



CIBUS

22ND INTERNATIONAL
FOOD EXHIBITION

PARMA.7|10MAY.2024

WELCOME TO FOODLAND

2024 edition

New trend topics and special areas
Buyers Program and international opportunities



The global showcase for local areas and PDO/PGI productions

Traditionally held every two years in Parma, **Cibus** is the professional food exhibition specialized in promoting and showcasing the Italian *bon vivre*. The trade show offers a wide vision of the Italian local areas, traditional products and food supply chain. **Cibus** rests on four pillars making it a unique, global and very well-renowned food exhibition:

a global platform to promote the **Authentic Italian Food&Beverage products**;



the «perfect place» for discovering **PDO/PGI productions**;

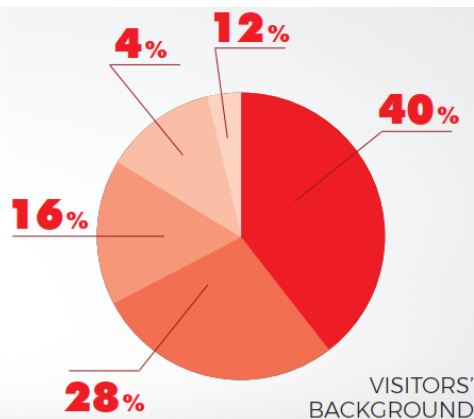


a leading trade show for **Large-Scale Retail**, featuring several opportunities for **Food Service operators** too;



the ideal showcase for **innovation products**.

A look back at **Cibus 2022**



The attendees of **Cibus** are typically from Italian and foreigner Large Scale Retail companies. Over the years, the growth of several projects and special thematic areas focused on **Food Service** and **Ho.Re.Ca.** sectors has been attracting more and more professionals from those fields, aimed at discovering both **traditional and innovation products**, as well as new partners with whom to develop specific tailor-made projects.

Cibus features **8 pavilions**, several focuses and different special thematic areas. That makes the exhibition a **relevant business occasion**, exploited by food companies for communicating their offer to a **very specialized and targeted global audience**. Incidentally, after the pandemic, Cibus has quickly returned to the levels of 2019 and before.

120 K
SQM OF EXHIBITION SPACE

VISITORS FROM 86 COUNTRIES

60K
 PROFESSIONALS

10K
 FROM ABROAD

2K
 FOREIGN BUYERS PARTICIPATING
 IN THE INCOMING PROGRAM

3K
 BRANDS

Cibus 2024: main focuses and trend topics

Cibus is also a very well-renowned platform for sharing values and contents. The trade shows, indeed, provides the visitor with a complete business experience thanks to its rich event programme. On 2024 edition, the contents will be thematically divided as it follows:



DAY 1

DISTRIBUTION vs INDUSTRY: A NEW EQUILIBRIUM

CIBUS dedicates the first day of the exhibition to the renewed agreement between the **large-scale retail sector and industry**, exploring the impact of recent anti-inflation acts on the supply chain, featuring the great protagonists of the agri-food sector.



DAY 2

PDOs & PGIs: LOCAL AREAS GOT THEIR OWN BRANDS

Known worldwide for its products bearing important designations of origin, Italy is now called upon to lead Europe in protecting and promoting its traditional gastronomic heritage. Cibus 2024 is in fact the **ideal programmatic platform for comparing the different experiences of protection consortia**, both national and European, but also for building bridges and common strategies to share best practices.



