

Countdown: 18th Cibus International Food Exhibition

On May 9 the world's most famous Italian food fair will open its doors in Parma. All of the biggest Italian food companies will exhibit. New products from traditional as well as emerging sectors will be showcased and leading buyers from all continents are expected to attend.

An unprecedented number of the largest Italian food companies have signed up for the 18th Cibus exhibition, a showcase uniting the traditional sectors and new trends within the food and beverage industry.

Cibus 2016, the international food exhibition organised by Fiere di Parma and Federalimentare, will run from 9-12 May in Parma. All sectors of the food industry will be represented: fresh and cured meats, cheese and dairy products, both fresh and frozen prepared foods, pasta, preserves, condiments, confectionery and baked goods, ready-to-eat fresh salads, typical and regional produce and much more. Vegetarian and vegan products will also have a big presence at the exhibition - the organisers have created a sector signpost 'VEG' for the stands in these categories - along with products that are organic, low fat, low salt, gluten-free etc.

"Cibus 2016 is confirmed as the best known and most important food fair in Italy and the world," says Elda Ghiretti, Cibus Brand Manager. "So far, food companies are signing up in high numbers and with great enthusiasm. They recognise Cibus as a platform that reflects the current market, with its demand for both innovation and authentic tradition. Our 6-month experience of exhibiting at the EXPO in the 'Cibus è Italia' pavilion, welcoming hundreds of foreign buyers, is also an advantage."

There are four areas of interest for this year's events and news: Special Sections, Conferences & Workshops, the Incoming Programme and Events in the City. The special sections and latest products will be housed in Fiere di Parma's pavilion 7, a reconstruction of the 'Cibus è Italia' pavilion shown at the EXPO. The special sections will feature a new Halal area displaying Made in Italy products that are certified Halal. Seafood EXPO is another new area for exhibitors from the seafood sector: visitors will not only discover products, but will also have the opportunity to interact and participate in related educational events within the specific area workshop.

The 18th fair will further spotlight the retail business, hosting a conference on distributor brands and their role in developing Italian exports. The theme of retail will be further explored in a workshop area within pavilion 7, which will host afternoon sessions on analysing product shelving at stores abroad and how 'Made in Italy' products are presented in their main target markets.

The Incoming Programme for international buyers and importers, organised in collaboration with ICE/Italian Trade Commission, always plays a key role in the Cibus strategy [see page 61]. This year, it is boosted by an investment of EUR 2 million, allocated as part of the move to promote and sustain Italian food and agriculture using the distinctive 'The Extraordinary Italian Taste' hallmark.

A supplementary structured programme will welcome incoming guests to the exhibition, including a retail tour, gala dinner and post-show tour of some local food production establishments. The incoming events have been backed by a busy international roadshow schedule, bringing the Cibus team together with professionals at San Francisco's Winter Fancy Food Show, followed by the Dubai Gulfood show in February and the Tokyo Foodex show in March.

Along with a range of further supporting conferences and events, the 'I Love Italian Food' group has confirmed its participation, promoting Made in Italy food and agricultural produce within its own network of international food bloggers, involving them directly and inviting them to follow the latest news and developments at this year's exhibition.