

CIBUS

CONNECT

conferences • workshops • expo

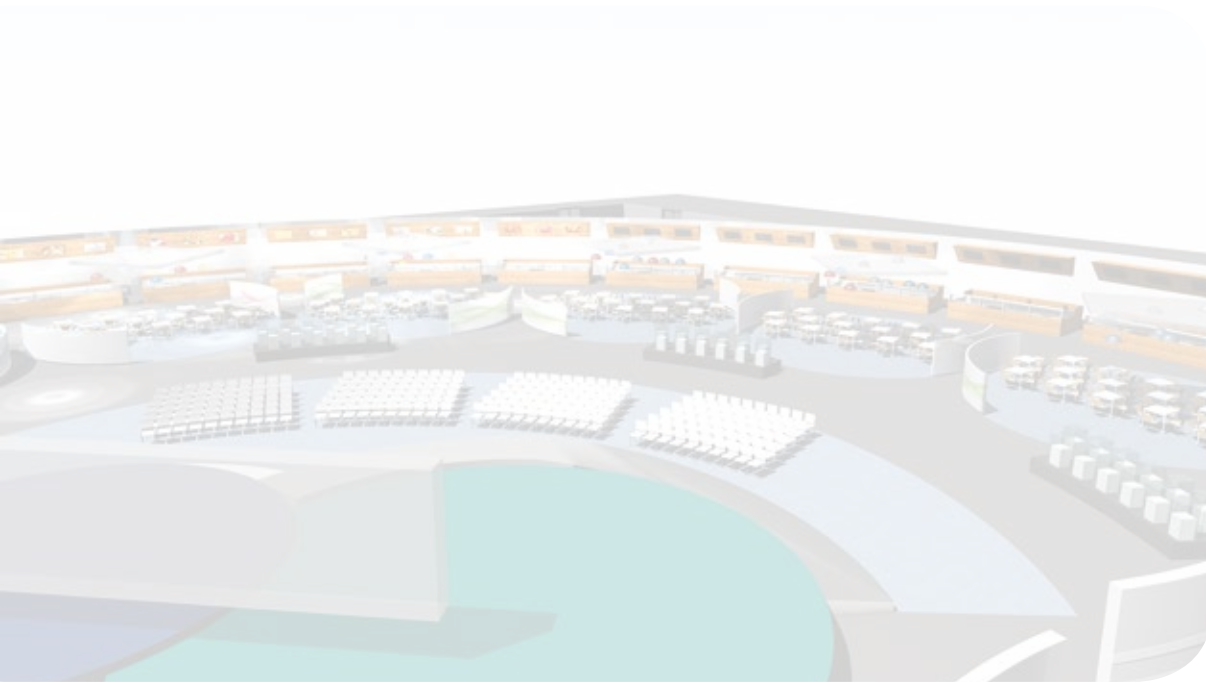


New dates and a new format to boost
the international development of *Made in Italy* Food