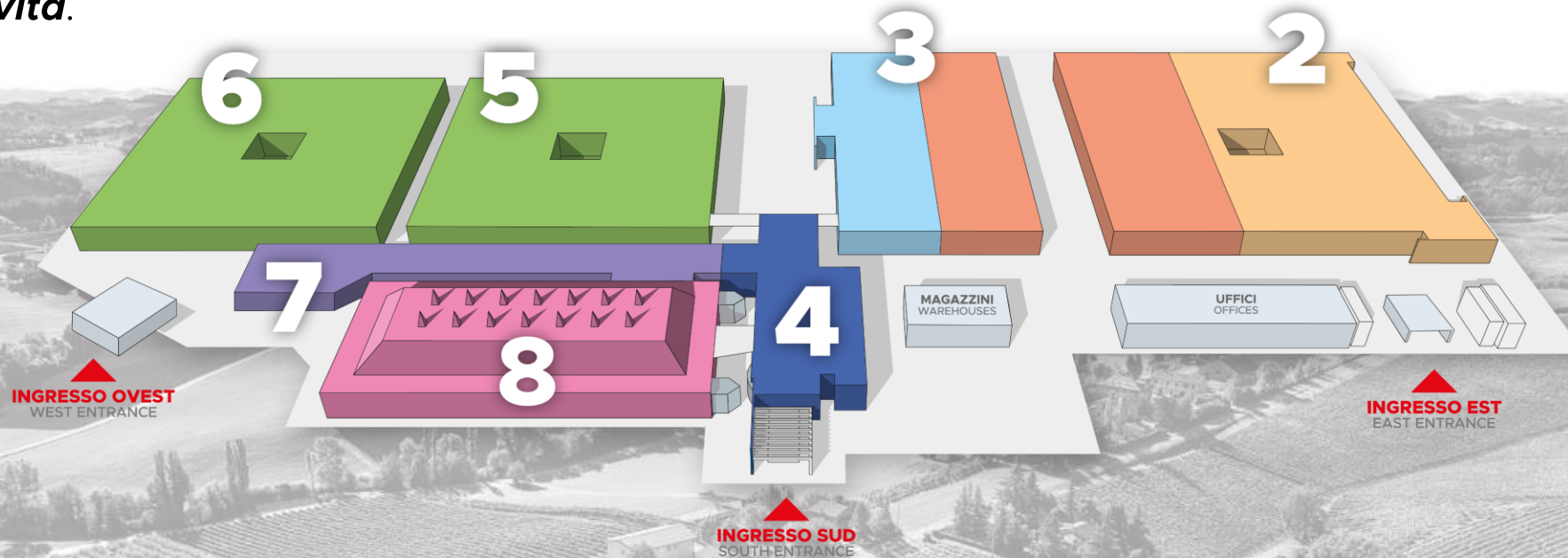
DAY 3

FOOD SERVICE CONNECTIONS

An initiative dedicated to **Food Service operators** consisting of three experiential levels: a visit to the stands of the best Away from Home exhibitors, the presentation of the latest products in the sector and a program of seminars and panels offering a wealth of ideas, with the participation of distinguished speakers.

Cibus 2024: the layout

Cibus provided the visitor with a full view of the Italian food supply chain, thanks to the presence of all the category captains in the **dairy, meat&deli, frozen, bakery and grocery** sectors. The trade show also offers a pavilion focused on **regional products** and a bunch of «**special areas**» representing emerging niches and new trends. On the occasion of 2024 edition, the attendees can visit **Cibus Healthy**, an area dedicated to well-being and food supplements, and a «Out of Home» section including **Micromalto** (a special focus on craft beers), **Cibus Specialty Selection** and **Bellavita**.



PADIGLIONE HALL 2
**FORMAGGI
E LATTICINI**
DAIRY



PADIGLIONE HALL 2 - 3
**CARNE
E SALUMI**
COLD MEAT



PADIGLIONE HALL 5 - 6
**LCC, DOLCIARIO E
PRODOTTI DA FORNO**
GROCERY, BAKERY AND CONFECTIONERY



PADIGLIONE HALL 3
**SURGELATI,
DELI E FRESCO**
CHILLED, DELI AND FROZEN



PADIGLIONE HALL 4
BEVANDE
BEVERAGE



PADIGLIONE HALL 7
**AREE
SPECIALI**
SPECIAL AREAS



PADIGLIONE HALL 8
**LOCALE, REGIONALE
E INTERNAZIONALE**
LOCAL, REGIONAL AND INTERNATIONAL

 **Buyers** 
Program

The trade shows propose a complete hospitality program designed for the buyers.

