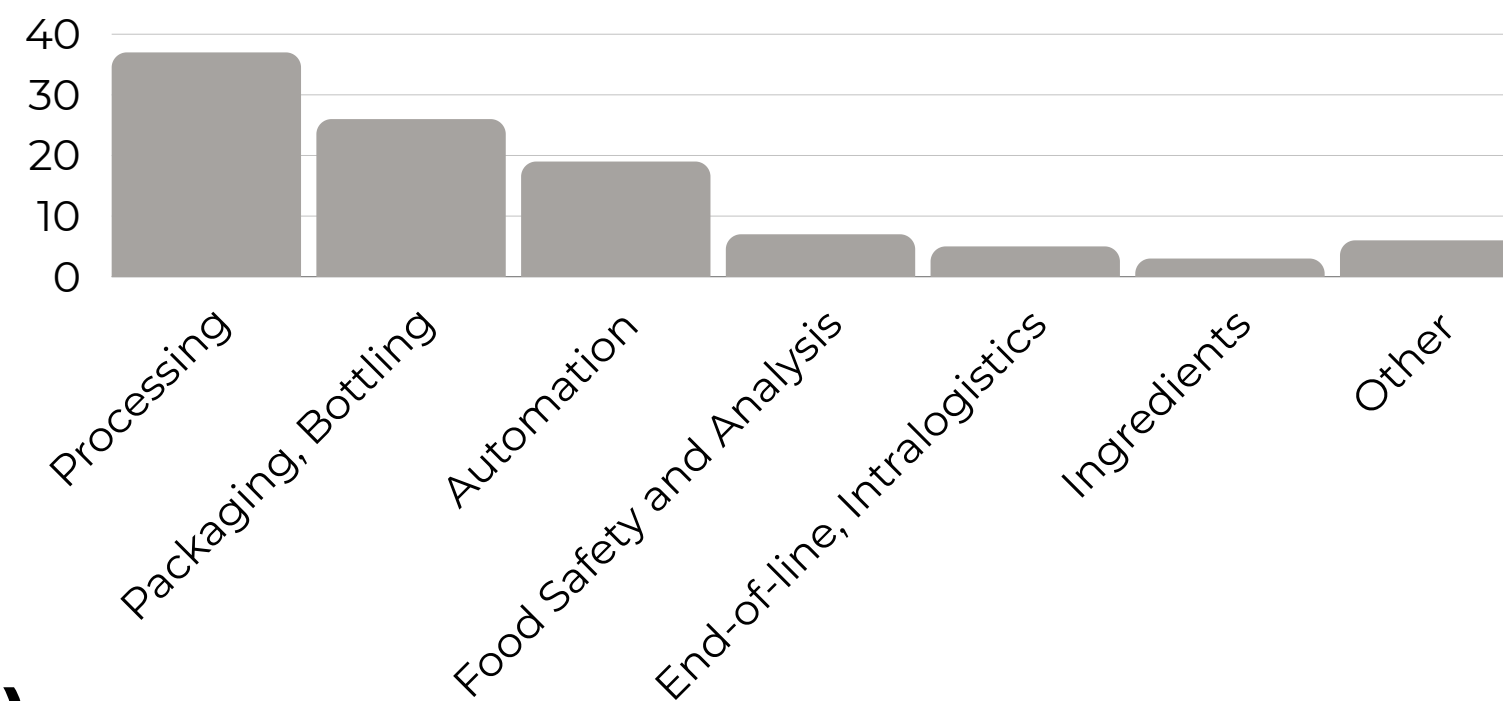


# Our visitors

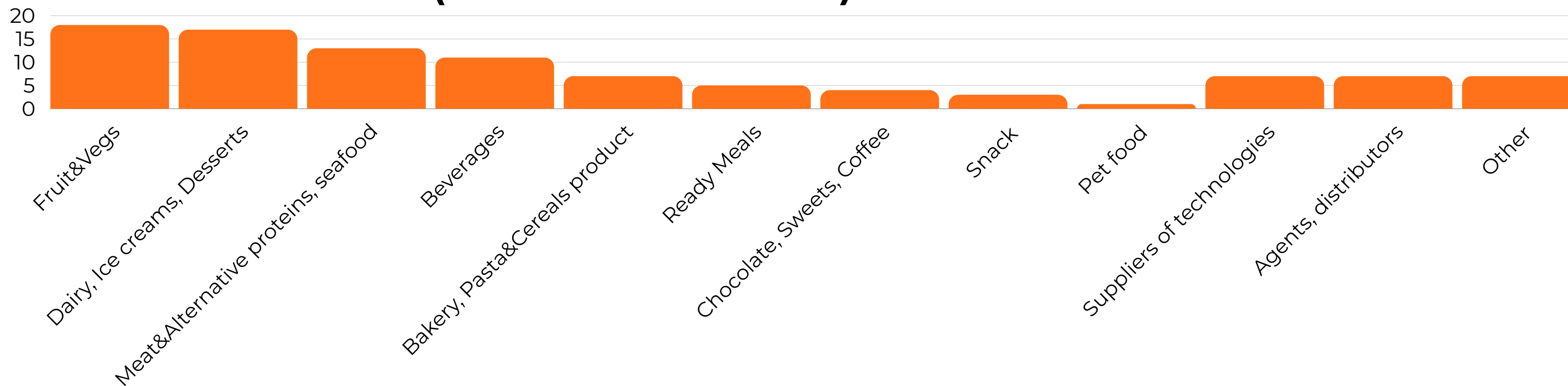
## BY JOB FUNCTION



## BY MAIN TECHNOLOGIES OF INTEREST (% OUT OF THE TOTAL)



## BY ACTIVITY SECTOR (% OUT OF THE TOTAL)







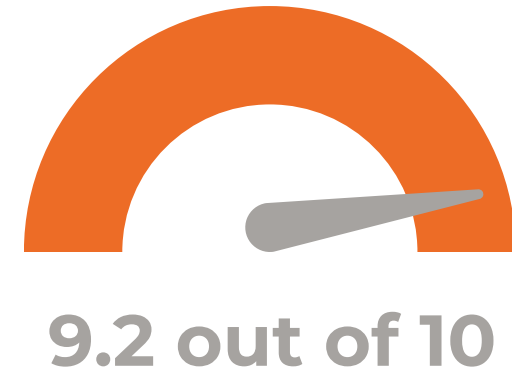
# Top Buyers Program



# Top Buyers program

## CUSTOMER SATISFACTION

What's your **overall impression** about Cibus Tec 2023?



What's your **overall impression** about Top Buyer Program?



Cibus Tec organizes the largest and most important hospitality program for foreign buyers among technology events for the Food & Beverage industry. In 2023, there were over 3,000 attendees from all continents and the most interesting food and beverage companies, assessing their technological investments.

### TOP 25 FOREIGN TOP BUYERS COUNTRIES

Spain - United States Of America - Colombia - Tunisia - Turkey - Argentina - Egypt - Chile - Greece - Mexico - Netherlands - Algeria - United Kingdom - Hungary - Albania - Poland - Canada - India - Ecuador - Ukraine - Peru - Romania - Serbia - France - Indonesia



"I have seen **the most innovative and most influencing trends in the food and beverage technology sector** that will add value to our plans and business."  
Rabi B., **TANMIAH Foods Group (Saudi Arabia)**

"A **big compliment for the organization team!** You have done a great job."  
Kirill L., **FrieslandCampina (Netherlands)**

"Cibus Tec received a lot of interest and gave me the opportunity to **expand my knowledge.**"  
