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CIBUS TEC FORUM 2022 OPENS TODAY

Thousands of national and international visitors - 100 Top Buyers from 16 different countries - international presentations: more than 50 speakers participating to discuss Digitalisation, Sustainability, Food safety and Innovative ingredients - The success of the area dedicated to the best Food Tech start-ups.*

(Parma, 25 October 2022) - Today, Parma saw the opening of the first edition of **Cibus Tec Forum**, the exhibition-event dedicated to future food & beverage technology trends, organised by Koeln Parma Exhibitions, the joint-venture between Fiere di Parma and Koelnmesse established in 2016. **The one hundred and fifty exhibiting companies** include technological partners, innovators and start-ups from 12 countries, representing all the food and beverage technology supply chains. Visitors showed great interest in the **start-up area, organised in conjunction with Le Village by CA Parma and Agenzia ICE**, in which a number of companies presented their creative and technologically advanced solutions.

The first day of Cibus Tec Forum saw the participation of approximately 100 international buyers from amongst the leading food manufacturers of 16 different countries, participating thanks to an incoming programme organised in partnership with Agenzia ICE.

Antonio Cellie, Managing Director of Koeln Parma Exhibitions, stated: *“Parma and the Cibus Tec Forum and Cibus Tec events are the nerve centre of technological innovation for the Food Tech sector: our Region is a globally renown for high-quality, safe food and for food processing and packaging technology. The regional system, which incorporates a strategic mix of food manufacturers, technological partners, universities, the EFSA, and ARter, to name but a few, is a valuable unicum. For this project, a fundamental role has been played by the support and cooperation of **Agenzia ICE, the Emilia-Romagna Regional Authority and our sponsors: Biomerieux - CFT Group** -*



Cibus Tec Forum
25.10.-26.10.2022
www.cibustecforum.it

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Generon - CSF Inox Group - Smart Packaging Hub: all of whom we thank wholeheartedly”.

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Two international conventions and seven workshops were held during the opening day of Cibus Tec Forum

Thomas Rosolia, Chairman of KPE and CEO of Koelnmesse Italia, officially opened the first convention of the day with these words: *“Thanks to our joint-venture with Fiere di Parma, we have developed this new trade fair format that, in addition to the exhibition aspect, also includes a very strong convention aspect, featuring world-class speakers. It would be interesting to export this formula, which is proving effective, abroad, in order to promote Italian manufacturing of food technologies in other markets where Koelnmesse is strong, such as those of Asia and South America.”*

The food and beverage technologies sector accepts the challenges of technology 4.0, robotics, artificial intelligence, blockchain and innovation to generate added value throughout the supply chain and improve the levels of economic, environmental and social sustainability. This was the focus of the convention *“Processing and packaging, where digitalisation meets sustainability”*, which saw the participation of: **Maria Pavesi**, a researcher from the **Smart AgriFood Observatory of Milan Polytechnic** and the **University of Brescia**, **Elena Torrieri**, Professor at the **Federico II University of Naples**, **Valentina Carlini** of **Confindustria’s Industrial Policy Area**, **Alessandro Turatti**, Business Development Director of **Gulftech Group**, **Luca Bolognini**, Director of the **Digital Engineering and Innovation Division of aizoOn** and a **Digital Food Ecosystem expert**, and **Laura Maria Boschis**, CEO of **Trustech** and another **Digital Food Ecosystem expert**.

Maria Pavesi explained that *“the food processing industry welcomes the innovation and the experimentation of 4.0 solutions, although they are still often associated with basic technology. Of the 135 companies analysed, approximately 87% applies or is testing at least one digital technology, predominantly in their distribution and production processes, most notably vendor and warehouse management software solutions (75%) and portable devices (57%)”*.

The convention was followed by a round table featuring an exchange of opinions between **Antonello Ercole**, Production Director of **ICAM Cioccolato**, **Chiara Faenza**, **Coop Italia Sustainability and Value Innovation Manager** and



Luca Belletti, Preparation and Thermal Process Manager at CFT.

