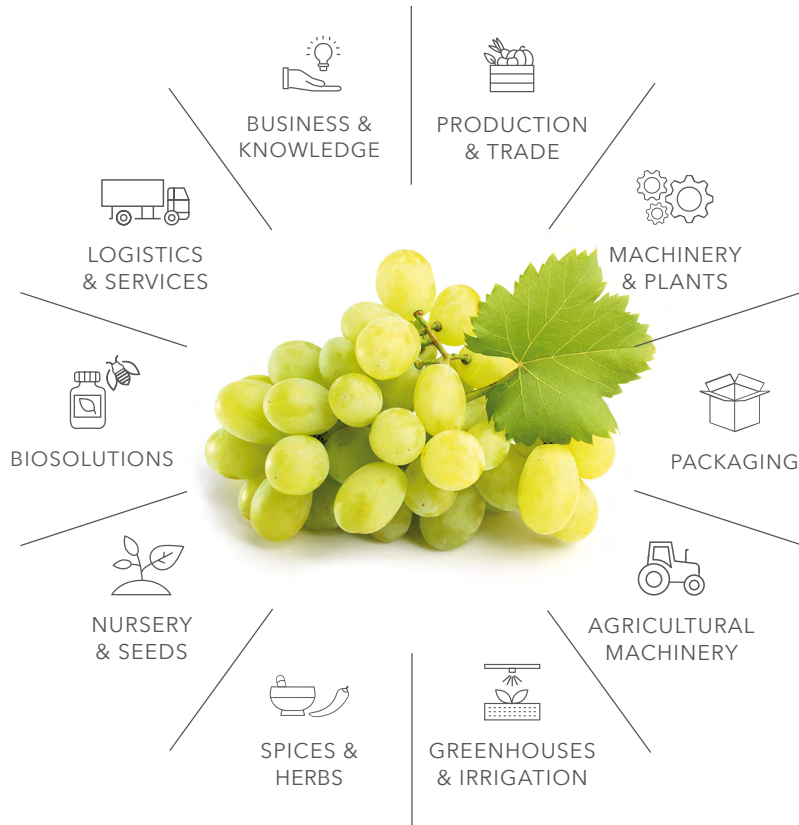


MACFRUIT 2024



FRUIT & VEG PROFESSIONAL SHOW

8-9-10 MAY 2024-RIMINI EXPO CENTRE-ITALY



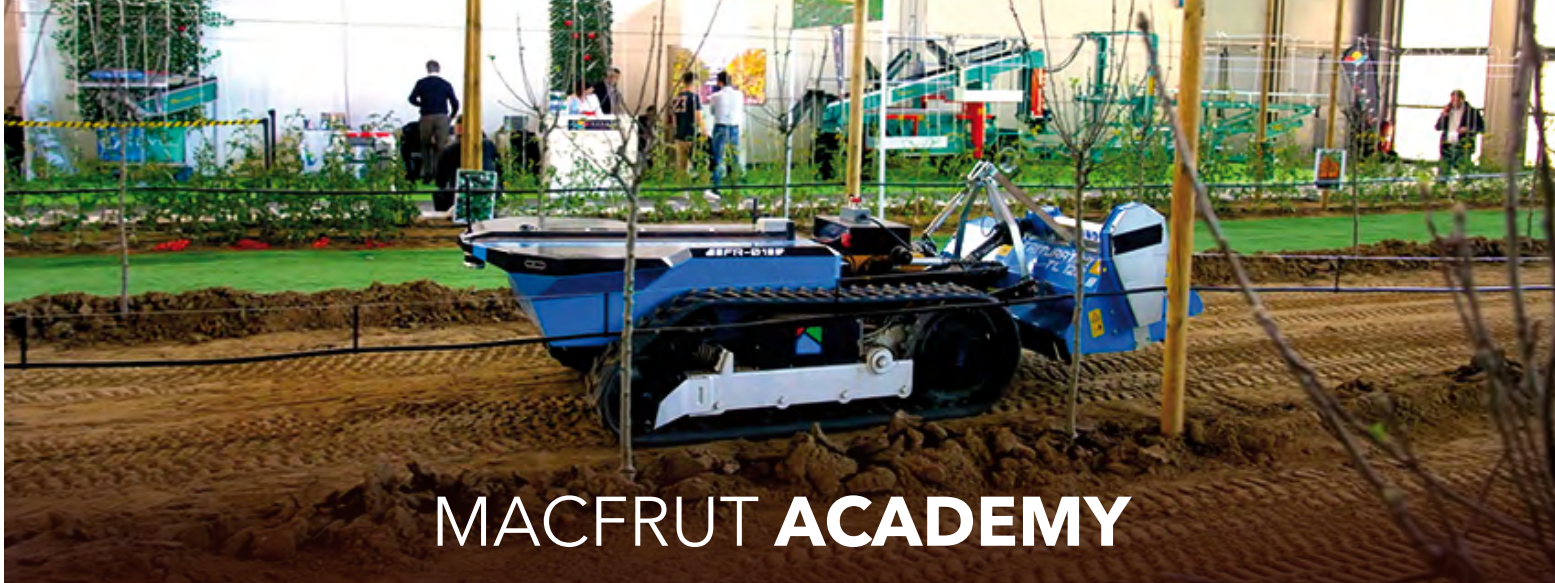
MACFRUT A **SUPPLY CHAIN** TRADE FAIR

Macfrut is the benchmark event for Italian and foreign fruit and vegetable sector professionals. It is a **vertical trade fair** representing the entire supply chain: production, pre-harvest and post-harvest technologies, packaging, and services. A **business event** to meet with **customers and suppliers from the entire fruit and vegetable supply chain** and to gain insight into the industry through specialised events and networking opportunities.



PUGLIA PARTNER REGION

Puglia, also known as Apulia, is globally renowned for its **excellent produce**: 'Cipolla Bianca di Margherita' PGI white onion, 'Arancia del Gargano' PGI orange, 'Lenticchia