

## oriGIn flash



### oriGIn at "CIBUS 2010"



This year *CIBUS* - the International Food Exhibition - celebrates its 15<sup>th</sup> anniversary in Parma (Italy).

Being the international center for premium quality foodstuff between May 10 and 13, *CIBUS* will attract producers, buyers and retailers from more than 100 countries. Furthermore, the event is expected to welcome more than 60.000 professional visitors and 900 journalists, who want to discover new trends of the international food specialities.

More than just an exhibition, *CIBUS* will be a forum for conferences and debates dealing with issues of current interest.

A novelty of *CIBUS* 2010 will be the "PDO-PGI square", an area completely dedicated to protected origin-based products.

oriGIn will participate in this internationalization context, and will provide a free space to its members to promote their products. Over the years, oriGIn has attended many important international exhibitions and events, and has been the vehicle for worldwide promotion of GI products from developed as well as developing countries.

For more information on *CIBUS* 2010, please visit the website at:

[http://www.cibus.it/home\\_eng.php](http://www.cibus.it/home_eng.php)



oriGIn stand at the 15<sup>th</sup> Anniversary of Consejo Regulador del Tequila (CRT), Guadalajara – Jalisco (Mexico)