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## FIERE DI PARMA AND KOELNMESSE JOIN HANDS TO BOOST TUTTOFOOD'S INTERNATIONAL PRESENCE

**Koelnmesse and Fiere di Parma proudly announce the expansion of their partnership. Having successfully collaborated in the Food-Tec industry for the past 8 years, the two organizations are now extending their cooperation to the Food & Beverage sector.**

Starting in 2024, TuttoFood will be supported by Koelnmesse, the organizer behind globally renowned food fairs such as Anuga and ISM. With its extensive global sales network and international expertise, Koelnmesse, in collaboration with Fiere di Parma, aims to reinforce the already established position of TuttoFood.

As of today, therefore, the Agri-Food companies market benefits from a single trade fair platform that has in its portfolio Anuga-Cologne, the world's leading event, Cibus-Parma, the biggest and iconic exhibition of Made in Italy food, and TuttoFood-Milan, which will host the trends of the global Food & Beverage industry.

The successful culmination of this venture is attributed to the shared vision of all shareholders and directors of Fiere di Parma and Koelnmesse. Their unwavering commitment to the growth of their respective fairs in their regions has made this systematic operation possible. The Parma-Cologne-Milan alliance not only solidifies the leadership of these cities in the Food & Beverage fair sector but also underscores Europe's pivotal role in shaping a conscious and sustainable global food model.

**Gerald Böse, CEO of Koelnmesse**, at the time of the signing stated: "We're excited to announce the extension of our partnership with Fiere di Parma. The further expansion of our involvement in the food and beverage sector is an important milestone for us. Italy, which has been a crucial market for us for years, presents captivating possibilities. The dynamic synergy between Cibus, TuttoFood, and Koelnmesse's proficiency, as demonstrated in Anuga and ISM, fuels our anticipation of shaping global trends. This collaboration not only bolsters our market presence but also underscores Europe's central role in championing a sustainable food model on the global stage."

**Thomas Rosolia, Managing Director at Koelnmesse S.r.l., Italy** adds: "This further cooperation between Fiere di Parma and Koelnmesse, already consolidated since 2016 in the joint organisation of Cibus Tec for the food technology sector, confirms the aim of both parties to create a unique business platform with an international footprint that will benefit the entire food industry".

**Franco Mosconi, President of Fiere di Parma** explains: "A forward-looking partnership: this is, in a nutshell, our judgement. The extended partnership with

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Executive Officer)

Oliver Frese

Chairwoman of the Supervisory  
Board:

Mayor of the City of Cologne

Henriette Reker

Headquarters and place of

jurisdiction:

Cologne

District Court Cologne, HRB 952

Koelnmesse from the Food-Tec industry to the Food & Beverage sector is a milestone not only for the cities of Cologne, Parma, and Milan, but also for our two countries. Germany and Italy are the two largest industrial giants in the EU, and Germany is Italy's main trading partner. This new agreement between our company - Fiere di Parma - and the international market leader is therefore part of this broader picture which we consider rich in opportunities.”

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“The agreement signed today with Koelnmesse completes the international positioning project of Fiere di Parma that began 15 years ago with the relaunch of Cibus and culminated in the strategic alliance with Fiera Milano regarding TuttoFood last April. Following this path, we will be able to offer Italian and foreign food companies, every year and in Italy, an excellent international trade fair platform managed and guaranteed by our team and our colleagues at Anuga and ISM”, adds **Antonio Cellie, CEO of Fiere di Parma.**

**Download of Images:** [Contract Signing](#)

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Image 1: Gerald Böse (left) CEO Koelnmesse GmbH and Franco Mosconi, President of Fiere di Parma

Image 2: from left to right:

- Marcella Pedroni, General & International Affairs Manager, Fiere di Parma
- Riccardo Caravita, Cibus Brand Manager, Fiere di Parma
- Gerald Böse, CEO Koelnmesse GmbH
- Christian Glasmacher, Senior Vice President Corporate Development and Sustainability Koelnmesse GmbH
- Franco Mosconi, President of Fiere di Parma
- Antonio Cellie, CEO of Fiere di Parma
- Thomas Rosolia, Managing Director Koelnmesse Italy

**Koelnmesse - industry trade fairs for the food and beverage sector:** Koelnmesse is an international leader in organising trade fairs in the food and beverage segment. Events such as Anuga and ISM are established, world-leading trade fairs, hosted in Cologne/Germany. In addition to the events at its Cologne headquarters, Koelnmesse also stages numerous food trade fairs with different sector-specific areas of focus and content in further key markets across the world, including Brazil, China, India, Japan, Columbia, Thailand and the United Arab Emirates. 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 technology with its leading international trade fairs Anuga FoodTec and ProSweets Cologne and its global network of satellite events.

**The next events:**

- THAIFEX - HOREC Asia - Elevating the hospitality industry to new heights, Bangkok 06.03. - 08.03.2024

- Anuga Select Brazil - International Trade Show Exclusively for the Food and Beverage Sector, São Paulo 09.04. - 11.04.2024
- ISM Japan - The Heart of Sweets and Snacks in East Asia, Tokio 10.04. - 12.04.2024

**About Koelnmesse:**

Koelnmesse employs around 1,000 people. The city-centre trade fair at the heart of Europe occupies the third largest trade fair grounds in Germany and, spanning almost 400,000 square metres of hall and outdoor space, it numbers among the top ten worldwide. Each year, Koelnmesse organises and manages around 80 trade fairs, guest events and corporate events in Cologne and in the most important markets around the world. Its portfolio attracts over 54,000 exhibiting companies from 122 countries and approximately three million visitors from more than 200 nations.

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