di Altamura' PGI lentils, 'Patata Novella di Galatina' PDO new potatoes, 'Carciofo Brindisino' PGI artichoke, 'La Bella della Daunia' PDO olives and, especially, '**Uva di Puglia**' PGI grapes. During Macfrut, this area will feature **events and tastings** showcasing the **quality, culture and tradition** of a region rich in horticultural products.



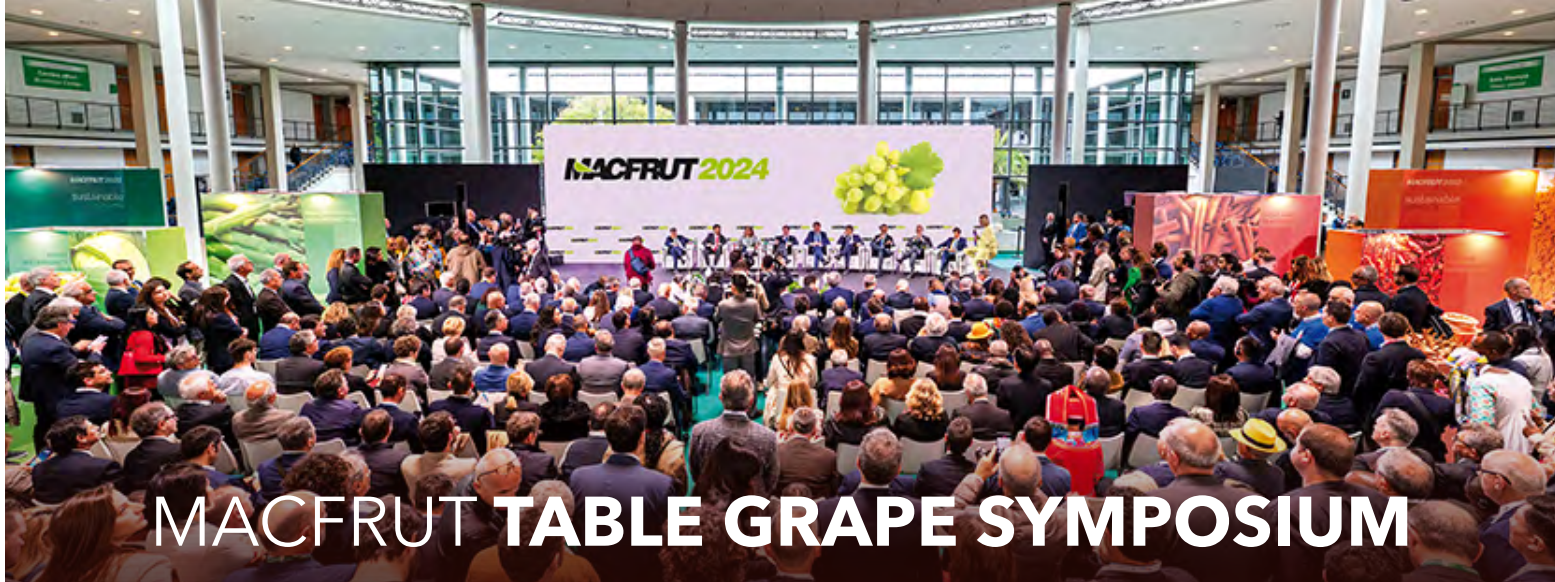
MACFRUT ACADEMY

A 365-day journey into the world of fruit and vegetables. An exclusive service that will allow exhibitors to **stay connected, and not only during the event.** Technical focus sessions on key topics related to innovation, **in-person and online events**, and professional meetings with **experts from all over the world.** Macfrut is not just a trade fair: it serves as a **hub for keeping in touch** with global industry players all year round.



