

主办单位 Organized by



第九届中意国际葡萄酒展览会暨第二届中意国际食品展览会

2007.11.29 - 12.1, 上海

VINITALY - CIBUS CHINA 2007

29 November - 1 December 2007, Shanghai



Organizer Profile

Fiere di Parma

Down the years, Fiere di Parma has been developing different sectors of activity, thereby specialising its know-how. It is now made up of five Business Units dedicated to five specific spheres of action.

Agri-food Sector: under the Cibus brand, Fiere di Parma has been proposing the main event dedicated to the enhancement and promotion of Italian Food worldwide since 1985. The entire sector of the Italian food industry is on display at this exhibition to propose the specialities and typical products of the Italian gastronomic tradition to a professional public of buyers from the main world's distribution chains. Down the years, Cibus has seen the development of a numerous series of complementary events, shows, conferences and promotional activities, which have brought made-in-Italy food products to the foreground. The agri-food offer at the exhibition is supplemented by Dolce Italia, the show taking place during Cibus that is dedicated to the Italian confectionery industry, and by Cibus Med, an event that focuses in particular on the food proposals of the traditional Mediterranean diet.

Food Processing Sector: the Fiere di Parma exhibition centre started its activity in 1939 with a show dedicated to food processing technology. Still today it remains loyal to this historical vocation with the biennial Cibus Tec, the world's most important mechanical exhibition dedicated to the food industry. Its brands Tecnoconserva, Milc and Multitecno are evidence of the event's specialisation in the food processing sector and, in particular, in the areas of food preservers, milk and related products.

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Antiques Sector: Parma is now unanimously considered the European capital of antiques. The four brands, that are well-known amongst a very large public of aficionados, namely Mercanteinfiera (2 annual editions), Emporium, Bagarre and Gotha (biennial), make up a year-round calendar of antiques exhibitions that range from deballage to markets for authentic works of art.

Hosted Exhibitions: The collaboration with other exhibition centres has led to exhibitions that range from specialised mechanics (Mecspe) to road haulage (TTS), from contemporary art (Arte Parma) to furniture (Salone del Mobile) and beauty and wellness (Aestetica).

Special Events: having a unique facility in the scenario of international conference organisation owing to its modularity and flexibility, the Palacassa Theatre – Pavilion can host and organise conventions and conferences with up to 3,500 participants, offering catering on-site, as well as additional space for workshops and meetings for restricted numbers of people.

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