The goal of **Cibus** is to offer these types of visitors a complete and special visiting experience, both at the exhibition and on the field.

A team of professionals assists buyers in organizing their journey and on location, ensuring they have the opportunity to benefit from a business agenda featuring meetings with the most interesting exhibitors and personalized thematic itineraries through the pavilions.

The numerous networking activities and local visits (which include a rich program of **technical and retail tours**) aim to complement the service offer and increasingly familiarize buyers, especially foreign ones, with the value of the sector and with **the potential of Italian agri-food production and business models**.





Web app and site

featuring special contents and information to enjoy the show



Social media management

A direct link with a huge community of more than 65,000 followers

Digital Advertising

Promotional campaigns and activities for targeted audiences

Newsletter

The main tool to stay in touch with over 50,000 active users from the food sector

Press office

Public relations and media placement

Roadshow

Promotional and networking events

Out of Home

Promotional and branding campaigns using both radio and TV

Cibus Lab

Our webinar series, leading with the sector burning issues



Media partners

Food & bev
allfoodonline.com



Largo
Consumo



L'Economia
del CORRIERE DELLA SERA



PASTICCERIA
INTERNAZIONALE



PAMBIANCO MAGAZINE
WINE & FOOD
NUMERI, FATTI E PROTAGONISTI DEL VINO, DEL CIBO E DELLA RISTORAZIONE

Ristorando



Il Sole
24 ORE

HM/R
HOSPITALITY
MANAGEMENT
REVIEW



Italia a Tavola

newsfood.com
NUTRIMENTO & nutri-MENTE

TecnAlimentaria.it
INTERNATIONAL MAGAZINES

MARK UP



The
Grocer

BArtù
Bar | Alberghi | Ristoranti

FOOD

GELATO
artigianale
ARTE E CULTURA PROFESSIONALITA' E TECNICA DEI GELATIERI ITALIANI



TECH4FOOD

LA NOTA



ALIMENTANDO.INFO
IL PERIODICO DEL SETTORE ALIMENTARE



Ahead of What's Next
Progressive
GROCER

GDOWEEK

GLOBAL
RETAIL BRANDS
USA



LZ
MEDIEN

retail
TRAVEL RETAIL
SHOPPING CENTER
& food



GDO
news



An area dedicated to the exploration of **new trends in the Italian market, from the **healthy food** to the **functional supplements**.**

