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CIBUS TEC 2026: INNOVATION AND GLOBAL VISION DRIVE THE FUTURE OF FOOD & BEVERAGE

Over 80 years of experience meet a forward-looking vision, making Cibus Tec one of the leading international events in the sector

Cibus Tec 2026, scheduled at **Fiere di Parma** from **October 27 to 30**, is the global benchmark for the evolution of the food & beverage industry, combining a strong legacy with a concrete look toward the future. The entire foodtech supply chain comes together on a single stage, where processing technologies, packaging solutions, and end-of-line systems interact across all production phases in a highly market-oriented environment.

Within this ecosystem, innovation and business come together to create new projects destined to redefine the future of production, making Cibus Tec the reference point for those aiming to drive change. Here, companies and professionals build strategic relationships, identify trends and strengthen their competitiveness.

Figures, Trends and Top Buyer Program

Despite an international geopolitical scenario marked by strong tensions and instability, the event continues to attract significant interest from numerous new exhibitors, both Italian and international, confirming the solidity and concrete opportunities offered by Cibus Tec.

Less than **six months before the opening**, available data shows extremely positive growth compared to the same period of the previous edition, with a **25% increase in the number of exhibitors** and a **35% expansion of the overall exhibition area**. The **international** component is particularly relevant, recording an increase of **over 50% in foreign exhibitors** and **more than 40% in exhibition space dedicated to them**. **Visitor pre-registrations** are also growing significantly, with a **30% increase** compared to the previous edition and a **35% rise in international buyers**. The **Top Buyers Program**, developed in collaboration with **ICE Agency** and with the support of the **Emilia-Romagna Region**, is also continuing successfully and will bring more than **3,000 qualified international buyers** to Parma, including **100 new top buyers from the African continent**.

Packaging

Cibus Tec 2026 confirms its position as an **international benchmark for food packaging**, which represents **over 35% of the total exhibition offering**, a figure that has grown compared to 2023, with a **50% increase** in the number of exhibitors and a **45% expansion of the exhibition area**.



Cibus Tec
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The significant presence of exhibitors in this sector, spanning all supply chains, confirms the central role of solutions aimed at improving production efficiency and market competitiveness, from primary and secondary packaging to end-of-line systems, with a strong focus on sustainability, consumption reduction, safety, product traceability and increasing integration with automated and digital systems.

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Cibus Tec for Africa

Among the main new features of **2026** is the **Cibus Tec for Africa** project, aimed at developing new opportunities for **Made in Italy** food technologies in the strategic markets of **Sub-Saharan Africa**. The initiative fosters industrial and commercial relationships, **promotes partnerships between companies** and the transfer of know-how, contributing to the dissemination of skills and technologies along local supply chains. At the same time, it creates concrete opportunities for meetings between exhibiting companies and local operators, strengthening dialogue and the development of medium- to long-term collaborations.

The recent stop in **Senegal**, carried out in collaboration with **ICE and local partners**, confirmed the strong interest in Italian technologies in the agri-food sector. The project continues with a new mission to **Nairobi (Kenya)**, between June and July, involving a significant number of Italian companies engaged in B2B meetings, presentations and technical tours with local food & beverage operators. Further stages in Africa are already planned for the next three years, with initiatives of increasing impact aimed at consolidating and strengthening mutual industrial relationships.

World Pasta Day

In the **2026** edition, **Cibus Tec** will also bring **World Pasta Day to Parma** for the first time, the most important global event for the pasta industry. This year, the celebrations will be extended to an entire week, a true **World Pasta Week**, promoted by **Unione Italiana Food and IPO - International Pasta Organisation**, which will conclude on **October 27 and 28 within the exhibition**.

The initiative, with a focus on the entire supply chain, will involve producers, associations, institutions and technological partners, both Italian and international, offering a moment for discussion on key industry topics and an opportunity to highlight the role of pasta as a cultural, social and economic symbol.

As highlighted by **Mario Piccialuti, General Director of Unione Italiana Food**:

“Cibus Tec has offered us the opportunity to emphasize the constant connection with the supply chain, where production technology and packaging are increasingly central to the innovation of an iconic product of Italian identity worldwide.”



International Development with Koelnmesse

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The international development path of **Cibus Tec** is also supported by the collaboration with its strategic partner **Koelnmesse**, an international trade fair leader based in **Cologne** and present in over **120 countries**. In particular, **Koelnmesse** contributes to the development of **Cibus Tec** by providing specialized expertise in the foodtec sector, a global network of buyers and exhibitors and access to the international circuit of leading Food and FoodTec events.