12 - 13 APRIL 2017

PARMA, ITALY





CIBUS CONNECT 2017: AN EVENT CONVENIENTLY SCHEDULED WITH RESPECT TO THE MAIN INTERNATIONAL PROFESSIONAL EXHIBITIONS

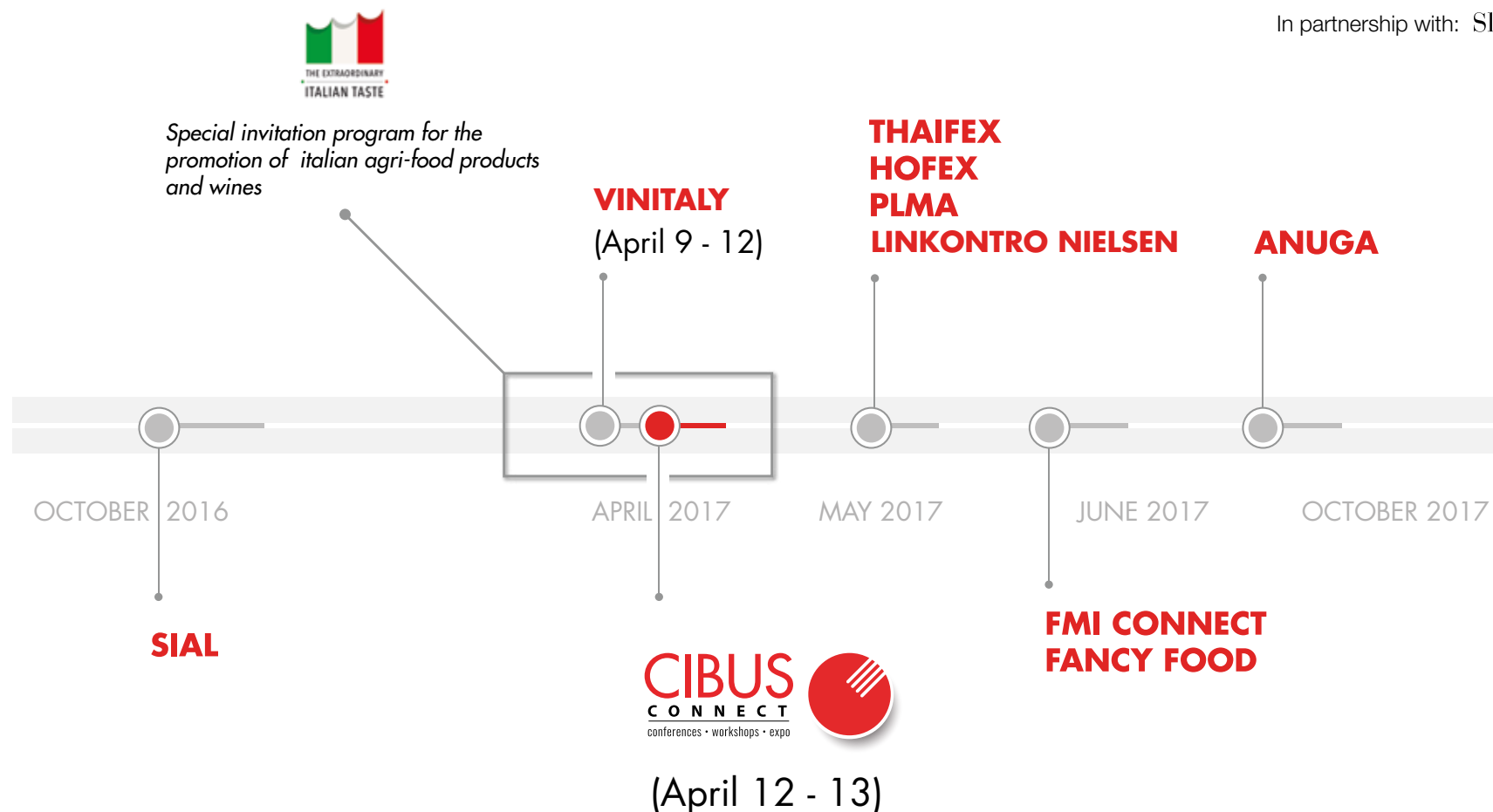
Scheduled in April, a convenient **appointment for professionals visiting the main international trade fairs**. A unique **2 day** mix of exhibition, **business and food & retail seminars** to meet the demands of the international agrifood business community.

- **Scheduled just after Vinitaly**, to optimize the visit of international professional operators
- **6 month from SIAL and from ANUGA**
- Italian preview for the May appointments
- Ideal dates for festivity products

An exhibition path entirely dedicated to Slow Food Italy members. Thanks to the “presidias”, the range of products will be even more wide and diversified.



