

B2Cheese 2026:

Incoming buyers and international relations to drive the cheese business

The international B2B trade fair for the dairy sector, scheduled for 23 and 24 September at Fiera di Bergamo, was presented on 22 June at the PwC Tower in Milan.

Milan, 22 June 2026 – Incoming buyers, international relations and new business opportunities will be at the heart of B2Cheese 2026, the international B2B trade fair for the dairy sector scheduled for 23 and 24 September at Fiera di Bergamo. The event's positioning looks to foreign markets at a positive time for Italian cheese, which in 2025 reached a record export value of €6.7 billion, up 4.6%. The trade fair was presented today in Milan, at the PwC Tower in CityLife, during the press conference dedicated to the new edition.

B2Cheese is part of a path that Bergamo has built over the years around cheese, involving institutions, companies, consortia, associations, professional operators and local expertise. This heritage of relations and project development is now being strengthened with an increasingly international vocation and a clear objective: to create a system around cheese, connecting production, markets, distribution, buyers and new business opportunities.

“B2Cheese was created as a professional platform dedicated to the dairy sector. Over the years, the local area has built an important heritage of relations, expertise and projects around cheese: today we want to consolidate this, bringing together companies, institutions, associations, buyers and international professionals. B2Cheese is a context designed to create real business relations,” says Francesco Maroni, Project Leader of B2Cheese.

The choice of Bergamo is no coincidence: Lombardy is one of the most important areas for the Italian dairy sector, while Bergamo, a UNESCO Creative City of Gastronomy, represents a meeting point between production, culture and territorial identity.

“Lombardy is the heart of national dairy production: it accounts for 46.5% of Italian milk, processes more than half of its production into PDO cheeses and generates a value of over €2 billion along a virtuous, ethical and deeply integrated supply chain. B2Cheese is a strategic tool for bringing this excellence to international markets through concrete business relations and a qualified incoming buyer programme. Bergamo, with its Cheese Valleys and a cheesemaking tradition recognised throughout the world, is the natural home for an event that aims to make Italian cheese an increasingly authoritative point of reference on global markets. Regione Lombardia strongly supports this initiative: attracting international buyers and strengthening the competitiveness of our PDO supply chains means investing in a production model that combines innovation, sustainability and territorial identity,” explained **Alessandro Beduschi**, Councillor for Agriculture, Food Sovereignty and Forests of Regione Lombardia.

World Cheese Capital also fits into this perspective. The project will accompany B2Cheese 2026, expanding the narrative around cheese beyond the trade fair itself and connecting professional expertise, territories, institutions, operators and the public. It will bring to Bergamo some of the most

authoritative cheese professionals at international level: cheesemongers, maître fromagers, affineurs, producers, buyers and leading figures already recognised by the world's main cheese competitions.

Incoming buyers: business at the heart of B2Cheese

The strengthening of the incoming buyer programme is one of the strategic pillars of B2Cheese 2026. The programme is designed to encourage direct contact between exhibiting companies, distribution operators and Italian and international professional counterparts, with the aim of turning participation in the trade fair into concrete business opportunities.

Developed in collaboration with **ICE – the Italian Trade Agency**, the programme is integrated with the network of relations activated through **B2Cheese** and its ambassador **Michaël Belissa**, maître artisan fromager and Chevalier de l'Ordre du Mérite Agricole. This choice also responds to the growing complexity of international markets. In this scenario, the incoming buyer programme focuses on the main markets of interest for the dairy sector, with the aim of bringing qualified operators to Bergamo who are aligned with the needs of exhibiting companies.

Alongside international buyers, B2Cheese will involve, as in previous editions, national operators from modern and organised distribution: large-scale retail chains, supermarkets, cash and carry, discount stores, distribution groups, wholesalers, commercial catering professionals and specialised operators.

Creating a system around cheese

The presence of **PwC**, **ICE – the Italian Trade Agency**, **BCC Milano**, **Assolatte** and the support of local and national institutions confirm the intention to build a shared platform capable of supporting the sector through a phase of transformation and growth.

“The dairy sector is a pillar of Made in Italy, with strong economic value, PDO/PGI productions and growing exports. In a context that is still volatile but marked by greater confidence in growth prospects, as shown by the latest edition of the PwC CEO Survey, CEOs in Italy are looking with greater optimism both at the evolution of the economy and at their own revenues over the short and medium term. For a supply chain such as dairy, this means addressing the challenges of the current context in order to strengthen resilience and adaptability. In this scenario, B2Cheese confirms itself as a key event for enhancing the value of the supply chain and encouraging dialogue between markets, territories and companies,” said **Danilo Andriani**, Partner at PwC Italia.

The only Italian B2B trade fair for the dairy sector

B2Cheese is the international dairy trade fair for industry professionals, now in its fourth edition. It is a vertical format concentrated over two professional days, for which the trade fair provides 9,000 square metres of exhibition space, gallery and conference area.



Carlo Conte, Project Manager of B2Cheese, commented: *“We are very proud to have promoted, since 2019, the first trade fair in Italy for professional operators dedicated to the promotion of the cheesemaker’s product, cheese, and its production supply chain. It is a unique opportunity for retailers and distributors to appreciate and evaluate, in an excellent context, a wide variety of Italian and international dairy products, thanks to the commitment of producers who are always attentive to evolution and to the needs of the final customer. Returning to Bergamo is an event now reaching its fourth edition, recognised worldwide, which finds its home in the European capital of cheese: a trade fair always rich in thousand-year-old traditions, capable of enhancing both the sector and the territory. For us as organisers, it is a great source of satisfaction to be able to give oxygen and visibility to a supply chain that is vital for the economy and for the promotion of Italy and its excellences.”*

Credit to support the dairy supply chain

The dairy supply chain is one of the most important sectors of Lombardy’s agri-food industry, combining production tradition, capacity for innovation and a strong export vocation. It is a system that generates economic and employment value and finds in its bond with the territory one of its main distinguishing factors. BCC Milano’s decision to support B2Cheese 2026 is part of this context.

“For BCC Milano, supporting B2Cheese means investing in one of the supply chains that best represents Lombardy’s production excellence. The Bergamo valleys preserve a unique entrepreneurial and cultural heritage, built over time around the quality of dairy productions. Being present at this event means confirming our commitment alongside companies in the sector, supporting their growth, their ability to innovate and their path towards new markets,” says **Luca Bonomi**, Head of Commercial Department at BCC Milano.

B2Cheese at a glance

When: 23–24 September 2026

Where: Fiera di Bergamo

Format: 2 B2B days

What’s new in 2026: strengthening of the incoming buyer programme and international positioning, World Cheese Capital, professional masterclasses.

Informazioni

B2Cheese

Fiera di Bergamo, 23–24 September 2026

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