

Press Release

## **CIBUS TEC 2019: MORE HALLS, MORE BUYERS, MORE SECTORS THE SHOW IS SOLD OUT 4 MONTHS FROM THE OPENING**

*Three thousand Top Buyers coming from 70 Countries - Italian and international exhibitors increased by 30% - Technological innovations for the Food and Beverage sector and a rich agenda of workshops and demos*

*(Milan, June 13, 2019)* - Cibus Tec 2019: 30% more exhibitors and 25% more exhibition area. Practically sold out 4 months before the opening. A total of 1,300 companies (+ 30% compared to the previous edition) that, also thanks to the support of ICE-Agenzia, the Italian Trade and Investment Agency, will have access to the largest Top Buyer program of all FoodTec exhibitions, with over 3,000 international professionals coming from 70 countries. International brands such as Coca Cola, Dean Foods, Del Monte, Fonterra, Jbs, Kraft Heinz, Lactalis, Nadec, PepsiCo, Pinar, Schreiber Foods, Smithfield, Tiger Brands have already joined the Top Buyer program. Italy holds the undisputed leadership position in food technology with its 32% production among the European Union 28 member countries and employing about 30 thousand workers, a growth of 1,812 units from 2013 to 2017. Overtaking Germany (1,217) and France (550). *(source Prometeia)(1)*

These were the topics presented during the press conference introducing **Cibus Tec**, one of the most prominent global platforms dedicated to Food and Beverage technology. Cibus Tec **will be held at Fiere di Parma (Parma, Italy) from 22 to 25 October**. The press conference took place yesterday in Milan held by **Thomas Rosolia**, Chairman of Koeln Parma Exhibitions Srl - CEO of Koelnmesse Srl, **Antonio Cellie** CEO of Koeln Parma Exhibitions Srl - CEO of Fiere di Parma SpA and **Maria Ines Aronadio**, Manager of the ICE-Agenzia Office for the Coordination of Made in Italy Promotion.

**The 52nd edition of Cibus Tec is born under the sign of internationalization.** 400 food and beverage technology foreign brands from 25 countries will attend the exhibition, 30% more compared to 2016. Germany is represented by a high number of exhibitors. Followed by The Netherlands, Denmark, Switzerland and France. Exhibitors from China, the USA and Turkey are also present with a large contingent.

These important results have been achieved also thanks to the strategic alliance with Koelnmesse GmbH, which, since 2016, has allowed Cibus Tec to be part of the largest permanent platform worldwide for the food and foodtec sectors.

**Another indicator: the 2019 edition is sold out.** Four months before the opening of the show, the exhibition area available – with an added hall from to the previous edition - is practically all booked. Consolidated exhibitors return, such as Alpma, Bizerba, Cft, Gea, Goglio, Grasselli, Ilpra, Ima, Jbt, Multivac, Pfm, Risco, Sacmi, and Treif and new entries such as: Arol, Colussi Ermes, Elopak, IPI/Flexlink (Coesia Group), Kronos, Ocme, Provisur, Smipack, Tecnopool and TNA, only to name some.

**Overall, 1,300 exhibitors (they were 1,000 in 2016), technologies for all food and beverage sectors** (Fruits and Vegetables, Milk and dairy products, Meat and Seafood Products, Ready Meals) **and introducing a new area:** Bakery and Grains Products, Snacks and Confectionery.

For the first time in its 80 years of history, the show dedicates an entire hall to the most innovative technologies for Juices, Milk, Water, Soft Drinks, Beer, Spirits and Wine, relying on the strength of 150 among the biggest suppliers in Italy and at the international level – such as Adue, CFT, Della Toffola, Kronos and Sacmi.

In a year of important international events, meat technology area in Cibus Tec grows by 20%. Moreover, the power of a district with more than 500 food companies of this sector, best practices exported all over the world, made Cibus Tec one of the favorite platforms of the global meat industry.

And a change of pace in the packaging sector: from primary to secondary packaging, from end-of-line to logistics with 40% growth compared to the previous edition.

All sectors, all technologies. Therefore, Cibus Tec will no longer simply be an “event” dedicated to processing but a complete and unique technological “platform” on the market.

To support companies’ exports, Cibus Tec will organize **the biggest Top Buyer Program of all FoodTec shows**, which will bring to Parma more than 3,000 international professionals coming from 70 Countries, and two special initiatives regarding **India and Africa**.

