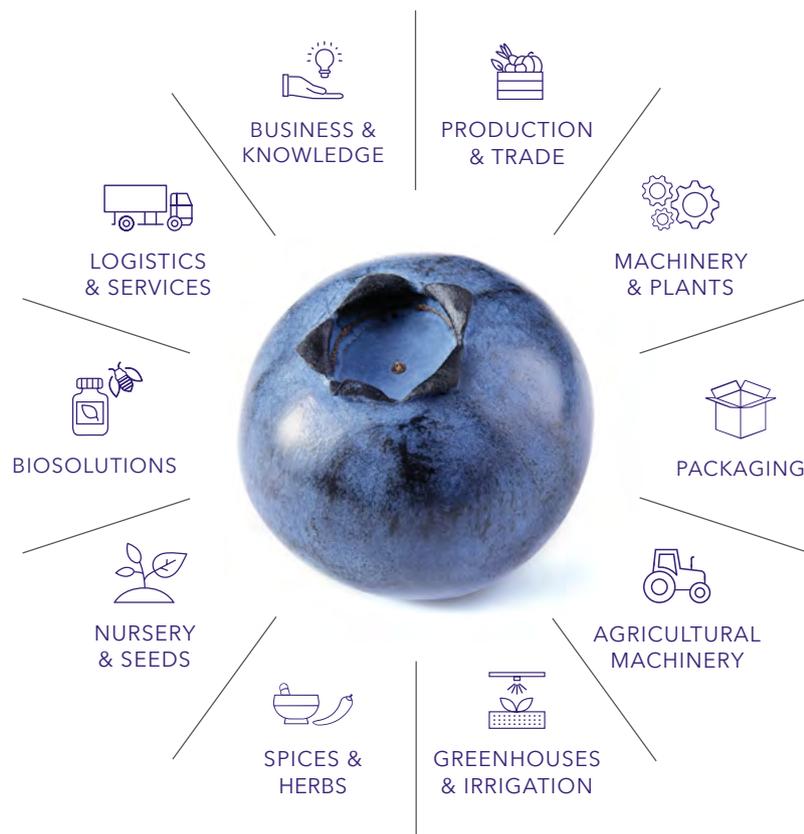


MACFRUT 2023



FRUIT & VEG PROFESSIONAL SHOW

3-4-5 MAY 2023 RIMINI-EXPO CENTRE-ITALY



MACFRUT IS THE BENCHMARK EVENT FOR PROFESSIONALS IN THE FRUIT AND VEGETABLE SECTOR, BOTH IN ITALY AND ABROAD.

It is a **vertical trade fair** representing the entire fruit and vegetable supply chain with 9 sectors: production and trade, machinery and plants, materials and packaging, agricultural machinery, greenhouses and irrigation, spices and herbs, nursery and seeds, biosolutions, logistics and services.



MACFRUT: THE SUPPLY CHAIN TRADE FAIR

Thanks to the exclusive **Business Matching** programme, registered exhibitors will have the chance to schedule **B2B meetings** with specially selected **international buyers** and **decision makers** who will be present at the trade fair, as well as with exhibiting companies and visitors.

BUSINESS MATCHING & INTERNATIONAL BUYERS





Bergamot, citron, PGI clementines, PGI Rocca Imperiale lemons, PGI Tropea onions, PGI Sila Potatoes, kiwis and strawberries: these are just some of the flagship **products** that will represent the **Calabria region** at Macfrut, with dedicated events and tastings to not only showcase its versatile cuisine and high-quality produce, but also to share information about the history, culture and traditions of **Calabria, in the spotlight at the 2023 edition.**



CALABRIA - PARTNER REGION



LATIN AMERICAN DAYS

Latin American countries will be in the spotlight at the 40th edition of Macfrut, organised in collaboration with IILA (the Italian-Latin American International Organisation), the Italian Ministry of Foreign Affairs and International Cooperation, AICS (Italian Agency for Development Cooperation) and ITA - Italian Trade Agency, with a dedicated exhibition hall for **participating international companies, institutions and professionals.** Multiple events will focus on opportunities for the fruit and vegetable sector: technical tours, workshops, show cooking sessions and B2B meetings. The **7th PYMES FORUM** will also take place, promoted by IILA, in an effort to strengthen relations between Italian and Latin American SMEs, make new proposals, and address future challenges.

BIOSOLUTIONS INTERNATIONAL EVENT 2023



In order to meet consumer demands, fruit and vegetable production will have to increasingly rely on natural plant protection, plant nutrition and biostimulation products, i.e. **BIOSOLUTIONS**. At Macfrut 2023, Biosolutions companies will showcase their main innovations to industry professionals, and the most **outstanding innovations will receive an award during the Biosolutions Innovation Award ceremony**.



THE RED PLANET is a new meeting format dedicated to players in the tomato supply chain, from seed companies to modern distributors. The project, based on an analysis of end consumer needs that emerged through market research and dedicated panel tests, offers a **direct experience** of how consumer demands can be translated into **feasible supply chain projects** involving industry players.

A truly immersive experience to discover the world of tomatoes, from farm to fork.

THE RED PLANET

The exhibition halls will feature a dynamic area dedicated to innovations and technologies applied to irrigation. In addition, **guided technical tours** will take place, offering live demonstration of cutting-edge **water management** technologies applied to horticulture.



ACQUA
CAMPUS



A new exhibition entirely dedicated to innovations in the nursery industry. A specialised event where nurserymen, breeders, producers, experts and researchers, representing a sector that has become strategic for the development of modern fruit growing, can get together. Several **conferences, technical seminars** and **workshops** will be held during the exhibition, covering topics such as the certification of nursery materials and varietal innovation. **In an exhibition area reserved for the nursery industry,** Macfrut visitors will be able to find out all the **results achieved** globally in the nursery industry, **exchange views** and **forge relationships** with those who create and develop innovations in fruit growing **worldwide.**

PLANT NURSERIES AND VARIETAL INNOVATION EXHIBITION

Macfrut 2023: leading global event on blueberries. On **Tuesday 2 May**, a preview of the **BLUEBERRY SCHOOL** for young researchers and experts will be offered at the Marche Polytechnic University - Ancona campus. On **Wednesday 3 May**, the **BLUEBERRY SYMPOSIUM** will be held, during which key scientific topics relating to blueberries will be discussed: genetics, plant nurseries and propagation techniques, nutrition, farming techniques in various environments, and quality, nutritional and biomedical aspects. On **Thursday 4 May**, during **BLUEBERRY GLOBAL PLAYERS**, the spotlight will be on market and production trends, with the participation of major global players. On **Friday 5 May**, a test field, **BLUEBERRY ON FIELD**, will be set up at the exhibition centre and guided technical tours with experts will be offered.



INTERNATIONAL BLUEBERRY DAYS

*International
Blueberry
Days*



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