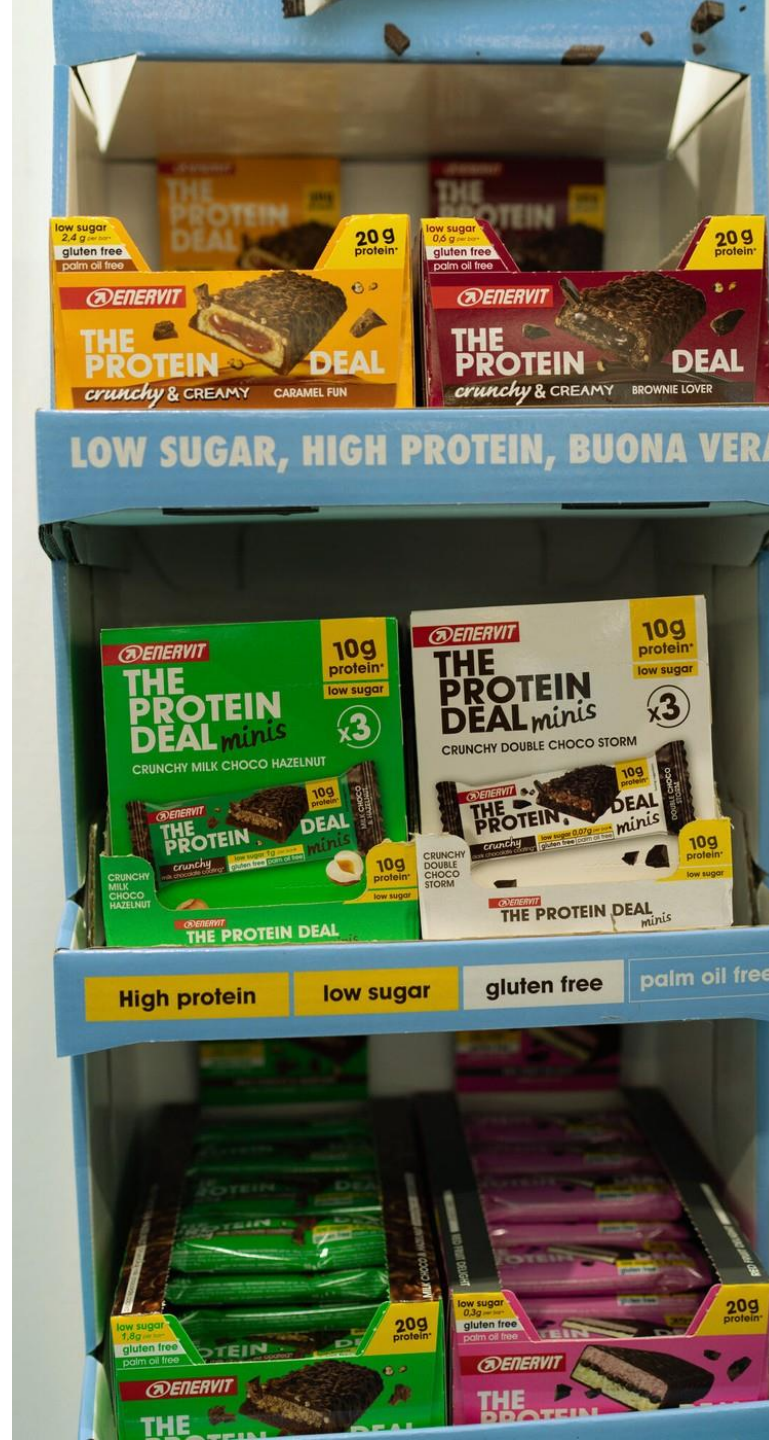




INTRO

HEALTHY FOOD EXPERIENCES AT CIBUS

The 2023 edition of **Cibus Connecting Italy** saw the introduction of an area for the **display of fresh and non-perishable products from the rich in proteins sector**. The area, called “**Cibus ENDURANCE**”, was designed as an **exhibition village** composed of 8 and 16 sqm modules booths and **developed around a large central area** hosting a rich schedule of conferences, talks by experts on sports and nutrition, as well as company presentations.





THE 2024 PROJECT

HEALTHY FOOD: TREND OR **NEW** CATEGORY?

Cibus 2024 takes a broader perspective on **nutrition** and **nutritional well-being**. The objective is to involve the exhibitors in the study of consumption trends, identifying the best sales and marketing solutions offered in large retail and specialized stores.



THE 2024 PROJECT

NEW EXPO AREA

The new project involves creating an area shared by fresh and non-perishable products, bringing together all market players interested in promoting **product lines or line extensions related to the nutrition and well-being segment.**



NEW CONFERENCE ARENA

A space for discussions on the topic of well-being, featuring daily conferences and valuable branded content organized by the exhibitors.

THE CONFERENCES

On the **afternoon** of the first day of the exhibition (**May 7th**) and in the **mornings of May 8th and 9th**, the area will host **three 90-minute conferences** on healthy food topics connected to the three key themes of Cibus 2024: **relationships between the large-scale retail sector and brand-name industry**, new horizons for **PGIs and PDOs** and the evolution of the **Out of Home channel**.

These activities are organized by Fiere di Parma in collaboration with data partners **Nielsen IQ** and **RetailLab - University of Parma**.

The logo for Nielsen IQ, featuring the letters 'NIQ' in a bold, blue, sans-serif font.The logo for RetailLab, featuring a stylized globe icon composed of horizontal lines in various colors, followed by the text 'retailab' in a lowercase, sans-serif font.

