



No. 2 / Parma (Italy), November 18, 2021

## **CIBUS TEC PRESENTED AT EXPO 2020 DUBAI**

**Food technology companies and Food & Beverage industries of the United Arab Emirates and of the Menasa region attended the networking evening held in the exclusive “M-Eating Italy” location.**

**The event was organized with the support and contribution of the Emilia-Romagna Regional Authority.**

The presentation of Cibus Tec, the food & beverage technology event organized by Fiere di Parma and Koelnmesse, was held on November 7 at Expo 2020 Dubai.

The meeting was held at “M-Eating Italy”, Italian Fine Dining Restaurant and multifunctional business matching area designed and built by Fiere di Parma for the six months of Expo 2020. Companies providing technology to the food & beverage sector participated in the event - which was organized with the support of the Emilia-Romagna Regional Authority - with the objective of illustrating to food companies in the Menasa region (Middle East, North Africa and South Asia) the practical potential that sophisticated, vertical technologies produced for this sector can contribute to their development.

The content of the next edition of **Cibus Tec**, to be held on 24-27 October 2023, and of **Cibus Tec Forum**, which will take place a year earlier (25-26 October 2022), was outlined at the international event. As was the content of collateral projects such as My Business Cibus Tec, the new digital platform for researching food technologies, and Cibus Tec Lab, the new educational project that will produce a series of webinars, starting from the early months of 2022 until Cibus Tec 2023.

*“The Menasa region represents one of the most interesting markets for food technologies - said **Fabio Bettio**, Exhibition Director of Cibus Tec, during his speech - and the countries in this region appreciate the quality of our technology products. Cibus Tec is committed to developing the potential for penetration of these markets and to supporting the participation of buyers from the Menasa region to Cibus Tec in Parma, an area extremely rich in products of excellence. As many as 70% of companies operating in the food processing equipment sector and 60% of agri-food industries are concentrated in a 200-km radius around Parma.”*

The total GDP of the Menasa region will be 3,331 billion dollars at the end of 2021, while Italian exports in 2019 amounted to 28,653 million euros. In the United Arab Emirates alone, Italian exports reach 4.6 billion euros (in 2019) and Italy ranks 9th



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24.10.-27.10.2023  
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among countries supplying the EAU, which is the first end market in the Arab world for Made in Italy products. Technology and equipment are among Italy's main exports. In addition, industrial food & beverage is one of the largest non-oil sectors in the United Arab Emirates. It is also important to emphasize the strategic role of the UAE, which re-exports about 30% of their total trade to the Middle East, Africa, India and China.

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Food companies attending the meeting included Americana Foods (one of the main production and distribution food groups in the Menasa region), Al Safi Danone (a regional dairy company connected with one of the main multinationals in the food sector), and the Emirates Macaroni Factory.

Ahmad Belyouha, chairman of Emirates Macaroni Factory - the reference company in the Middle East for the production of pasta - outlined the trends in technological innovation and food safety that are becoming increasingly characteristic of that region. Also present were representatives of Italian tech companies such as SACMI, ELETTRIC80, and FBR-ELPO, just to name a few.

The United Arab Emirates, and the whole Menasa region, look with great interest to the Emilia-Romagna region, known not just as the Italian Food Valley, but also as the main tech industrial area for food and beverage processing and packaging.

**The “M-Eating Italy” event concluded with a dinner prepared by Chef Davide Gardini** (Executive Sous Chef at the Hilton Hotels & Resorts Dubai), from Emilia-Romagna, guest chef at this evening dedicated to the flavours of our region.

The menu offered the full seductive range of the Romagna-region cuisine, starting with fried piadina with cream of scquacquerone cheese and Parmigiano Reggiano (entrée), followed by tartare of Mora Romagnola with yolk of quail egg (appetizer), Romagna egg tagliatelle and passatelli (first courses) and Romagna-style rabbit stew (main course), just to mention some of the dishes that were served.

#### ATTACHED PHOTOS

Photo 1 - M-Eating Italy Location

Photo 2 - Fabio Bettio (Cibus Tec) and Ahmad Belyouha (Emirates Macaroni Factory)

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#### The next events:

ANUTECH - International FoodTec India, New Delhi, India, 02.12-04.12.2021

ProSweets Cologne, Cologne, Germany, 30.01-02.02.2022

Anuga FoodTec, Cologne, Germany, 26.-29.04.2022

Cibus Tec Forum, Parma, Italy, 25.-26.10.2022

Cibus Tec, Parma, Italy, 24.-27.10.2023



**Note for editorial offices:**

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