

MACFRUT 2019

Macfrut 2019, Italy looks abroad

More than 1,500 buyers invited from all over the world and an online platform to facilitate meeting opportunities between demand and supply: in Rimini, from 8 to 10 May, fresh produce industry becomes international

Cesena, 10 April 2019 - A month before the 36th edition of Macfrut, the international trade fair for the fruit and vegetable industry scheduled in Rimini from 8 to 10 May, figures are growing: 8 pavilions, over 1,100 exhibitors, 25% of which from abroad, 1,500 buyers invited from all over the world, and about sixty events including summits, business meetings and conventions, proving that this fair is also rich in content.

The key point of the trade show, which has been investing in this aim for years, is internationalization. "Italian fruit and vegetable industry is too dependent on the internal market, meaning European market, because selling in Germany or in the Netherlands no longer means exporting" - says Renzo Piraccini, President of Macfrut. "I believe that, at least for the products that allow it, future means widening the target markets. One of the most interesting ones is the area of the Persian Gulf, which today represents less than 2% of the export of fresh Italian fruit and vegetables and which I think is worth much more" - he concludes.

Therefore, the central topic for the growth of the Italian fruit and vegetable industry is the development of the international market. And here Macfrut plays a key role, in its strong commitment to internationalization: the promotional tour of the 2019 edition saw around thirty presentation missions around the world, foreign exhibitors present in Rimini will be 25%, including a remarkable pavilion entirely dedicated to Africa. There will be 200 companies from 14 countries: Angola, Benin, Congo, Ethiopia, Ghana, Kenya, Mozambique, Namibia, Senegal, Somalia, Sudan, Uganda, Tanzania, Zambia. Among the innovations on the international level, we point out the first presence of Cuba with 5 companies, Proecuador with 8 large companies, the Mexican state of Zacatecas with 6 companies.

Thanks to the tested synergy with ICE Agency, 1500 buyers have been invited from all over the world (only five years ago they were 250), with important confirmations from Eastern Europe, the Persian Gulf (Emirates, Bahrain, Qatar), India and Southeast Asia. Buyers who have registered for Macfrut will be able to take advantage of an important opportunity, "Macfrut Hosted Buyers Program": from the first week of April the B2B platform is open, an online system in which each operator can set appointments with exhibitors in order to create his/her own customized agenda. The organizers will then send the final agenda in the first few days of May, after which each registered operator can print his/her ticket, schedule and agenda. In addition to the benefits related to the customized organization of the visit to Macfrut and the possibility of being hosted, buyers participating in the program will have access to the VIP Business Lounge, a reserved area set up in Rimini Fiera pavilions in which they will be able to enjoy free Wi-Fi, interpreting, wardrobe and other services.

Macfrut 2019 Info

Macfrut is organized by Cesena Fiera and will take place at Rimini Fiera on 8-9-10 May 2019, from 9.30 a.m. to 6.00 p.m.

www.macfrut.com

For further information: www.macfrut.com

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Table Grape Meeting, the speakers and the programme of the event dedicated to table grapes

Cesena, 24th April 2019 – The future of table grapes lies in innovation. This will be the theme of the event dedicated to one of the key products of the Italian fresh produce industry, scheduled on Friday, 10 May from 10:30 a.m. to 12:30 p.m. during Macfrut, to be held in Rimini from 8 to 10 May 2019.

The first edition of the Table Grape Meeting will be divided into two sessions. The first session, lasting about an hour, will see five Italian speakers taking turns to give speeches focusing on current trends in varietal innovation and exports. It will start with international programmes: Maurizio Ventura, Licensing Manager Europe for Sun World International, will present Sun World's varietal innovation programmes in Italy and in Mediterranean countries, whereas Carlo Lingua, CEO of AVI, RK Growers and RK Products, will illustrate the case of the ARRA™ variety in Italy and Europe. A focus on Italy will follow, with a speech by Alberto Mastrangelo, Sales Manager of Grape&Grape Group, who will describe the distinctive features of the Italian varietal innovation programme Grape&Grape, and Giovanni Raniolo, President of the consortium Consorzio Uva di Mazzarrone IGP (Consortium for the Grape Table of Mazzarone PGI), who will provide the example of the programme for enhancing Sicilian grapes. Giacomo Suglia, President of APEO, will speak about the future of Italian table grapes, focusing on exports and providing an overview of emerging markets.

The second session will consist of a round table, with international representatives from the production and import sectors, including: Debbie Lombaard, Commercial team of Richard Hochfeld Ltd (UK), Joaquin Gomez Carrasco, President of APOEXPA (Spain), Annabella Donnarumma, Managing Director of Eurogroup/REWE (Germany), and Stefano Borracci, Sales Manager of Serroplast (Italy/South America). Discussion will be encouraged through video pills made by combining several video interviews with leading table grape producers in Italy, called upon to express their opinion on three themes: the state of varietal innovation and the role of research; the future of production, the relationship between seeded and seedless grapes; Italian exports: which areas need to be improved and which markets should be more strongly targeted. The event is intended for Italian and foreign producers, buyers, technologists and importers. Participation is free of charge and a simultaneous interpreting service will be provided. Per further information on the event: www.tablegrapemeeting.it/

For further information, please visit: www.macfrut.com

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