S. B. Kim, **Dongwon Dairy (South Korea)**

"Interesting trade show, **very professional!**"  
Adil R., **Lactalis Canada (Canada)**

"The visit at Cibus Tec was very interesting for me, to find **a lot of new ideas and machineries.**"  
Naoufel S., **Elmazraa (Tunisia)**

**Very well organized.** Many suppliers, mainly but not only from Italy, were open to show their best products and services."  
Inmaculada G., **Calidad Pascual (Spain)**

"This is a huge exhibition and **connects companies with thousand vendors** together."  
Saensuk S., **Suntory PepsiCo Beverage Thailand (Thailand)**

"It was a very good platform to showcase the **food processing and packaging solutions from Italian technology and other global players.**"  
Ismail Rashid M., **Bakhresa Group (Tanzania)**

"It is **an excellent experience**, very complete and very organized."  
Juan C. R., **Marfrig (Argentina)**

"This is **the very best trade show I have participated in with respect to spending quality time with serious quality suppliers** in a common field."  
James Michael H., **Red Gold (USA)**

"Cibus Tec is **an ideal space to learn about new technologies from the best** in the industry."  
Edilson M. V., **Lactalis Colombia (Colombia)**

"I was able to **meet a lot of suppliers**, very pleased of the show overall." Paolo P., **Belgioioso (USA)**

"An extraordinary experience to get to **know new markets and people.**"  
Iulia Cornelia M., **Smithfield Foods (Romania)**

