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**INNOVATION, FOOD TECHNOLOGIES AND START-UPS
AT CIBUS TEC FORUM.**

**15,000 VISITORS AND INVESTORS EXPECTED
AT THE NEW EXHIBITION-CONFERENCE DESIGNED BY
FIERE DI PARMA AND KOELNMESSE**

Fiere di Parma - Italy - October 25-26, 2022

- The first world Forum on future food technology trends that combines industry, institutions and research is created in Parma - Italy.
- According to the World Health Organization, a healthy and safe diet is the best form of preventive medicine while according to the GS1 Italy Observatory only 6.2% of packaging is currently recyclable.
- A Top Buyers Program, set up in collaboration with the Italian Trade Agency (ICE) and the Emilia-Romagna Regional Authority, will bring 200 VIP food industry operators from Europe, North Africa, Balkan area and Middle East.
- A total of over 15,000 visitors and investors from Italy and abroad are expected
- 25 international conferences and talks over two days

Create the perfect mix of cutting-edge technology companies, champions of food innovation, research and the most influential voices on the Italian and international scene in order to provide a platform for discussion and build a new international strategy of the food and beverage sector.

These are the objectives of Cibus Tec Forum, the new Exhibition-Conference designed by Koeln Parma Exhibitions, the joint venture between Fiere di Parma and Koelnmesse since 2016, that will be held in Parma on 25 and 26 October 2022.



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

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The Forum is taking place one year ahead of the traditional triennial Cibus Tec exhibition (24-27 October 2023) whose available display area, 15 months before the event and never before so early, is already 60% booked, with a massive presence of companies from Italy, Germany, Turkey, Denmark and China. China, the great absentee from European food technology exhibitions, has chosen Cibus Tec 2023 to participate in this presentation of technological innovation. A sign that confirms that the exhibition has become an established event in the calendar of international operators.

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Cibus Tec Forum, the new Exhibition-Conference, aims to meet the needs of a sector that is dealing with ever greater changes, in which technology, innovation and the ability to create synergies become strategic factors for addressing future challenges and pursuing the goal of sustainability.

"The objective - states Antonio Cellie, CEO of Fiere di Parma and Koeln Parma Exhibitions - is for industry on one side and institutions and research on the other to plan together the transformation that the food technology sector is experiencing, with the active involvement of the entire supply chain. We will do this through a hybrid format, where conferences and talks are also available streamed online and, most importantly, where foreign operators can do business both in person and remotely thanks to innovative technologies such as the MyBusinessCibusTec platform. Thousands of operators will take part in Cibus Tec Forum, a preview of the Cibus Tec 2023 in precisely this spirit: getting to know the key suppliers of the most recent and efficient technologies and gauge the extent of the evolution that the food processing & packaging sector is experiencing".

"Koelnmesse has always been committed to creating new, concrete business opportunities that are then lowered into the various national realities in which we operate" - commented Thomas Rosolia, CEO of Koelnmesse Italia and President of Koeln Parma Exhibitions - It is for us a source of great satisfaction and pride to be part of this platform, strongly desired by both visitors and exhibitors, where supply and demand can meet, giving immediate visibility to the most current products and trends in the food industry. An easy, quick and effective format; an amplifier of opportunities for foodtec suppliers through different tools - exhibition, conferences, seminars, talk shows, online match-making - but which have and will always have the same objective. Italy is undoubtedly one of the reference markets for Koelnmesse and for our part it is a priority to act to be an instrument of the success of it in the world".



The new MyBusinessCibusTec platform will not only help companies to create synergies, but will accelerate the digital transformation of the Koeln Parma Exhibition business model. Thanks to a data analysis system, the platform will make it possible to build increasingly data-driven relationships between exhibitors and visitors.

The focus of the two-day event will be highly topical issues such as digitalisation, sustainability, innovation, ecological transition, packaging and food safety. These themes will be discussed by the main international organizations, including the European Commission, FDA (the United States Food and Drug Administration) and GFSI (Global Food Safety Initiative).

According to the World Health Organization, a healthy and safe diet is the best form of preventive medicine while according to the GS1 Italy Observatory the **percentage of 100% recyclable** packaging is currently only 6.2%.

The Forum is organized as an Exhibition-Conference, consisting of both exhibition and conferences. In total there will be 25 events, including thematic workshops, talks and four international conferences:

- “Processing and packaging between digitalisation and sustainability”
(October 25 / 10.00 am - 1.00 pm)
- “Innovations and trends in Food Safety”
(October 25 / 2.30 pm - 4.30 pm)
- “Globalization and ecological transition: where are European policies headed?”
(October 26 / 10.00 am - 1.00 pm)
- “Innovative materials for a circular economy”
(October 26 / 2.30 pm - 4.30 pm)

At Cibus Tec Forum, visitors will be able to meet over 500 innovators: food and beverage technology partners, start-ups, accelerators, institutions and research centres. There will also be various exhibition areas that will immerse visitors in the smartest production plant of the future.

And it is to the future - the future of Industry 4.0 and of the Industrial Internet of Things - that **Smart Packaging Hub**, the Cibus Tec Forum partner dedicated to developing the packaging and technologies of tomorrow, is always looking. A meeting point of technology of excellence in packaging for the food and beverage sector, Smart Packaging Hub includes six companies in the sector: Baumer, Cama, Zacmi, Clevertech, Tosa and Opem.



The collaboration with the **Italian Trade Agency (ICE)** and the **Emilia-Romagna Regional Authority** continues: on the occasion of Cibus Tec Forum, they will contribute to the organization of the Top Buyers Programme, which will see - in addition to the 15,000 visitors and investors expected - 200 VIP food industry operators from Europe, North Africa, Balkan area and Middle East.

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Admission to Cibus Tec Forum is restricted to accredited operators.

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:

ANUFOOD China FoodTec Zone, Shenzhen, China, 13.-15.07.2022
ANUTECH - International FoodTec India, Mumbai, India, 14.-16.09.2022
Cibus Tec Forum, Parma, Italy, 25.-26.10.2022
Cibus Tec, Parma, Italy, 24.-27.10.2023
Anuga FoodTec, Cologne, Germany, 19.-22.03.2024



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