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CIBUS TEC FORUM: THE NEW FORMAT PROVES SUCCESSFUL

***Today's conventions focused on globalisation,
ecological transition, innovative materials - RISCO's
demo line in operation - Exhibitors confirm their
presence at CIBUS TEC 2023.***

(Parma, 26 October 2022) - Today saw the end of the first edition of Cibus Tec Forum, the two-day event dedicated to food & beverage and packaging technology trends, organised by Koeln Parma Exhibitions, the Fiere di Parma-Koelnmesse joint-venture established in 2016.

The day's first convention "Globalisation and ecological transition: where is European policy heading?" reflected on the future of globalisation and on the ecological transition targets set by the European Union. It provided an assessment of the current status of the international agricultural and food & beverage trade of the EU and the Member States (with a special focus on Italy) and current trends in the light of the on-going changes in the geopolitical scenario. These topics were presented by high-profile speakers: Paolo De Castro, Euro MP - Agriculture Commission, Michael Scannell, Deputy Director-General of the European Commission's Directorate-General for Agriculture and Rural Development, Denis Pantini, Head of the Nomisma Agriculture and Food Industry Business Unit, and Antonella Rossetti, Senior Advisor at Farm Europe.

Denis Pantini presented a Nomisma study analysing the role of the European Union in world agrifood and F&B machinery trading: the EU retains its position as the global top player and Italy ranks in the top ten, with exports amounting to 50.1 billion euros and imports amounting to 46.8 billion euros (2021 data). Some 70% of Italian F&B exports are within Europe, a figure that reaches 85% if North America is also considered, whereas for agricultural product imports the EU and South America are the two top-ranking destination areas (70%). On the topic of globalisation, Pantini stated: "At the current time, globalisation is not only necessary to achieve



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www.cibustecforum.it

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ecological transition targets (e.g. raw materials for the development of renewable energy), but could be used by the EU to steer the behaviour of its trading partners towards sustainability targets”.

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The Honourable De Castro, several times Minister for Agricultural Policy and a reference point for the sector in Europe, remarked “the agrifood sector and related business, is not just part of the problem but also an active part of the solution. The battle for ecological transition in order to counteract climate change on which we are working at the European Parliament is based on a balance between environmental, economic and social sustainability. The agrifood sector can not ignore these three pillars, which are the cornerstone of the common agricultural policy that will come into force in 2023.”

This was followed by the customary Round Table during which Gianmarco Laviola, MD of Princes Industrie Alimentari, Antonio Auricchio, Deputy Chair of Assolatte, Pierluigi Bolla, Chairman of Valdo Spumanti and Federico Marino of Mulino Marino exchanged opinions.

The afternoon session featured the convention “Innovative materials for a circular economy”. Gaia Giussani, Associate Partner of PwC Italia - ESG Services discussed the topic of sustainability as a strategic lever for companies; Francesco Vinelli, a member of the Board of PwC Italia, Technology - Emerging Technologies talked about National Recovery and Resilience Plan funds, with a focus on digitalisation and sustainable innovation; he was followed by Simona Fontana, Head of the Circular Economy Study Centre, CONAI - the Italian National Packaging Consortium, Giorgio Santambrogio, Acting Deputy Chair of Federdistribuzione, who illustrated the perspective of distribution, and Michaël Nieuwesteeg, General Manager of the NVC Netherlands Packaging Centre.

CONAI Chairman, Luca Ruini, in a message sent through Ms Fontana, emphasised that Italian businesses are increasingly sustainability-conscious “We also see this every year through the candidates for the CONAI call for entries for ecodesign, which rewards the best solutions for reinventing packaging in a sustainable way. The number of cases submitted continues to grow, despite the pandemic. After all, economic crises catalyse change and often pave the way for new opportunities. Indeed, companies continue to promote research and development and innovate: both through research on new materials and new combinations of material for their packaging, and by providing more label information to help consumers manage recycling.”



This was followed by a discussion panel involving representatives of the food industry, such as Enrico Pucci, Engineering Project Manager of The Kraft Heinz Company, Rodolfo Quagliuolo, Marketing Director of Acqua Vera and Michele Foglio, MD of MANIVA SPA.

Another aspect that aroused great interest was the Cibus Tec Industry - Forum Edition project organised in partnership with Risco, a company specialising in the manufacture of meat processing machinery and systems. Since 2011, Cibus Tec has presented the F&B sector with innovative, highly-automated, full-cycle lines, dedicated to the production and packaging of food products, from cheese processing to cold meats through to the packaging of the finished product. This year, it was the turn of proteins, both animal and vegetable.

(see <https://cibustecforum.it/en/programs/live-demos/>).

The ANICAV (Italian Association of Vegetable Processing Companies), the world's largest association representing tomato processing companies in terms of the number of member companies (more than 100) and the amount of product processed, organised for the first time in Parma the event "Il Filo Rosso del Pomodoro", now at its tenth edition, which has always been an opportunity for tomato supply chain players to meet and exchange opinions. The day's programme also included a convention on food technologies, titled "Sustainability with all its economic, social and environmental implications" and the workshop "Dairy processes 4.0", which provided sector professionals and technicians with an opportunity to review the state of the art and explore the current hot topics in the dairy sector.

The next event will be CIBUS TEC 2023 (24/27 October), for which 60% of the exhibition area has already been reserved by leading technology providers from Italy and 15 other countries.

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.

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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:

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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