

Press Release

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German-Italian trade fair partners establish joint venture

Koelnmesse and Fiere di Parma are taking the next step in their partnership by establishing the joint venture Koeln Parma Exhibitions Srl with the objective of sustainably expanding their market leadership in the area of food technology.

With the launch of Koeln Parma Exhibitions Srl on April 29th, 2016, Koelnmesse and Fiere di Parma are taking the next step in the close collaboration they started in May 2012. Initial focus will be placed on joint organization of the Cibus Tec in Parma, which is one of the leading food technology trade fairs alongside the Anuga FoodTec in Cologne. Fiere di Parma's CEO, Antonio Cellie, will serve as the joint venture's Managing Director and Koelnmesse Italia's CEO Thomas Rosolia, will serve as its President.

"The newly founded Cologne Parma Exhibitions Srl will provide the perfect platform for the joint business activities of Koelnmesse and Fiere di Parma, in which we can further expand on our expertise in the field of food technology," explains Koelnmesse's CEO, Gerald Böse. "With the Anuga FoodTec, we have established one of the world's leading trade fairs, which ensures sustainable and stable growth based on our internationalisation strategy. The joint organization and further strategic development of the Cibus Tec is the next logical step toward developing another leading trade fair, because the Italian food and food technology market is also of great importance to our customers."

The Cibus Tec will be taking place from October 25th to 28th, 2016 in Parma and is in high demand among exhibitors. In order to accommodate the anticipated 30 percent growth in the packaging segment alone, the exhibition capacity has been expanded to include another hall.

"We have set ourselves the very specific goal of further increasing Cibus Tec's visibility by also using Koelnmesse's network of skills and events in various strategic markets for Italian and European companies", says Thomas Rosolia,

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CEO of Koelnmesse Italia and President of Koeln Parma Exhibitions Srl. "Cibus Tec is a great event with extraordinary participants and exhibitors, which we can provide with new business opportunities by way of further increasing the visibility and attractiveness of this event throughout the world," Rosolia continues.

"Our long-term strategy consists of using our Italian-German partnership to establish an internationally unique business platform with the trade fair alliance between Cibus, Cibus Tec, Anuga and Anuga FoodTec to provide trade fair solutions individually tailored to the needs of exhibitors and visitors," explains Antonio Cellie, CEO of Fiere di Parma and Managing Director of Cologne Parma Exhibitions Srl.

The further development of the partnership between Koelnmesse and Fiere di Parma thus targets the organization of trade fairs in markets such as Brazil, India, the United States and Colombia as well as the harmonisation of the international fair calendar to best accommodate the needs of exhibitors and visitors.

About Koelnmesse

Koelnmesse is an international leader in the organisation of trade fairs and events for food and beverage processing and packaging. Trade fairs like the Anuga, ISM and Anuga FoodTec are leading international fairs in the industry. Koelnmesse is currently organizing about 20 exhibition projects in this sector in Cologne as well as Brazil, China, India, Italy, Japan, Thailand, Turkey and the United Arab Emirates.

About Fiere die Parma

Fiere di Parma is located in the heart of the Italian food industry in the so-called Food Valley and has been a leading trade fair organizer in the food production sector for over 70 years now. The company organizes the Cibus, which is one of the world's leading nutrition trade fairs, and the Cibus Tec, which is one of the leading trade fairs in the area of food technology.