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CIBUS TEC FOR AFRICA: SUCCESSFUL CONCLUSION OF THE JOURNEY BRINGING MADE IN ITALY FOOD TECHNOLOGIES TO FIVE STRATEGIC SUB-SAHARAN AFRICAN MARKETS

With the missions to **Maputo, Mozambique**, on 14 and 15 September, and **Harare, Zimbabwe**, on 17 and 18 September, the **Cibus Tec for Africa** project promoted by **Cibus Tec**, the global leading exhibition for food and beverage technologies, and by **Italian Agrifood Technology for Africa**, a network coordinated by Renzo Piraccini that brings together Italian companies interested in developing their presence in Sub-Saharan African markets, has come to an end. The support of **ICE Agency**, through its offices in the countries involved, of **MAECI** and of the **Italian Embassies** were fundamental to the success of the initiative.

After the missions to **Dakar and Saint-Louis, in Senegal**, and **Nairobi, in Kenya**, the project has completed a journey that has touched five important realities in Sub-Saharan Africa, fostering meetings between Italian companies producing technologies and local operators, companies and institutions.

Created to promote new development opportunities for **Made in Italy food technologies** in the markets of **Sub-Saharan Africa**, **Cibus Tec for Africa** brought Italian skills and technological solutions for the first time to five strategic markets, characterized by different needs and prospects, but sharing a growing demand for innovation, modernisation of production processes and enhancement of agri-food value chains.

All the stages of **Cibus Tec for Africa** followed a **format** designed to provide direct knowledge of the markets and their concrete opportunities, connecting Italian companies with local operators through presentations of Italian technologies, B2B meetings with local companies and visits to companies and facilities in the area. A direct dialogue with rapidly evolving markets and agri-food value chains that are increasingly looking to technologies as a tool to increase efficiency, quality and competitiveness.

The last two meetings in **Mozambique and Zimbabwe** confirmed the strong interest of local markets in Italian technologies.

In particular, in Mozambique, the initiative involved around 80 stakeholders from the **agri-food sector** and representatives of the country's main organisations and institutions, with the support of the **ICE Agency Office in Maputo** and the **Mozambique-Italy Chamber of Commerce**.

The event was attended by the **Minister of Agriculture of Mozambique, Roberto Mito Albino**, the **Italian Ambassador Gabriele Annis** and the **Director of the Italian Agency for Development Cooperation (AICS) in Maputo Fabio Strinati**. Representatives of **FAO, IFAD, the World Bank, the African Development Bank and APIEX**, the national agency for investment and export promotion, were also present.



Cibus Tec
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in **Zimbabwe**, the event, held with the support of the **Italian Embassy in Harare**, headed by **Ambassador Giuseppe Giacalone**, and in cooperation with the **Confederation of Zimbabwe Industries (CZI)**, **ZimTrade**, **ARDA** and **ZIDA**, involved more than **40 business and institutional stakeholders**. One of the most significant moment of the event was the visit to **Montgomery Farm**, one of the main agricultural companies in the Harare area, which offered Italian companies an opportunity for direct exchange on the characteristics of the market and local technological needs.

The conclusion of **Cibus Tec for Africa** comes just a few weeks before the **54th edition of Cibus Tec**, scheduled to take place in **Parma from 27 to 30 October 2026**, the global leading event for food and beverage industry technologies.

The international component is confirmed as one of the most relevant elements of the **2026 edition**, with an expected share of foreign exhibitors and brands of more than 30% and a qualified presence from the world's main markets for food and beverage industry technologies. In particular, of the more than **3,000 top buyers expected**, **more than 300 operators from 20 African countries will already be attending**.

Cibus Tec 2026 will take place concurrently with the second edition of **Labotec**, the leading event for innovation and laboratory analysis technologies, a trade fair that brings together different industrial sectors in a single context, strengthening the contents of the exhibition thanks to the increasingly central role of these technologies in the food & beverage industry.

Starting with this edition, admission to the two trade fairs will be free of charge, with the aim of encouraging even broader participation by professionals and enhancing the dissemination of the technical and scientific content proposed.

Registration is already open via the online ticketing system on the official event website.

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

About KPE

Koeln Parma Exhibitions (KPE) is a joint venture between Koelnmesse, a global leader in trade fair organisation, and Fiere di Parma, a benchmark organisation within the Italian exhibition industry.

KPE's mission is to create innovative trade fairs with international value, promoting technological and production excellence.

Koelnmesse - Trade fairs for food processing technologies

Koelnmesse is an international leader in organising trade fairs dedicated to food and beverage processing technologies.

Anuga FoodTec, ISM Manufacturing (formerly ProSweets Cologne) and ISM Ingredients are well-established world-leading events based in Cologne.



In addition, Koelnmesse organises numerous FoodTec exhibitions dedicated to various topics and industries in key markets around the world, including Brazil, India, Italy and Colombia. Through these global activities, Koelnmesse offers its customers tailor-made events and leading national trade fairs in various markets, supporting sustainable international business development.

Koelnmesse is also a leading player in the food sector through Anuga and ISM, globally recognised flagship exhibitions, together with its worldwide network of satellite events.

For further information:

www.anugafoodtec.com/trade-fair/anuga-foodtec/industrytrade-fairs

Fiere di Parma

An exhibition district covering four hundred thousand square metres at the centre of the major production hubs of Northern and Central Italy: this is the identity of Fiere di Parma, an organisation that positions itself within the Italian exhibition landscape as a partner for companies wishing to realise their ambitions by combining tradition and innovation.

From the successful combination of exhibition expertise and entrepreneurial vision, leading events have been created, including Cibus, which over the years has supported and promoted the Italian food industry worldwide; Cibus Tec, a leading showcase for food processing machinery and plant engineering; and Mercanteinfiera, an innovative concept that has successfully elevated the antiques sector to a professional dimension, creating new trends and lifestyles while also pioneering the modern antiques and vintage markets.

Upcoming events

Anuga FoodTec India 29 Sept - 1 Oct, Mumbai

Labotec 27 - 28 Oct 2026, Parma

Cibus Tec - 27 - 30 Oct, Parma

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

Anuga FoodTec, 23 - 26 Feb 2027, Cologne

OneCan 06-08 Apr 2027, São Paulo

Anuga FoodTec India Dairy 28 - 30 Apr 2027, Nuova Delhi

Andina Pack | Anuga FoodTec Colombia 2027 09–12 Nov 2027, Bogotá

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

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

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