

MACFRUIT 2022



Fruit & Veg Professional Show

4-5-6 May 2022 - Rimini - Expo Centre - ITALY



MACFRUT 2022

SUPPLY CHAIN TRADE FAIR

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 8 sectors: production and trade, machinery and plants, materials and packaging, cultivation machinery, greenhouses and irrigation, plant nurseries and seeds, biosolutions, logistics and services.

MACFRUT *Digital*

More business online
4-5-6 May 2022

Registered exhibitors will have their own virtual profile on Macfrut Digital, which will provide online visibility during the trade fair.

Through their profile, exhibitors will be able to access an exclusive business matching programme and schedule B2B meetings with buyers participating in the trade fair and the exhibiting companies.

PARTNER REGION



Fruit and vegetables are of strategic importance to the agri-food sector of the Emilia-Romagna region. It is one of Italy's most productive regions, known for its many excellences, including 44 PDO (Protected Designation of Origin) and PGI (Protected Geographical Indication) products. At the trade fair, companies from Emilia-Romagna and their products will be showcased in an exhibition area and through dedicated events and initiatives.



ICS 2-6 MAY
2022

**INTERNATIONAL
CHERRY
SYMPOSIUM** 2-3 MAY 2022
CEUB-BERTINORO-ITALY
4-6 MAY 2022
MACFRUT-RIMINI

**AFRICA
DAYS**

MACFRUT 2022

**TROPICAL FRUIT
CONGRESS**
THE FIRST TROPICAL FRUIT SUMMIT IN EUROPE

Macfrut 2022 will be the world capital of cherries. On Wednesday 4 May, the International Cherry Symposium will be held to discuss several issues regarding cherry trees: global market, sustainability, variety innovation and covering systems. On Thursday 5 May, the spotlight will be on market trends, involving top players in the sector. On Friday 6 May, technical visits to leading cherry producers will take place.

Africa will be the star of the 2022 edition of Macfrut. During the event, a number of sessions will be held, focusing on specific countries, to present African companies to international exporters and European export companies, as well as the opportunities that this receptive and rapidly evolving market has to offer. B2B sessions for sector professionals will also be organised.

At the Tropical Fruit Congress, now in its third edition, the spotlight will be on avocados. The conference will delve into market, consumption and trade trends, as well as technologies and sales strategies, with the participation of experts, buyers and international producers. The 2022 Tropical Fruit Congress will also include a thematic exhibition area, workshops and networking.



SMART AGRICULTURE

MACFRUT 2022

Digitalisation and agriculture 4.0 will be the key themes of the upcoming edition of Macfrut in 2022.

In the dynamic area, leading companies will showcase the latest innovations in precision agriculture: drones, sensors, artificial intelligence, robots and specific technological equipment for the agricultural sector.



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 2022, Biosolutions companies will present key innovations to sector professionals, and awards will be granted to the most outstanding ones during the Biosolutions Innovation Award ceremony.



The exhibition halls of Macfrut will feature a dynamic area entirely dedicated to innovations and technologies applied to irrigation.

In this area, guided technical tours will be scheduled, during which visitors will have the chance to get a first-hand look at several cutting-edge technologies for managing water resources, which are applied to vegetable growing.

SPICES & HERBS GLOBAL EXPO

4 5 6 MAY 2022 - RIMINI - EXPO CENTRE - ITALY

AN EXHIBITION DEDICATED TO THE WORLD OF SPICES, OFFICIAL HERBS AND AROMATIC HERBS

A meeting point for producers, technicians, researchers, traders and processors

4-5-6 MAY 2022 - RIMINI - EXPO CENTRE - ITALY



This sector-specific exhibition aims to be a meeting point for professionals in the industry, offering exhibitors and visitors the unique opportunity to expand their knowledge and build a solid network of international contacts.



**Exhibition area
with exhibitors from
all over the world**

**B2B meetings
with international buyers**

**Technical workshops
with experts**





MACFRUT 2022

RIMINI EXPO CENTRE
Via Emilia, 155 - Rimini - ITALY

ORGANISED BY

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