"Great exhibition! It provides **many machine solutions** for food and beverage industries."  
Hartadi V. P., **Indoofood CBP (Indonesia)**

"My experience was amazing. I found the know how and **many different options for our projects.**"  
Gerardo S., **Inalpa SA (Argentina)**

"This is **my favorite Expo in the world.** It puts all the players in the Tomato Industry and most of their suppliers in one place, making it great to visit and to talk to our suppliers."  
Greg W., **The Morning Star Company (USA)**

"Had **a wonderful experience** to meet in person new and old suppliers of our equipment and also to see new technology. Will definitely recommend Cibus Tec to whoever needs factory equipment for the food industry."  
Barthlomew M., **Zambeef Products PLC (Zambia)**



**The floor to our  
well pleased  
visitors**



SOLUTIONS BEYOND TOMORROW

# Global Brands





# Some of the global brands visiting Cibus Tec

13

ABC President - Acqua Minerale San Benedetto - Acqua Sant'Anna - AIA - Alce Nero - Amadori - Arcor - Ardo - Atlantic Grupa - Balconi - Barilla - Barry Callebaut - Bauli - BelGioioso Cheese - Bell Food Group - Beretta - Bimbo - Birra Peroni - Bofrost Italia - Bolton Food - Bonduelle - Bunge - Calidad Pascual - Cameo - Campari Group - Cantine Riunite - Casalasco - Caviro - Citterio - Coca Cola - Colussi - Conserve Italia - Danper Trujillo - De Cecco - Del Monte - Dongwon Dairy - Emmi - F. Divella - Farchioni - Ferrarelle - Ferrero - Fileni - Findus Italia Nomad Foods - FrieslandCampina - Froneri - Galbani - GBFoods - Gelato d'Italia - Glanbia - Gloria - Granarolo - Grandi Pastai Italiani - Granterre - Great Giant Food - Grupo Herdez - Gruppo Italiano Vini - Hausbrandt - Heineken - Icam Cioccolato - Illy Caffè - Inalca - Indofood CBP - Itaipizza - JBS - Kraft Heinz - La Doria - La Linea Verde - Lactalis - Lavazza - Lindt & Sprungli - Loacker - Maniva - Maple Leaf Foods - Marfrig - McCormick - Meiji - Mengniu Dairy Company - Molino Casillo - Monini - Morato Pane - Mutti - Nadec - Nestlé - Newlat Food - Nutkao - Orogel - Oropan - Pakola Mehran Bottlers - Parmacotto - Pastificio Rana - PepsiCo - Perfetti Van Melle - Pfanner - Pini - Podravka - Princes Industrie Alimentari - Puratos - Refresco - Riso Gallo - Roncadin - Ruffino - Saclà - Sammontana - Smithfield Foods - Sodebo - Solico - Sperlari - Sumol+Compal - Suntory- Surgital - The Morning Star Company - UCC Ueshima Coffee - Unilever - Valio - Vicenzi - Viru - Witor's - Zott - Zuegg.





A woman is speaking at a podium on a stage in a conference room. The room is filled with an audience of people seated in rows of chairs, facing the stage. The background features a large screen displaying technical diagrams of packaging equipment. The entire scene is overlaid with a semi-transparent orange filter. The text "Events program" is centered in a white box.

# Events program



# Events program's philosophy

Spread across **5 distinct areas**, the extensive event program of Cibus Tec featured **approximately 90 hours of non-stop programming**, including seminars, conferences, study research presentations, and networking happenings. In the 2023 edition, Cibus Tec reaffirmed itself as a fundamental platform for the exchange of knowledge and training. The events delved deeply into the most relevant trends for the food and beverage industry of tomorrow. From **new horizons in food processing and packaging to emerging challenges in laboratory analysis and packaging to emerging challenges in laboratory analysis**. Additionally, through the Cibus Tec Observatory, we provided a detailed look at the dimensions, performance, markets, and competitiveness of the food technology sector on an international scale..





# Special areas

Wilson.ai

La Generative AI entra  
nella Food Factory

Wilson.ai è l'assistente virtuale che sfrutta gli **algoritmi GPT** per supportare le attività di manutenzione e facilitare l'accesso alla conoscenza aziendale.

Gestisce il 45% dei tuoi case di assistenza senza intervento umano e riduce il tempo di gestione di un case semplice da qualche ora a pochi minuti.