India is the 2nd largest producer of agricultural goods in the world after China and it is the 6th food market worldwide. However, India’s food waste throughout the agri-food supply chain nears 40% of primary production. The ICE-Agenzia, in partnership with the Confindustria Association of the Emilia-Romagna, Veneto and Lombardia regions, has launched the initiative “**India Educational & Business Program**”. A project of actions and services focused on developing agreements in India, aimed at Italian manufacturing companies of the agri-industrial supply chain and food processing operators. Within this context, Cibus Tec has been selected as the platform for B2B meetings between the most prominent Food & Beverage Indian companies and Cibus Tec’s exhibitors.

Growth forecast for Africa is +5% of GDP on a yearly basis. By 2030 Africa’s GDP will be 5% of GWP (*source: African Development Bank*). Regarding this matter, the fruit and vegetable sector plays a key role, as key element of economic growth for Africa. This is the premise of project **Lab Innova**, promoted by ICE-Agenzia, which focuses on the development of collaboration between the European Union 28 member countries and Africa, by relying on technological transfer. The programme involves Ethiopia, Mozambique, Uganda, Tanzania and Angola and offers B2B meeting during the course of Cibus Tec.

**Today Italy boasts an undisputed leadership role in food technologies, with 7.3 billion euro** revenue, which is **32% of EU-28 production**. Germany follows with 5.9 billion euro (25% of EU-28 total production) and France with 1.8 billion (8%). (source *Prometeia*)(1)

A sector little known to the public - so called *hidden champion* - but that represents the best of Made in Italy manufacturing: niche leadership, high value added productions and strong exports propensity.

In 2017 Italian exports rose to top exporters' levels in many food technology sectors: equipment for beverages and hot meals (924 mln exports), machines, equipment and equipment for bakery products (777 mln), machines for fruit and vegetable processing (141 mln), machines and equipment for oil and fat processing (113) and machines for the wine industry (74 mln).

In 2018, in spite of having absolute sole leadership in three sectors, with 16.1% (2) market share, Italy is still solidly positioned at first place among key exporters worldwide.

Compared to the previous ten years, the value of foreign sales of machinery for food and beverage has grown by 63%, and in 2018 it exceeded the record threshold of 4 billion euro.

The innovations that will be showed at Cibus Tec will wink at the future, as they meet the requirements for ever more sustainable productions, offering to consumers nutritious products featuring high standards of safety. It is in this optics that IBS - **International Biofilm Summit will be hosted**. The most important conference worldwide dedicated to issues related to biofilm in the food industry. Every year around the world over a billion tons of food is wasted due to contamination.

**Cibus Tec Industry** is geared towards technological innovation. This project will reproduce during the show 4 highly automated and operational lines dedicated to dairy, meat, ready meals and bakery products. Complete cycle production lines from raw material to finished product up to advanced storing solutions.

Other events on the schedule are: **Tomato Day**, in collaboration with Amitom and WPTC, **Logisticamente On Food 2019** created with Logisticamente, **DIU Design for Intended Use For Food Packaging Showcases** organized by the Netherlands Packaging Center, and the innovative workshops organized by **EHEDG** (European Hygienic Engineering and Design Group) and by the Consiglio Nazionale dell'Ordine dei Tecnologi Alimentari (the Association of Italian food technologists).

Cibus Tec's presentation began with welcoming remarks by **Thomas Rosolia Chairman of Koeln Parma Exhibitions Srl - CEO of Koelnmesse Srl** who thanked the ICE-Agenzia and continued: *"40 thousand visitors expected of whom 25% from abroad. 30% more foreign exhibitors and 3,000 Top Buyers. In this 52nd edition, we are capitalizing on the results of the partnership between Koelnmesse and Fiere di Parma that lead Cibus Tec to become part of the largest permanent platform worldwide for food and food technology. With Anuga, Cibus, ISM, Anuga FoodTec, Prosweets Cologne and other twelve exhibitions of our circuit, we have indeed created a community of 11,000 businesses. A virtuous circuit that on the one hand has strengthened the internationalization process of Cibus Tec, and, on the other hand, has contributed to enhancing "Made in Italy" technologies beyond the borders: at Anuga FoodTec Italian exhibitors have increased by 11% and by 14% at Prosweets Cologne"*.