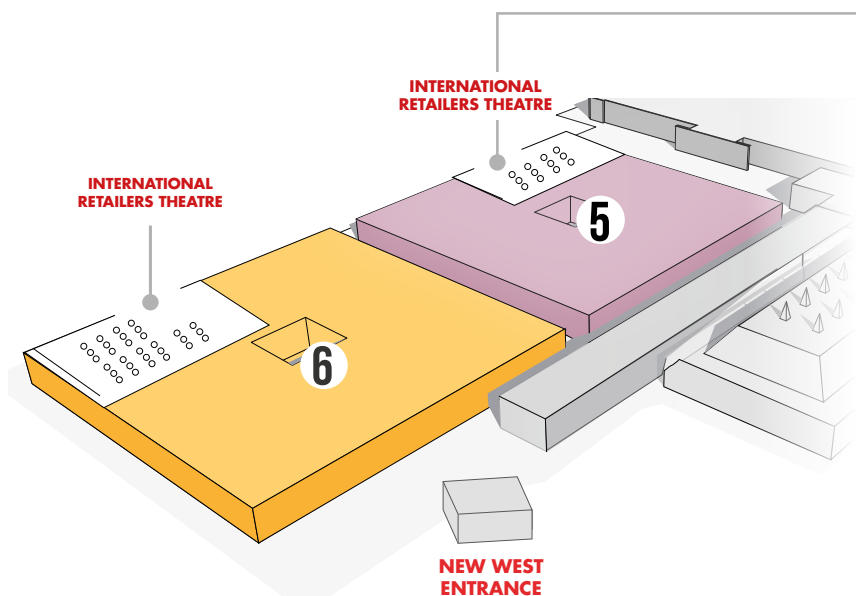
In partnership with: **Slow Food Italia**



A SIMPLE AND FUNCTIONAL LAYOUT, IDEAL FOR BUSINESS

Cibus Connect will run in **Halls 5 and 6** in Parma Exhibition Center. Halls will be equipped with **restaurant area and VIP lounge** for exhibitors' networking. A simple formula and layout for a successful event.

MAP OF EXHIBITION GROUNDS



5 Chilled & ultrafresh 6 Grocery & Stable



**CUSTOMIZABLE LOUNGE
FOR NETWORKING AND BUSINESS MEETINGS**

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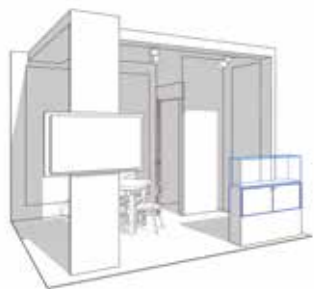


+ easier choice
+ networking b2b

A NEW FORMAT FOR EASY “TURNKEY” PARTICIPATION

A 2 day **exhibiting formula** to meet the “**Time effective**” demand of companies. Cibus Connect 2017 participation is clear and simple and companies will choose from:

1 unit (12 sqm)



Turnkey booth to promote the company brand with graphics / photo / video, reception area, storage room



