



CIBUSTEC
The International Food Processing & Packaging
Exhibition from the heart of the Italian Food Valley

**INSPIRING
INNOVATION**
IN FOOD TECHNOLOGIES

22|25 OCT.2019 · **PARMA** | ITALY

Press Release

CIBUS TEC 2019: MORE PAVILIONS, MORE BUYERS, MORE SECTORS

The success of the Italy-Germany formula continues: 25 international stops are scheduled to promote the Made-in-Italy food processing & packaging.

(Parma, 16 November 2017) The number of represented food production chains is no longer 10, but 11: the confectionery sector has been now added. The number of exhibition pavilions has increased from four to five in order to meet the demand for participation by suppliers of technology for packaging, meat, beverages and bakery products. In addition, the incoming program is no longer expecting 3000 buyers, but rather, 3500 from over 70 countries.

Expansion marks the 52nd edition of **Cibus Tec**, the highly-specialized exhibition organized by KPE (Koeln Parma Exhibitions), the joint venture of Fiere di Parma and Koelnmesse dedicated to food processing & packaging, **scheduled from 22-25 October 2019 in Parma.**

A unique exhibition that since 80 years has been bringing together the best of the food processing chain - from selection to processing, from packaging to logistics - in a virtuous combination of tradition and innovation that finds, in Parma, the most advanced and sophisticated applications.

Thanks to the support of Prosweets Cologne and ISM (leading international exhibitions organized by Koelnmesse GmbH) Cibus Tec opens the doors of the technology dedicated to confectionery and snacks products, thus becoming the only Italian platform for another strategic segment of Made in Italy food technologies.

70% of Italian food technologies companies and 60% of food industries are located within a 200 km radius of Parma. It is also because of this unique standing in the world, that Koelnmesse chose Parma as the seat of the European press conference of Anuga FoodTec (20-23 March, 2018) that took place today at the Palatina Library.

*"In the field of food processing & packaging we are a model of craftsmanship throughout the world, an example of innovation, quality and design. In Parma we have been representing this sector since 1939 - points out **Fabio Bettio**, Brand Manager of Cibus Tec - and this standing, combined with the partnership with Koelnmesse, is generating extraordinary synergy for the exhibitors of Cibus Tec, Anuga FoodTec, and of the other international shows of our joint portfolio."*

The Italian food excellence sector mirrors that of the food technology, which continues to increase its market share. In 2016 the sector Italian food technology recorded a production value of 4.9 billion Euro. 66% of this

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amount, namely 3.2 billion Euro, are exports. The forecast for 2017 is positive, with an estimated increase both in production (+ 0.7%) and exports (+0.8%). (Source: Assofoodtec)

And when the world asks for "Made in Italy", Cibus Tec responds.

Thanks to Koelnmesse, to ICE and to Emilia Romagna Region, within 2019 an extraordinary promotional operation will be launched and it will reach 25 international destinations such as Andina Pack, Anutec India, Profood Tech and other special projects in Iran, UAE and Africa.

The previous edition of Cibus Tec closed with record numbers in terms of exhibitors (1,000 +20%), operators (35,000 +15%) but above all with an extraordinary level of satisfaction (92% of exhibitors were satisfied, 95% of operators were satisfied). Our challenge for 2019 is to outdo ourselves.

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