INTERNATIONAL FOCUS ARABIAN PENINSULA

A region with a lot of potential, known for its **premium quality fruits and vegetables**, in particular dates, which is strategically important for **European producers and exporters of fruit and vegetables, packaging and technologies** for all supply chain sectors. The Arabian Peninsula will be in the spotlight at events and meetings both during the trade fair and in the months leading up to it.



MACFRUIT TABLE GRAPE SYMPOSIUM

An international event dedicated to professionals in the **table grape supply chain**, spanning several days with technical and scientific talks by **world-leading stakeholders** and insights into the world's main **production and marketing areas** provided by the industry's opinion leaders. An international symposium, field visits, an exhibition area, and networking activities.



INNOVATION HUB FOR HEALTHY FOOD

An exhibition dedicated to the **processed products and processing technologies** used to produce functional foods **with high nutritional value**. More than just an exhibition, with themed workshops and demonstration activities offered by world-renowned researchers and leading companies. This exhibition will offer participants a **fresh perspective on the production and consumption of innovative horticultural products**. It will also include an area dedicated to **innovative startups**.

A photograph showing several glass jars filled with dried herbs and spices. Each jar has a small white label with a wooden stick. The labels are handwritten and include names like 'Lippia Citradora', 'Cyperus Solis', 'Melissa Officinalis', 'Girrica Diosa', and 'Aster Officinalis'. In the background, people are blurred, suggesting an exhibition or market setting.

SPICES & HERBS GLOBAL EXPO

A circular logo with a sunburst effect in the center. The text 'SPICES & HERBS' is written in a bold, sans-serif font above 'GLOBAL EXPO' in a smaller font.

SPICES & HERBS
GLOBAL EXPO

A unique international event for companies interested in the **market for medicinal plants** and their derivatives. An occasion for **business and professional growth**, the Expo includes an exhibition area dedicated to the **production chain** as well as meetings with **international buyers, technical and strategic workshops, and dynamic workshops** on the industry's latest technological innovations.

A wide-angle photograph of a large field of solar panels. The panels are arranged in neat rows and are tilted towards the sun. The sky is a vibrant mix of orange, red, and purple, indicating a sunset or sunrise. The background shows a green landscape with rolling hills under a clear sky.

AGRISOLAR SYSTEMS & TECHNOLOGIES

POWERED BY



The **agrisolar** exhibition is a showcase of technical solutions available on the market and an opportunity to gain scientific and regulatory insight into an **increasingly important sector of modern agriculture**. It is an integrated **solar and agricultural energy production system** that allows electricity generation from solar energy to be maximised, without removing productive land from agriculture.



BIOSOLUTIONS INTERNATIONAL EVENT



An exhibition dedicated to **natural products for plant protection, plant nutrition and biostimulation**. A special focus session on a very important sector to promote **sustainable, high-performance production**. At the trade fair: an exhibition area, technical round tables, one-to-one meetings, and the Biosolutions Innovation Award ceremony for innovations.



ACQUA CAMPUS THE WATER REVOLUTION



Climate change, water saving, and energy efficiency: these are the challenges facing modern agriculture. Macfrut will dedicate an area to innovations and **open-field technology for irrigation applied to horticulture**. Live demonstrations and technical visits are what make it a unique event in the trade fair industry.



THE RED PLANET

Pianeta Rosso (The Red Planet) is a **new immersive meeting format for players in the tomato supply chain**, from seed companies to modern distributors, which combines discussions on what end buyers want with a live hands-on experience on how to translate consumer demands into tangible supply chain projects involving **seed companies, plant nurseries, producers and distributors**.



PLANT NURSERY AREA

An exhibition dedicated to **innovations in the plant nursery and fruit & vegetable industries**. A specialised international event where nurserymen, breeders, producers, specialists and researchers can get together, representing a **strategic sector** for the development of modern fruit growing. The upcoming edition will include **conferences, technical seminars and workshops** on topical issues for the plant nursery industry as a whole and for varietal innovation.

MACFRUT 2024

RIMINI-EXPO CENTRE Via Emilia, 155-Rimini-ITALY



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