In this regard, **Thomas Rosolia**, President of **KPE - Koeln Parma Exhibitions** and CEO of **Koelnmesse Italia**, stated: *“The contribution of Koelnmesse represents a strategic element in the development of Cibus Tec and in strengthening its international positioning. Our expertise in food technology and our consolidated global network, also built through leading events such as Anuga FoodTec, enable us to attract qualified operators and enhance the role of the exhibition as a platform for innovation and internationalization of the food & beverage supply chain.”*

Bakery? Yes We Tec, Beverage? Yes We Tec - All Technologies

With regard to exhibition content, **Cibus Tec 2026** confirms its focus on **bakery, beverage and packaging**, key areas for the evolution of the food industry. In this context, the special projects **“Bakery? Yes, we tec!”** and **“Beverage? Yes, we tec!”** are introduced, dedicated to the most advanced technologies across the entire production process, from raw material processing to packaging and end-of-line systems, fostering the meeting between technology suppliers and companies in the supply chain.

The exhibition offering is completed by the presence of innovative and transversal technologies such as artificial intelligence, automation and robotics, digitalization, intralogistics, traceability and energy efficiency solutions, which are increasingly central to the competitiveness of the sector.

Cibus Tec 2026 will take place at **Fiere di Parma** from **October 27 to 30, 2026**, concurrently with the **second edition of Labotec**, a reference event for **innovation and laboratory analysis technologies**, bringing together different industrial sectors in a single context and strengthening the exhibition content thanks to the increasingly central role of these technologies in the food & beverage industry.

From this edition, **entry to both exhibitions will be free**, with the aim of encouraging broader participation by professionals and enhancing the dissemination of technical and scientific content. Registrations are already open via the online ticketing system on the official website.

For further information:

<https://www.cibustec.it/en/home/>



About KPE

Koeln Parma Exhibitions (KPE) is a joint venture between Koelnmesse, a global leader in trade fair organization, and Fiere di Parma, a benchmark for the Italian exhibition industry. KPE's mission is to create innovative, internationally valuable trade events that promote technological and manufacturing excellence.

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Koelnmesse - Trade fairs for food industry technologies

Koelnmesse is an international leader in organizing trade fairs for the food and beverage processing industry. Anuga FoodTec, ISM Manufacturing (formerly ProSweets Cologne), and ISM Ingredients are well-established global leaders based in Cologne. In addition, Koelnmesse offers numerous FoodTec trade fairs dedicated to various themes and sectors in key markets worldwide, including Brazil, India, Italy, and Colombia. Through these global activities, Koelnmesse provides its customers with tailored events and leading national trade fairs across different markets, supporting sustainable and international business. Koelnmesse is also at the forefront of the food sector with Anuga and ISM, globally leading events, along with its worldwide network of satellite events.

For more information: www.anugafoodtec.com/trade-fair/anuga-foodtec/industrytrade-fairs

Fiere di Parma

An exhibition center spanning 400,000 square meters at the heart of Northern and Central Italy's major production hubs: this is the identity of Fiere di Parma, a key player in the Italian exhibition landscape that serves as a partner for companies seeking to realize their ambitions by combining tradition and innovation. From the successful blend of exhibition expertise and entrepreneurial vision have emerged leading events such as Cibus, which over the years has supported and promoted the Italian food industry worldwide; Cibus Tec, a premier showcase for food processing and packaging technology; and Mercanteinfiera, a brilliant concept that has elevated the antiques sector, giving it professional dignity and scale while setting trends, shaping lifestyles, and pioneering modern antiques and vintage.

Upcoming events:

Anuga FoodTec India, 29 Sept - 1 Oct 2026, Mumbai

Labotec, 27-28 Oct 2026, Parma

Cibus Tec, 27-30 Oct 2026, Parma

ISM Manufacturing, ISM Ingredients, 31 Jan - 3 Feb 2027, Cologne

Anuga FoodTec, 23-26 Feb 2027, Cologne

Anuga FoodTec India Dairy, 8-30 Apr 2027, New Delhi

Andina Pack | Anuga FoodTec Colombia 2027, 9-12 Nov 2027, Bogotá

Anuga FoodTec China Showcase, 2027

Note to editors: Images and logos of Cibus Tec are available in the "News & Press" section of the website www.cibustec.it

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<https://www.linkedin.com/showcase/cibus-tec>

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