BRANDED CONTENT

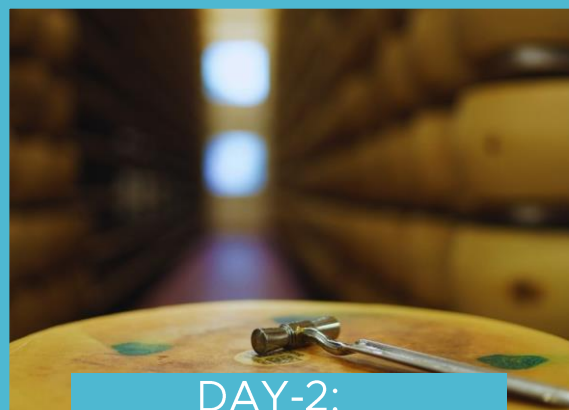
The **afternoon of May 8th and 9th** and the **morning of May 10th** will be dedicated to **branded content**; every session will last no longer than 60 minutes. Companies exhibiting in the area will have the opportunity to present the **results of studies** relating to research and development, marketing topics and nutrition/dietary supplements. Proposals for workshops will be considered involving **first-hand accounts and technical-scientific contributions** that go beyond purely promotional aspects and offer valuable content to the exhibition visitors.

CONFERENCE PROGRAMME



DAY-1:
LARGE RETAIL VS PL

Daily nutrition is increasingly oriented **towards healthy and complete meals, suitable for all types of needs.** What is the response of **Private Label** lines to these trends? Are there service products capable of meeting the new consumption needs?



DAY-2:
PDO and PGI

Healthy food and 'Made in Italy' hand in hand: more and more retail space is dedicated to deli meat and cheese snacks, “rich-in” pasta, nickel-free and plant-based products. Can functional nutrition be a **new way to communicate excellence** to young and dynamic consumers?



DAY-3:
FOCUS OOH

“Tonight I’m making an exception, but from tomorrow...”. The **Out of Home channel** is typically associated with indulgence. With the **proliferation of consumption opportunities** and the need to embrace new dietary needs, can restaurants, bars, and Food Service renew their offer in a healthier way?



THE PROTAGONISTS

SPEAKERS OF THE ARENA

The speakers who participated in the **Endurance** arena of **Cibus Connecting Italy 2023**