**Antonio Cellie, CEO of Koeln Parma Exhibitions Srl - CEO of Fiere di Parma SpA** added: *"Fiere di Parma has been the reference stage for the food processing and the packaging-bottling industries since the thirties. Today, deservedly, we are part of the international élite, thanks to a central location, and, through Cibus, a privileged relationship with the food industry and the partnership with Koelnmesse. A joint venture between two world leaders in the food sector that allows big groups as well as SMEs operating in the "food and beverage processing and packaging" sector to access a unique, permanent and global market platform. A driver for exporting Made in Italy technologies perfectly in synch with international request demanding specialization and distinguishing competence".*

**Maria Ines Aronadio**, Manager of the ICE-Agenzia Office for the Coordination of Made in Italy Promotion, has highlighted the role of Cibus Tec within the international stage: *"The food machinery sector is one of Italy's outstanding technology upon which System Italy relays ever more, by increasing threefold in the last three years promotional investments for activities in Italy and on foreign markets. Cibus Tec is one of the most important events and we will focus on a high value added operation that this year will bring in about 130 professional operators from 35 countries, in addition to delegations from Angola, Ethiopia, and Mozambique all involved in the Lab Innova project. A considerable commitment to support one of the most dynamic areas of Italian technology, which continues also in the follow up to the exhibition with services our offices abroad can provide to enterprises in accessing and settling on target markets".*

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### **Annex 1 - Cibus Tec Thematic Topics**

- (1) *A underestimation that does not take into account producers of technology for primary and secondary packaging (1,100 businesses and 4.3 billion in revenue) that dedicate a relevant share of their products for the food industry*
- (2) *Prometeia export and production data take into account also the tobacco sector.*

## **ANNEX 1 - CIBUS TEC 2019 THEMATIC TOPICS**

Cibus Tec further strengthens the target sectors - technologies for processing and packaging of fruits and vegetables, milk and dairy products, meat - and adopts a strong expansion strategy on more sectors (packaging, beverage technology, bakery products, confectionery, and snacks) thus becoming the most complete exhibition platform in Italy dedicated to food and beverage technology industry. This 52nd edition is developed along four focus themes.

### **Bakery, Confectionery and Snacks Focus**

The project dedicated to the Bakery, Confectionery and Snack sectors - organized with the collaboration of Prosweets Cologne and ISM, Koelnmesse's global leading events, successfully filled in the absence in Italy of a trade fair with industrial focus on these sectors.

The preparatory activities held, the contents and the important investments received the support of various technology suppliers, such as COMAS and PAVAN from GEA Group, DR ING KAUPERT, FOOD PROCESSING EQUIPMENT, GORRERI, GOSTOL, LMD, LOGIUDICE FORNI, MECATECK, MIMAC ITALIA, RHEON, SHICK ESTEVE, TECNOPOOL, TNA, and WILHELM RASCH.

### **Beverage Focus**

For the first time in its 80-year history, Cibus Tec dedicates an entire hall to the enhancement of the best technological solutions and innovations for sectors such as Juices, Milk, Water, Soft Drinks, Beer, Spirits and Wine. With the strength of over 150 exhibitors among the leading Italian and international suppliers – such as ADUE, CFT, DELLA TOFFOLA, KRONES and SACMI, Cibus Tec has gained a prominent place among events dedicated to beverages processing and bottling.

### **Packaging Focus**

Cibus Tec's evolution from a show dedicated to processing to a *technological platform* is completed with the 2019 edition: primary packaging solutions, enhanced during the 2014 and 2016 editions, evolve with the best technology for secondary packaging, end-of-line and logistics. The spaces and the companies in the sector have indeed increased by 40%. Among the exhibitors: AUTOMHA, BONDANI, DUETTI PACKAGING, ELETTRIC80, EMMETI, EUROPACK, FERRETTO, IMPACK, INCARICOTECH, MARIANI, MODULA, NIVERPLAST, OCME, OFFICINA BOCEDI, PROSYSTEM, SMIPACK, SYSTEM LOGISTICS, TAVIL.

### **Meat Focus**

In spite of other international events scheduled, this section dedicated to meat technology has grown by 20%.

The sheer strength of over 500 companies operating in the meat industry in Parma, best practices exported all over the world and the contents developed, make Cibus Tec one of the reference event for this sector.

Besides packaging technologies, Cibus Tec's section dedicated to *Meat* can now rely on top processing brands, such as ALCO, FOMACO, FREY, FRIGOMECCANICA, GEA, GHERRI MEAT, GRASELLI, HOLAC, JARVIS, LAZZARI, MARELEC, MENOZZI, PROVISUR, RISCO, SEYDELMANN, SONCINI, and TREIF.