Booth for tastings (6 sqm) OPTIONAL AND COMPATIBLE WITH ALL SOLUTIONS



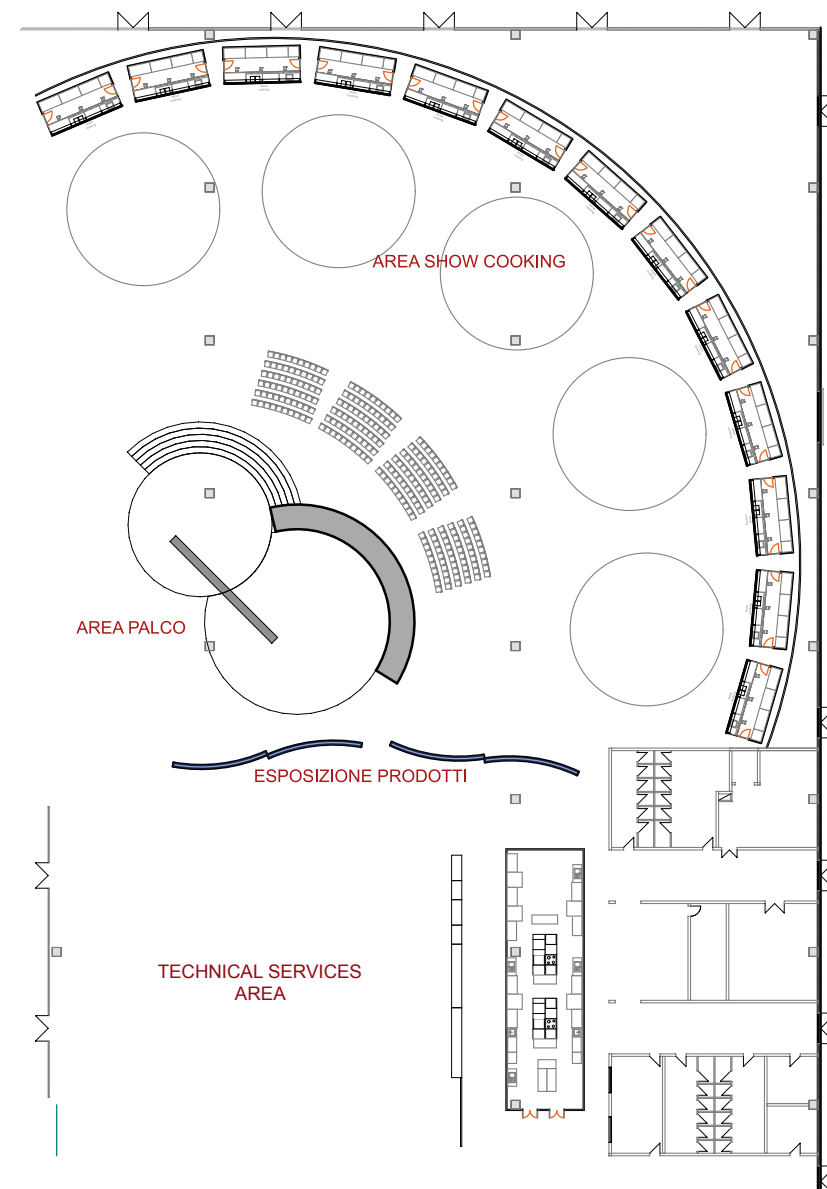
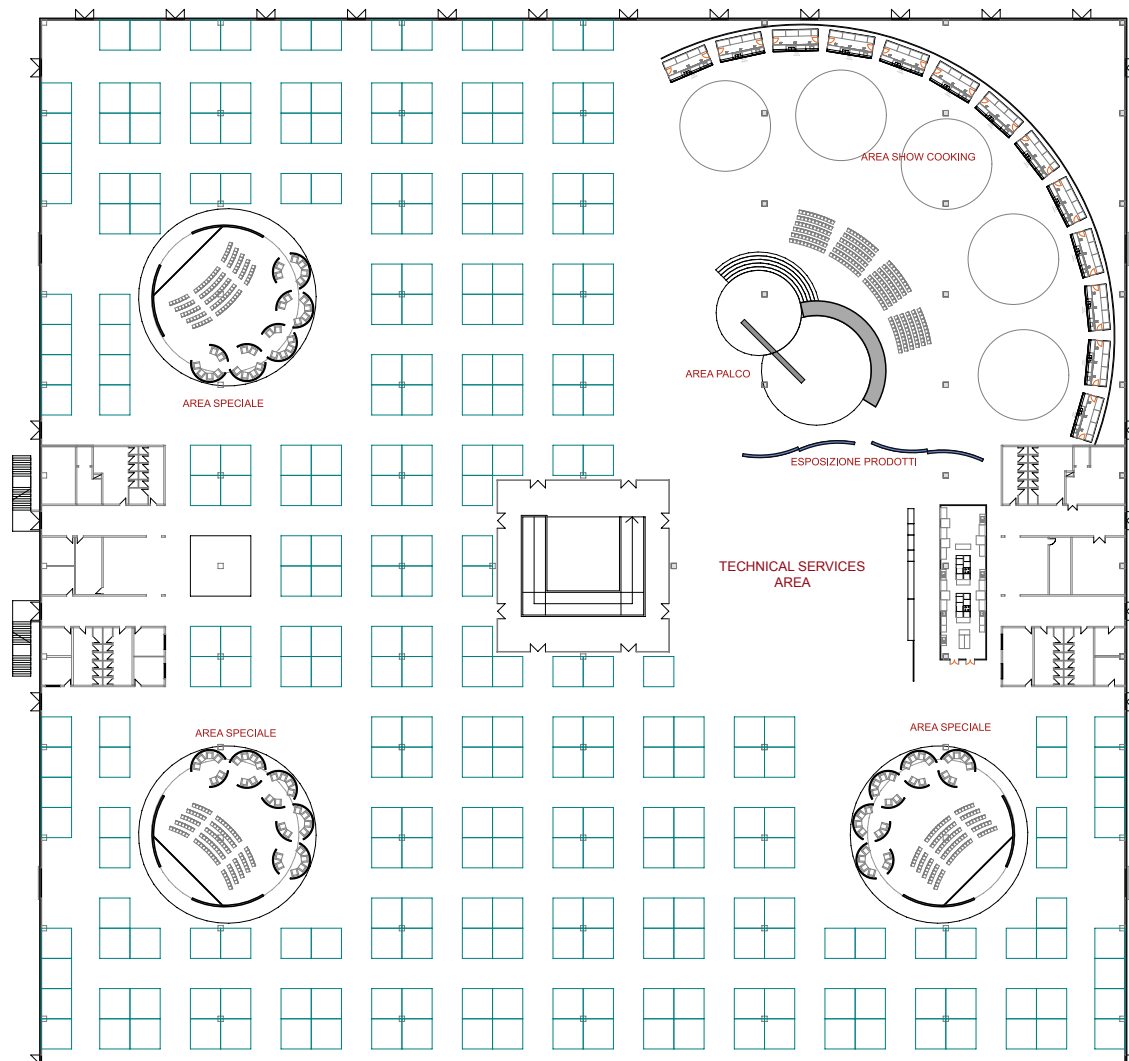
2 units (24 sqm)