Stefano Guerra
CRAI Secom



Vincenzo Masci
Admenta Italia



Nicola Pellegrino
semprefarmacia.it



Andrea Pezzillo
Danone



Pietro Mariano Casali
Sports doctor



Daniel Fontana
Athlete



Sergio Attisani
Müller Italia



Giulio De Masi
Enervit



Atam Moondra
Gruppo Montenegro



Alberto Piscioneri
Tonitto 1939



Lorenza Bernardi
Writer



Hervé Barmasse
Athlete



Marco Pellicci
NielsenIQ



Maria Grazia Cardinali
University of Parma



Elena Casiraghi
Communicator and
journalist



Massimo Rapetti
Nutritionist biologist



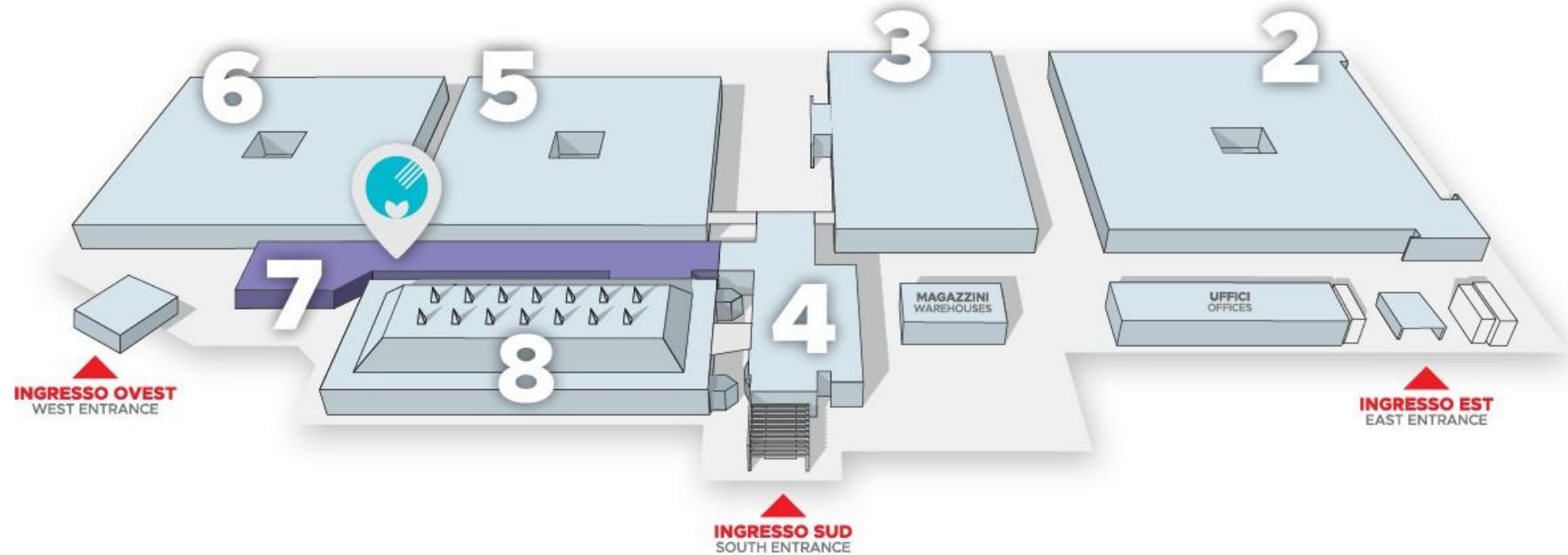
EXHIBITION SOLUTIONS. THE **CIBUS** **HEALTHY SHELF**

OPPORTUNITIES

The exhibitors will be invited to participate in a project dealing with the recreation of a special supermarket display dedicated to healthy food. Here they are the categories that can join the project: **fresh, deli, grocery** (breakfast, snacks), **beverage** (liquid supplements, functional waters) **and sports nutrition + food supplements.**

THE 2024
PROJECT

EXHIBITION LAYOUT



NEW
PADIGLIONE HALL 7
AREE SPECIALI
SPECIAL AREAS

CIBUS
HEALTHY
powered by **ENDU**



SPECIAL PROJECTS

CIBUS Specialty Selection

A special area dedicated to small food Italian enterprises, working everyday with the aim of preserving artisanal knowledge and translating it into high-quality niche productions.





INTRO

A top food experience at **Cibus 2024**

In recent times, **fine dining** has emerged as one of the most significant trends in the Italian Out-of-Home channel, closely intertwined with the exploration of products and narratives providing an ancient charm to the consumers.

This has led to the creation of **Cibus Specialty**, a special section where visitors can approach small enterprises and experience their artisanal expertise and unique niche productions.



Why visit Cibus Specialty Selection



MAIN TOPICS



A GLOBAL SHOWCASE FOR NICHE PRODUCTIONS

Cibus Specialty promotes **27 excellent micro-producers from all over Italy**, from Sicily to Trentino-Alto Adige.



PDOs AND PGIs ARE WELCOME

The area represents no less than **6 geographical indications** and **2 consortia**, offering a significant glimpse of Italian food excellence in several sectors.