# Special areas and projects



**CIBUSTEC**  
**INDUSTRY**  
Processing Packaging Demo Lines

An area recreating **three highly automated and fully operational lines**, in order to show some of the most crucial phases of food processing and packaging.



**STARTUP**  
**AREA**

Developed in collaboration with Le Village by Crédit Agricole, Eatable Adventures and Italian Trade Agency, this area provided creative and technological solutions to contemporary challenges thanks to the experience of **accurately selected European start-ups**.



**CIBUSTEC**  
**5.0 DIGITAL**  
**FACTORY**  
powered by **4OFACTORY**

A peculiar area dedicated to the interaction with a model of Food Factory 5.0, featuring digital technologies such as **Industrial IoT, VR, and AI**.



**CIBUSTEC**  
**TALENT ACADEMY**  
powered by **CISITA**

A special area aimed at promoting a fruitful and virtuous **matching between education and food supply chain** corporate representatives.



**LAB** **WORLD**  
**ARENA**  
Convegni sull'analisi alimentare

This area offered a rich non-stop programming, encompassing conferences and seminars focused on **food analysis** and the most **innovative laboratory equipment and techniques**.



# Cibus Tec Industry + Demo

Three different on-field experiences, three highly technological processes to discover the innovations dedicated to bakery and dairy sectors, as well as an extremely versatile and effective packaging technology.



## “PINSA” LINE

The first line reproduced the baking and packaging process of an Italian traditional product that has experienced an incredible boom in recent years, both in Italy and abroad: the “pinsa”.



## CHEESE LINE

The second line was focused on dairy sector. It replicated both the portioning and the packaging processes for hard and demi-hard cheese.



## DOYPACK LINE

The third line introduced the attendees to the macrocosm of 'product-saving' Doypack bags, applied to candies (though the process is extremely versatile).



# Startup Area

40 smart ideas, 40 highly specialized innovative solutions to enhance processes in the food industry: this and much more was the core of the Cibus Tec Start-up Area, a special place aimed at meeting a selection of virtuous Italian and European experiences in food tech.

Among the most important themes:

- **sustainability**
- **digitalization**
- fight against **food waste** and optimization of **energy consumption**
- **Artificial Intelligence**

LE  
VILAGE  
by 

EATABLE  
ADVENTURES

  
ITALIAN TRADE AGENCY  
ICE - AGENZIA



# Cibus Tec Digital Factory 5.0

*“Put the VR headset on and step into the 5.0 factory!”*, its pay-off claimed. Cibus Tec Digital Factory 5.0 Food Factory 5.0 was a special demo area **based on the technology of 40Factory**. In particular, the Industrial IoT solutions MAT and MAT XR by Linkersys, together with the virtual assistant WILSON.AI, were **connected to the machines of participating exhibitors** who had already embarked on a successful path of digitizing their offerings.

The goal was to demonstrate how the proper integration of new digital technologies in a collaborative ecosystem logic may bring significant and consistent advantages to both plant manufacturers and users of the facilities, inspiring **a virtuous exchange of knowledge and technological solutions**.





# Cibus Tec Talent Academy

The ITS Academy Foundations are the exclusive non-university tertiary education channels providing a **direct pathway to the Italian labor market**. ITS are, indeed, a cutting-edge educational training chain for many different industrial fields, ranging from **mechanics** to the **agri-food system** and **logistics**. The philosophy of ITS is firmly rooted in co-designing educational programs with companies, aiming to develop **tailored courses that prepare the students for the real needs of the working world**.

The 'Cibus Tec Talent Academy' is a dedicated section of the show, powered by **CisitaParma**, the partner of all active ITS Academy Foundations in the local area (specifically, ITS Tech&Food, ITS Maker, and ITS Logistica Sostenibile). The Academy aims to promote a multilevel collaboration between the high specialization centers and the industry.

The project's objectives aim to **disintermediate between young people and the labor market**, specifically with the goal of transferring skills and knowledge from the tertiary sector. Collaboration with the food industry allows companies to meet the diverse needs, enabling them to find the ideal profile to integrate into their teams.





# Lab World Arena

The Food industry has significantly levelled up controls, introducing strict **quality assurance procedures** within the transformation and supply processes in recent years. However, the extreme dynamism of the market demands continuous updating, linked to the use of digital tracking tools or the implementation of automated and advanced inspection and control techniques.

The section called LabWorld Arena was the fruit of a partnership with labworld.it and Editrice Industriale, aimed to exploring all the burning issues coming from the macrocosm of food analysis and safety thanks to a robust **non-stop programming of conferences, seminars, and presentations.**





# Thank you