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The afternoon saw the staging of the convention “*Food Safety Innovation and Trends*”, which tackled a topic of paramount importance for the food sector: how safety and quality are and will be managed, studied and guaranteed by producers, large-scale retail and the authorities in a constantly-evolving scenario. This subject was discussed by leading international organisations, together with some of the food and technology industry’s most important players. Participants included **Vincenzo Colla, Councillor for Economic and Green Economy Development, Employment and Education of the Emilia-Romagna Regional Authority, Sandra Gallina, European Commission Director General for Health and Food Safety (SANTE), Matthew Ramon, Team leader of the Strategic Engagement, Engagement and External Relations Unit of the European Food Safety Authority (EFSA), Ritu Nalubola, Director of the U.S. Food & Drug Administration (FDA) European Office and Erica Sheward, Director of the Global Food Safety Initiative (GFSI).**

During the proceedings, **Matthew Ramon** emphasised the importance of “*a close partnership within the food safety ecosystem, the only road to effective protection of consumer health*”. **Ritu Nalubola** also stressed that cooperation between sector players and, particularly, with global regulatory authorities is crucial, and declared that “*the FDA exploits the new tools and latest data technologies to create a safer, more digital and traceable food system. Whole genome sequencing, by means of the Genome Trakr network, is one of these exciting tools for obtaining faster answers to epidemics of food origin*”.

This was followed by the customary **Round Table** between representatives of food manufacturers and technological partners. It featured the participation of: **Tito Polimeni, Poli.com Sales & Marketing Director, Silver Giorgini, Orogel’s Product Quality and Innovation Director, Guillaume Dancoisne, EMEA Business Development Manager, Predictive Diagnostics at Biomerieux and Nicola Bortoletto, Sales and Marketing Manager of Generon.**

Today’s **topic-specific workshops** focused on a number of different subjects, from logistical innovation for the food industry and distribution to sustainability and trends in the juice industry, from novel packaging industry proposals to new health trends and possible strategies for a proactive supply chain. In addition, **Federalimentare** presented its Sustainability Report and **Werma**, a company specialising in optical and acoustic sensor, presented its novel products.



* United Arab Emirates, Turkey, Spain, Slovenia, Greece, Egypt, Croatia, Hungary, Bulgaria, Algeria, Albania, Romania, Morocco, and North Macedonia.

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Koelnmesse - Fiere di settore per le tecnologie per l'industria alimentare

Koelnmesse - industry trade fairs for the food technology sector: Koelnmesse is an international leader in organising trade fairs in the field of food and beverage processing. Anuga FoodTec and ProSweets Cologne are established, world-leading trade fairs, hosted in Cologne/Germany. In addition to the events at its Cologne headquarters, Koelnmesse also stages further food technology trade fairs with different sector-specific areas of focus and content in key markets across the world, including India, Italy and Colombia. These global activities enable Koelnmesse to offer its customers bespoke events and leading regional trade fairs in a variety of markets, thus creating the foundation for sustainable international business. Koelnmesse is also ideally positioned in the field of food and beverages with its leading international trade fairs Anuga and ISM and its global network of satellite events.

Further information: www.anugafoodtec.com/trade-fair/industry-trade-fairs

Fiere di Parma: a four hundred thousand sqm exhibition complex in the heart of the productive districts of Northern and Central Italy: this is the identity card of Fiere di Parma. A business, within the Italian trade fairs organizers landscape, committed to partner with companies wishing to fulfill their expectations with solutions combining tradition and innovation. The fruitful marriage between trade fair expertise and innovative ideas has led to the establishment of leading events such as Cibus, which has long supported and promoted Made in Italy food sector across the world; Cibus Tec, a privileged showcase for food processing and packaging machinery; Mercanteinfiera and Gotha, the prodigious intuitions that over the years have succeeded to give dignity back to the antique sector as well as a professional dimension, setting trends, launching new lifestyles and inventing modern antiques and vintage.

The next events:

Cibus Tec Forum, Parma, Italy, 25.-26.20.2022

Prosweets Cologne, Colonia, Germania 23.-25.04.2023

Andina Pack, Bogotá, Colombia, 07.-10.11.2023

Cibus Tec, Parma, Italy, 24.-27.10.2023

Anuga FoodTec, Cologne, Germany, 19.-22.03.2024



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