

# TUTTOFOOD INTERNATIONAL FOOD EXHIBITION **MILANO**

## MAY 5 | 8 MAGGIO. 2025

### **TUTTOFOOD MILANO 2025: TWO-IN-ONE INSTITUTIONAL PRESENTATION IN ROME AND BRUSSELS**

***On November 19th, 2024, TUTTOFOOD Milano, organized by Fiere di Parma, was presented simultaneously at the Italian Ministry of Foreign Affairs and International Cooperation in Rome and the European Parliament in Brussels.***

***From May 5th to 8th, 2025, Milan will host a newly designed international format, strongly focused on sustainable innovation and new food models.***

November 21st, 2024 – A significant milestone for **TUTTOFOOD Milano**: **between May 5th-8th, 2025**, the trade show will host food & beverage companies and stakeholders from worldwide. Positioned as the premier industry event for Southern Europe, TUTTOFOOD Milano is projected to generate an economic impact of approximately **€15 million for Fiere di Parma** and **€150 million for the city of Milan**, with substantial contributions to Italy's GDP.

On Monday 19th, at the European Parliament, **Franco Mosconi, President of Fiere di Parma**, presented the goals for **TUTTOFOOD Milano** during a conference titled "A Sustainable and Competitive Model for the Food and Beverage Sector." Organized by Fiere di Parma and hosted by **MEP Stefano Bonaccini**, the event brought together journalists and stakeholders, including representatives from leading European agrifood organizations such as FoodDrinkEurope, EuroCommerce and COPA-COGECA as well as **Matteo Zoppas, President of ITA – Italian Trade Agency**. **Franco Mosconi** expressed his gratitude: *"I sincerely thank Stefano Bonaccini for hosting us at this important institutional venue. For Fiere di Parma, this represents strong validation of TUTTOFOOD Milano 2025's value. With its competitive format focused on sustainable innovation, the event has successfully engaged companies which are defining trends and influencing global markets, policies, and economies in the food sector."*

**Marcella Pedroni, General & International Affairs Manager of Fiere di Parma**, elaborated on the objectives for the 2025 edition: *"TUTTOFOOD Milano aims to become the new international hub for the global agri-food sector, and we are fully committed to achieving this goal. The results already speak for themselves: with almost six months to go, hundreds of companies from 35 countries have confirmed their participation, and over 85% of the exhibition space (more than 150,000 sqm) is already booked."*



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*"For the enhancement of the food supply chain, a strategic sector of our Made in Italy, trade fairs represent a fundamental tool", **Matteo Zoppas, President of ITA – Italian Trade Agency** stated. "In this perspective, the marriage between TUTTOFOOD and Cibus is a decisive step toward the creation of an integrated exhibition platform, an authoritative reference point at the global level. TUTTOFOOD 2025 promises to be a major event, with numbers confirming its scope: more than 3 thousand exhibitors, 2 thousand international top buyers, 90 thousand trade visitors and about 500 thousand expected visitors. Italian Trade Agency supports the event by selecting more than 200 high-profile buyers through its foreign network of 87 offices in 74 countries."*

**Antonio Cellie, CEO of Fiere di Parma**, simultaneously introduced TUTTOFOOD Milano at the launch of the Annual Week of the Italian Cuisine in the World at the Ministry of Foreign Affairs in Rome. The event was attended by **Vice Prime Minister and Minister of Foreign Affairs Antonio Tajani**, and **Minister of Agriculture, Food Sovereignty, and Forestry Francesco Lollobrigida**. The initiative aims to promote Italian agrifood and culinary excellence abroad, supporting exports, internationalization, and incoming tourism.

During the panel discussion, which also included key players from Italy's agrifood supply chain such as **ITA – Italian Trade Agency, Confagricoltura, Coldiretti, Filiera Italia, and Federalimentare, Antonio Cellie** highlighted: *"We deeply understand the value of Italian agrifood, which—thanks also to our Cibus Parma—has grown at nearly double the rate of international food and beverage trade. With TUTTOFOOD Milano 2025, we've aimed to exploit the best practices of Cibus Parma, offering global companies and Trade Promotion Organizations our expertise in business matching, trend analysis, and showcasing both mainstream and niche products. We provide the tools they need to access international retail and foodservice distribution. TUTTOFOOD will be an innovative, global, and immersive platform—a cultural hub for food and beverages where, both at the exhibition and throughout Milan, ideas will flourish, and new trends will emerge. Our aspiration is for the combined strengths of Cibus and TUTTOFOOD to become the benchmark for the entire agri-food sector, just as Italian cuisine is a global benchmark for culinary excellence."*

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*Fiere di Parma S.p.A. boasts a 400,000 sqm exhibition center strategically located within Italy's most productive regions. Renowned for combining event management expertise with entrepreneurial vision, Fiere di Parma organizes internationally recognized exhibitions, including: Cibus (the leading showcase for Italian agri-food, supporting the sector's global growth for over 20 years), TUTTOFOOD Milano (a pivotal platform for the international food community), Cibus Tec (food processing and packaging technologies), Automotoretrò (mechanics and automotive heritage), Mercanteinfiera (Arts & Antiques), Mia Photo Fair (art photography), Il Salone del Camper (recreational vehicles and outdoor tourism), Labotec (laboratory and analysis technologies).*



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