3 units (36 sqm)

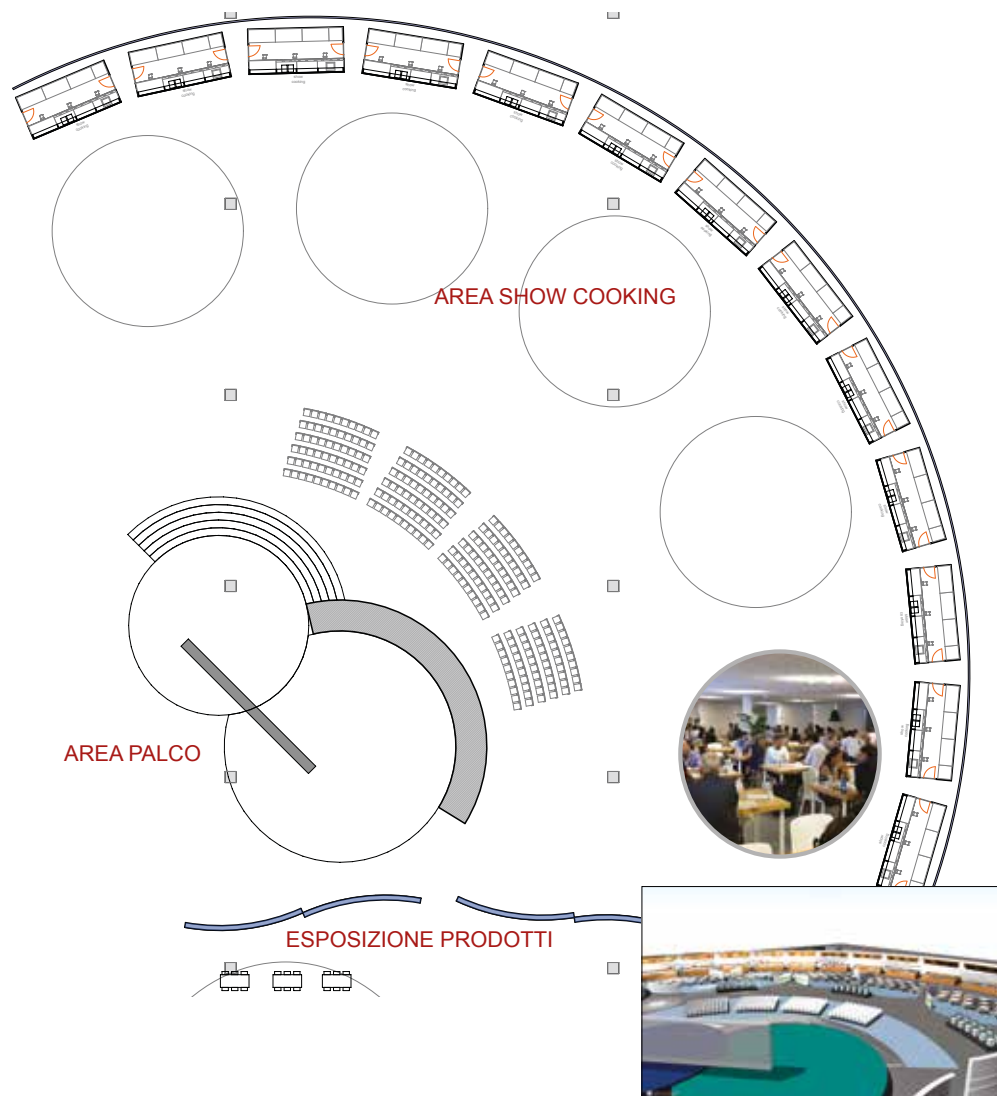


INTERNATIONAL RETAILERS THEATRE



INTERNATIONAL RETAILERS THEATRE

A spectacular and multifunctional area with cooking shows as background to workshops dedicated to the **Food & Retail** current issues. Exhibitors will have the opportunity to cook and serve their products for their clients or meet them during the seminars. **Tables** and **show cooking areas** will be **customized** and brand presentations will match with conferences and tastings. **An extraordinary opportunity for the world top buyers to discover and try the best Made in Italy food products.