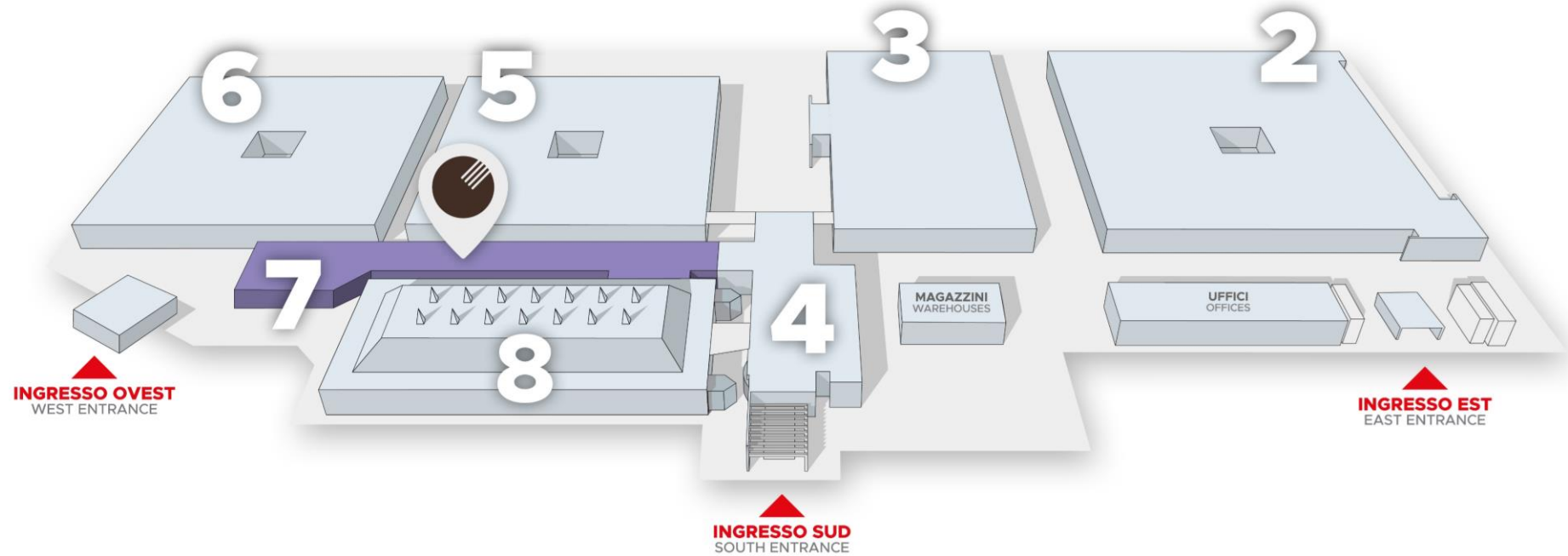


MAIN CHANNELS INVOLVED

90% of the enterprises taking part in the area equally splits its target channel market between **specialty stores** and **fine dining** segment.



Exhibition setup



CIBUS
**Specialty
Selection**

Visit **Cibus Specialty Selection** in the **Hall 7**, alongside other special areas exploring different aspects of the Out-of-Home channel by showcasing exclusive products and food experiences.

THE MAP



CIBUS means innovation



After 22 editions, **CIBUS** is considered a fundamental platform for the diverse food sectors, due to its ability to showcase newness, trendy ideas, and ideal solutions to tackle the present and future challenges of the sector to each edition of the trade show.

Over time, areas dedicated to new products and innovative projects have been created, such as the **Cibus Startup Area by Le Village CA** or the **Cibus Innovation Corner**. Let's discover them all!

CIBUS 2024 Innovation Hub

In the 2024 edition, **CIBUS** is revamping the spaces focused on innovation, dedicating several special areas to the topic.



An area dedicated to job training and matching between young people and food professionals. Conceived in collaboration with CISITA, it deepens all the new themes animating the industry thanks to a rich event program.



Galleria destinata al racconto di 50 diverse esperienze di startup italiane e straniere. Creata in collaborazione con **Le Village by Crédit Agricole**, l'area (che include un'arena dedicata) rappresenta per **CIBUS** un polo di innovazione ad altissimo traffico, che integra in modo eclettico e innovativo la business community della fiera.



A large providing visitors with **an interactive discover experience** of several original ideas and initiatives that food companies implement to promote **sustainable consumption and/or responsible behaviors**. Each idea, campaign, or initiative is showcased as a mock-up of a food product, displayed in a special experiential stand. Visitors can vote for the idea (or ideas) that have impressed them the most.



A selection of the 100 most innovative, identified by a technical jury coordinated by Food Editore. The products are selected according to the most important industry trends of 2024.