



Press Release

IN THE YEAR OF FOOD, CIBUS RECONFIRMS ITSELF AS THE ITALIAN PLATFORM FOR THE ENHANCEMENT OF THE FOOD SECTOR

Preview on the 19th Edition of Cibus - Federalimentare's forecasts for the food sector in 2018 – Foreign markets open up to made-in-Italy products

(Milan, 16 January 2018) – Cibus is preparing a special edition to celebrate 2018, proclaimed to be the “Year of Food” by the Italian Government to favour the growth of production and export of made-in-Italy food products. More than 3,000 exhibiting companies and a growing number of Italian and international buyers are expected in Parma from 7 to 10 May. The most innovative products will be displayed in a dedicated area, the incoming programme for foreign buyers has been strengthened and a new exhibition pavilion will be opened.

The 19th edition of Cibus takes place at a favourable time when the Italian economy is investing and hopes for a recovery. The food sector ends 2017 with remarkable results: export increased by +7% versus the previous year and domestic sales recorded a slight, yet encouraging +0.8% growth. With regards to food industry exports, the estimated value at the end of 2017 was 32.1 billion euro.

With an overall turnover of 137 billion euro (about 190, if we consider the whole agri-food sector, including the primary one), Italian companies are committed to keeping the 2017 pace for 2018 with production and export increases of +2% and +7% respectively, and a more encouraging growth of domestic sales ranging between +1% and +2%.

The main food export markets, in addition to Europe and United States, are Canada, Japan, Australia and Russia. In Asia the main export destinations are: China, Hong Kong, South Korea, Thailand and Taiwan.

The role of Cibus as a platform for exports will be confirmed by the arrival in Parma of the buyers from the most important retailers, such as: Metro Canada, H-E-B, Sam's Club, Publix Supermarkets, Wakefern, Whole Foods and Kehe Distributors (from North America); Grupo Pao de Açucar and Cencosud (from South America); Mercadona, Coop Suisse, Rewe Group, Auchan Retail, Delhaize, Axfod, Sodexo, Marks&Spencer (from Europe); Womai, Metro Cash&Carry China, BHG Group, Daimaru, Aeon Group, Lotte, Emart, Village Grocer (from Asia); Panda, Carrefour, Lulu Hypermarket and Spinneys (from the Middle East)

One of the most active foreign retailers is Auchan Retail Italia that has been committed for years to the promotion of made-in-Italy foods and beverages. It will have a dedicated area where it will present to importers, professionals and foreign buyers its international action to enhance Italian food products. Buyers and managers of Auchan Retail from all over the

world will also be present (France, Luxembourg, Spain, Portugal, Hungary, Poland, Romania, Russia, Ukraine, China, Taiwan, Vietnam).

The scouting and recruiting of key foreign buyers was carried out together with ICE (Italian Trade Commission) and an international roadshow that Cibus has developed in the main target markets: at the Anuga Exhibition in Germany, in Paris and in the coming months in London, Hamburg and Tokyo during Foodex, at the Summer Fancy Food of New York.

Cibus2018 will also feature a new pavilion built to meet the growing request for exhibiting space: an area dedicated to the most innovative and original food products placed on the market, selected by a panel of experts. During Cibus 2018, the new Pavilion 8 will be opened and reserved to institutional customers, i.e. regional specialities and joint projects. A new layout that will house the Food Court of the various Italian regions with a space dedicated to recipes, cooking shows and tasting area "all-in-one", all designed as a gallery of flavours and tasting, managed by specialised chefs and cooking schools.

The conference and workshop programme will be very comprehensive with innovative proposals such as the event on *In Store marketing* organised by the University of Parma and IPSOS: new face recognition technologies for consumers who enter the point of sale for customised promotions; experimental linear shelves with lower depth of choice, but unaltered exhibiting space and other current topics on retail marketing.

Cibus (and Cibus Connect, which is organised in odd years) also becomes an observatory on the Italian food and beverage sector: thanks to the collaboration with IRI (Information Resources Inc.), it proposes trends and analyses every month via the Cibus newsletter and website Cibus.it.

*"2018 is expected to mirror 2017 in the agri-food sector – declared **Luigi Scordamaglia, President of Federalimentare** - These exceptional export performances make the threshold of 50 billion euro by 2020 announced during Expo2015 not only possible, but even surmountable; indeed, these performances will be accompanied by a modest, yet visible recovery of internal consumption".*

"These are good auspices that should be reinforced by overcoming supply chain conflicts and by relaunching and consolidating the Single European Market with the too many legislative initiatives of the individual Member States – added Scordamaglia - At a national level, the food industry feels the responsibility of relaunching and enhancing the domestic agricultural production ensuring through transparent and long term contracts the qualitative and quantitative availability of domestic agricultural raw materials to be enhanced by the Italian processing industry.

"The other great challenge is about Brussels – concluded the President of Federalimentare - that has to find new common food policies. An indication in this direction is the EU regulation on the origin on labels that is under discussion right now and that should clarify the matter once for all, overcoming national norms that create different transparency standards for consumers and conditions of competition disparities amongst the various Community producers.

Antonio Cellie, Ceo of Fiere di Parma, talked about the role of Cibus as a platform of made-in-Italy food:

“Cibus is a preferred observatory to understand the trends of a sector that is increasingly more strategic for Italy. Today more than ever before the agri-food sector is not only Italy’s most important sector in terms of staff and added value, but it is also a decisive element for the development of the planet at an environmental, health and cultural level. For this reason, 80,000 professionals, mostly foreign ones, meet in Parma every 2 years”.

“Cibus is the mirror of its 3,000 exhibitors, all Authentic Italian – concluded Cellie - companies that can compete in the world, irrespective of their sizes, thanks to extraordinary quality standards combined with an exceptional flexibility. Cibus is a unique event featuring innovation and products that are appreciated by the world of retail and restaurants all over the world, thanks to intrinsic quality and safety, as well as ease of use and consumption”.

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