

PRESS RELEASE
SYSTEM-WIDE SUCCESS KICKS OFF CALLED
TUTTOFOOD 2025

Inaugurated this morning in the presence of Minister Francesco Lollobrigida the 2025 edition of Tuttofood, the first signed Fiere di Parma with the support of Fiere Colonia.

From May 5 to 8, Milan becomes the world capital of food & beverage thanks to an exemplary system operation.

Milan, May 5, 2025 - In the presence of the Minister of Agriculture and Food Sovereignty and Forestry, Francesco Lollobrigida, the President of Fiere di Parma, Franco Mosconi, Carlo Bonomi, President of Fiera Milano, and Matteo Zoppas, President of ICE, and with a speech on "The role of AI in key agribusiness sectors" by Valeria Sandei, CEO of Almaxwave, TUTTOFOOD Milan 2025 opened its doors this morning.

The proceedings were opened by the Presidents of the two Italian trade fair organizations, both variously hosts for the occasion. Franco Mosconi pointed out that "TUTTOFOOD 2025 represents the first edition created by virtue of the agreements between Parma, Milan and Cologne; agreements that contribute to decisively accentuate the international projection of the platform for the agrifood sector that we are building. The numbers of this edition are there to prove it."

According to Carlo Bonomi, "Tuttofood represents a strategic event for Fiera Milano and for the entire agrifood sector and testifies to the strength of our exhibition platform as a driver of growth, innovation and international visibility. The agreement with Fiere di Parma, which has created an integrated exhibition hub between Tuttofood and Cibus, is an industrial project that enhances the excellence of the territories, multiplies opportunities for the sector and supports competitiveness by establishing it as a protagonist in global markets."

Institutional greetings were also brought by the President of the Emilia-Romagna Region, Michele de Pascale, who said that "Emilia-Romagna, a leading territory in the agri-food sector, presents itself with all the cards at TUTTOFOOD in the new Fiere di Parma format where the protagonists of the global agri-food industry will be able to compare notes and initiate cultural and commercial exchanges to make food, its production and diffusion, increasingly quality and sustainable. Goals that see our region in the forefront." Institutional greetings also from Lombardy Region Agriculture Councillor Alessandro Beduschi.

Antonio Cellie, CEO of Fiere di Parma, to whom we owe the organization of this first edition with the team already broken in by 15 years of growing success of Cibus, summed up the most important meaning of this first Italian agrifood show of international weight and aimed



at gaining a role among the world's leading food events: "TUTTOFOOD 2025 will showcase much more than thousands of products all of great interest to the food culture and business community: it will be a demonstration of a 'system success' that collects, also on the ethical level, the legacy of Expo 2015." Because," Cellie explains, "we get to inaugurate TUTTOFOOD 2025 thanks to the convergent vision of our Shareholders and those of Fiera Milano, to the role of the Government that has supported us on the technical and economic level through MAECI, ICE and MASAF, to the participation in the project of the entire Agrifood Chain and companies, to the declination of the ten-year partnership we have with Cologne, and to the willingness of everyone to espouse a more contemporary and sustainable vision of the sector. As was the case for EXPO ten years ago, from Milan, Italy and the World present a new way of imagining and narrating Food&Beverage, with its businesses and territories as well as its many good practices." Indeed, the combined communicative and representative power between Parma and Cologne is impressive: the two realities, every two years, cover 350,000 net m2 of exhibition areas occupied by nearly 15,000 food businesses.

But the confirmations of this systemic path are still found in the ability to aggregate at the fair in a completely innovative way all areas of the food world, up to beverage in its most contemporary form of the art of mixology and the new rites of hospitality, young and multicultural.

And it is vision and system capacity to make all the realities of the supply chain, from agriculture to distribution, from industry to catering, dialogue and give true representation. They wholeheartedly support TUTTOFOOD, in fact, all Italian trade associations.

And what is Artificial Intelligence itself if not a system for organizing words and concepts?

The choice of dedicating the inaugural conference to a talk on Artificial Intelligence, curated by Valeria Sandei, CEO of Almaxwave, an esteemed Italian way to AI, has this logic: "The integration of artificial intelligence in the agrifood supply chain represents a strategic opportunity to enhance the excellence of agrifood and face global challenges. Indeed, these technologies offer easy and increasingly intuitive tools for marketing, personalization and the creation of innovative content and experiences. In addition, they make it possible to optimize and enhance the entire production cycle, from cultivation to distribution, product protection, logistics refinement, safety, back office, and waste reduction, improving sustainability, efficiency and competitiveness. Digital technology made in Italy is now ready to face the challenge for the global growth of the AgriFood sector."

Matteo Zoppas, ICE President, said, "We have an ambitious but realistic goal: to raise the value of agri-food exports from 69 to 100 billion euros in a short time, as also indicated by Minister Lollobrigida. This means increasing the results of all Italian companies to foreign countries with a system logic in which fairs such as TUTTOFOOD, to which ICE is bringing the most important international buyers, are included. Although the international economic context is complex, the numbers speak for themselves. From 2019 to date, despite the pandemic, rising energy and transportation costs, Italian exports have grown by 30 percent and ISTAT data show better than expected performances in these early months of the year

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despite the uncertainty of duties. But we have to wait for the coming months to understand the real trends. However, this shows to date the strength and resilience of Made in Italy.”

To Minister Francesco Lollobrigida the concluding comment before the ribbon-cutting ceremony:

“Our country's agri-food sector is a solid system, which registers a growing export, targeting both traditional markets where Italy is an established player and new markets where Italian companies are entering, supported by the work of the government. TUTTOFOOD 2025 demonstrates how the international vocation of our supply chain and the union of two important trade fair systems such as Parma and Milan will allow world-famous excellences to approach the many buyers present in the best way. An exhibition system that thinks in terms of a system becomes a protagonist and it is clear that TUTTOFOOD is a moment in which our transformations, our productions and our supply chains find a home: institutions increasingly have a duty to accompany our entrepreneurs in their ability to consolidate their markets and open up to new ones.”

THE NUMBERS.

- 4,200 brands 75% from Italy and the remaining 25% from 70 countries, from Albania to Uzbekistan.
- On the other hand, the 3,000 top buyers accredited thanks to the Buyers Program developed in collaboration with ICE-Agenzia come from 100 countries (40% Europe, 20% North America-Canada and USA-, 10% South America, Far East and Asean 15%, Middle East 10%, Rest of the World 5%).
- 80,000 m2 net exhibition area, almost double the 50,000 from previous editions of Tuttofood, out of 150,000 m2 total.
- 10 pavilions.
- 7 thematic areas: Tuttofood Street Experience, Italian Specialty Selection, Tuttofood Academy, Start Up Area, Bellavita Expo, Mixology Experience, Better Future.
- 90,000 visitors expected from Italy and abroad.
- 47 Official Conferences, in addition to the inaugural one.
- 3 Awards Ceremony.

NEXT

After the 2025 edition, subsequent editions will be held regularly in even-numbered years, starting with the one already scheduled in 2026 (May 11-14), alternating in odd-numbered years with Cibus, and Anuga in Cologne.



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