**



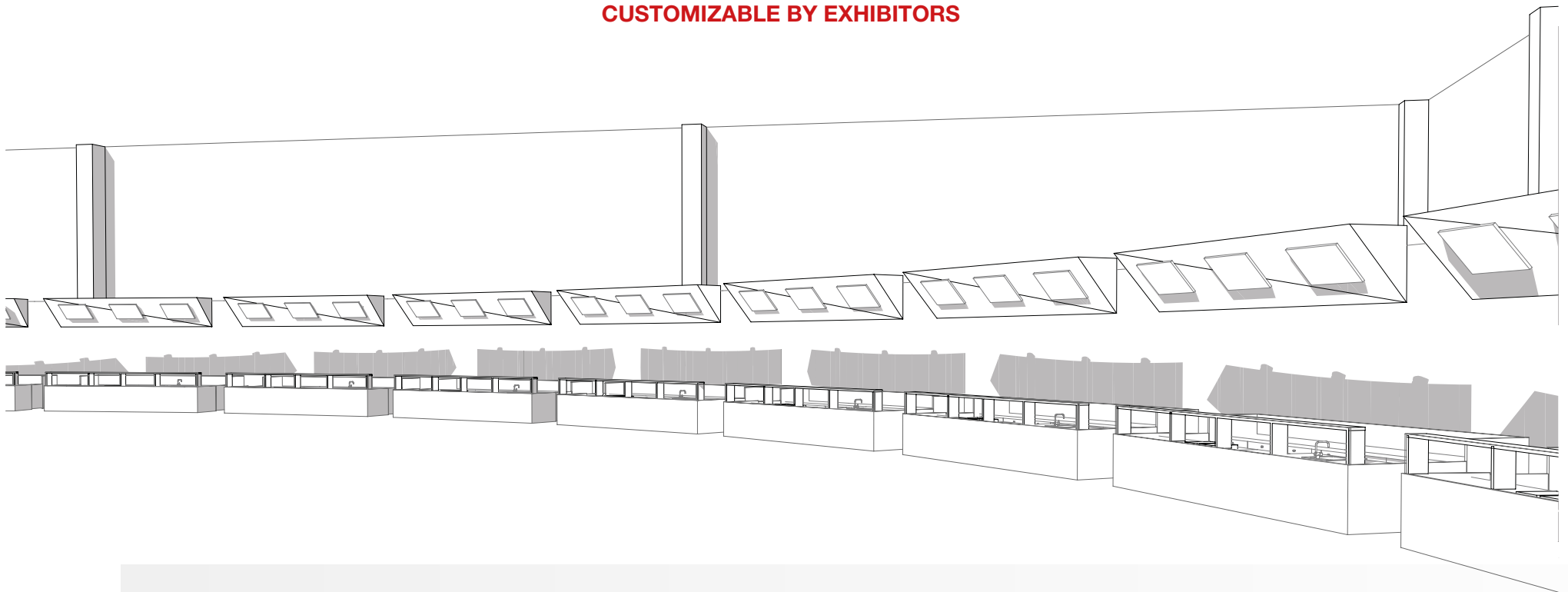
Cooking show area



Stage area



**25 COOKING SHOW STATIONS
CUSTOMIZABLE BY EXHIBITORS**



A UNIQUE MIX OF SPECIAL CONTENTS FOR AGRIFOOD AND RETAIL

Italian industry and national & international Retail will meet in a **2 day event combining workshops focussing on product lines, in-depth analysis of the global competitive landscape and food & retail current issues**. Organized and developed with top level partners.

PROGRAM DAY BY DAY

WEDNESDAY, APRIL 12

WORKSHOPS - PAVILION 5		WORKSHOPS - PAVILION 6	
10.00 am – 11.00 am	 Agrifood Monitor by Nomisma	11.00 am – 1.00 pm	 The Italian Food takes off on digital platforms
11.30 am – 1.00 pm	 Gourmet and Regional Food Trends in France	2.00 pm – 3.30 pm	 The Growth of organic food France and Benelux
2.00 pm – 3.30 pm	 Focus on commercial catering	5.00 pm – 6.00 pm	 Tespi Awards
4.00 pm – 5.30 pm	 What's next on the u.s. food scene: a panel discussion on food trends, Mktg tie-INS & more		
FORUM CIBUS CONNECT 2017 - SESSION 1			
5.00 pm – 7.30 pm	The positioning of the Made in Italy food and beverage sector in relation to international developments in consumption trends		organized by
8.00 pm – 10.00 pm	Gala Night		in collaboration with
			  

THURSDAY, APRIL 13

WORKSHOPS - PAVILION 5		WORKSHOPS - PAVILION 6	
9.30 am – 12.00 pm	 The responsibility of doing business...and the importance of being responsible	10.00 am – 11.00 am	 Agrifood Monitor by Nomisma
2.00 pm – 3.30 pm	 Focus on food service in travel retail	11.30 am – 1.00 pm	 The Growth of Convenience Store in Middle East
4.00 pm – 5.30 pm	 The growth of Natural travel retail	2.00 pm – 3.30 pm	 Trends in U.S. Retail: Supermarkets
		4.00 pm – 5.30 pm	 German Retail between digital and discount
FORUM CIBUS CONNECT 2017 - SESSION 2			
5.00 pm – 7.00 pm	The positioning of the Made in Italy food and beverage sector in relation to international developments in consumption trends		organized by
			in collaboration with
			  

HOSTED BUYER PROGRAM

A dynamic and innovative program designed with the expertise acquired during Milan 2015 EXPO / CIBUS 2016 and **dedicated to international markets key-players.**

TRAVEL AND ACCOMMODATION BENEFITS

NETWORKING EVENTS AND ACCESS TO THE RETAILERS THEATER

FACTORY VISITS AND RETAIL TOURS

Incoming Program developed in
partnership with



An extraordinary experience to discover the best Made in Italy foods.

“

Everything was well organized, hosted buyer programs were perfect.
I had a great experience in CIBUS, and I am sure I will come back for the next exhibition.

Julia Tan (BD Manager)
GOODWELL CHINA - China

“

Most of the business contacts are of good quality. The hosted buyer program is a very good mechanism to facilitate the business opportunities between the countries.

Weixin Yang (Import Manager)
METRO CHINA - China

“

Italian Food is a capital reality for the economy and the development of the country on an international scale.
Parma has made a fantastic job of bringing together so many producers.

Alex Tosolini (Senior Vice President)
THE KROGER COMPANY - United States of America

“

For us, Cibus is a fantastic opportunity to complete our portfolio of products, get to know technological advances, new trends of the Italian market, meet our historical suppliers and find new partners. We have already scheduled our visit at Cibus Connect 2017

Marina Babakhanyan (Marketing and advertising Director)
OOO AMERIA RUS - Russia

“

The organization was excellent and I hope to return in the next edition

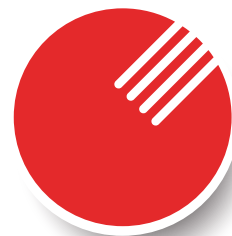
Miren Jasone Ruiz Arregui (Purchasing Manager)
Eroski - Spain

“

I participated in Cibus for the first time and perceived a strong energy and great enthusiasm: it is the concrete demonstration of the Italian food sector and does respond significantly to the needs of the new customers who enjoy the change in food patterns. I will most certainly come for the next Cibus editions.

Shingo Yamamoto (Buyer)
ISETAN MITSUKOSHI LTD - Japan





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