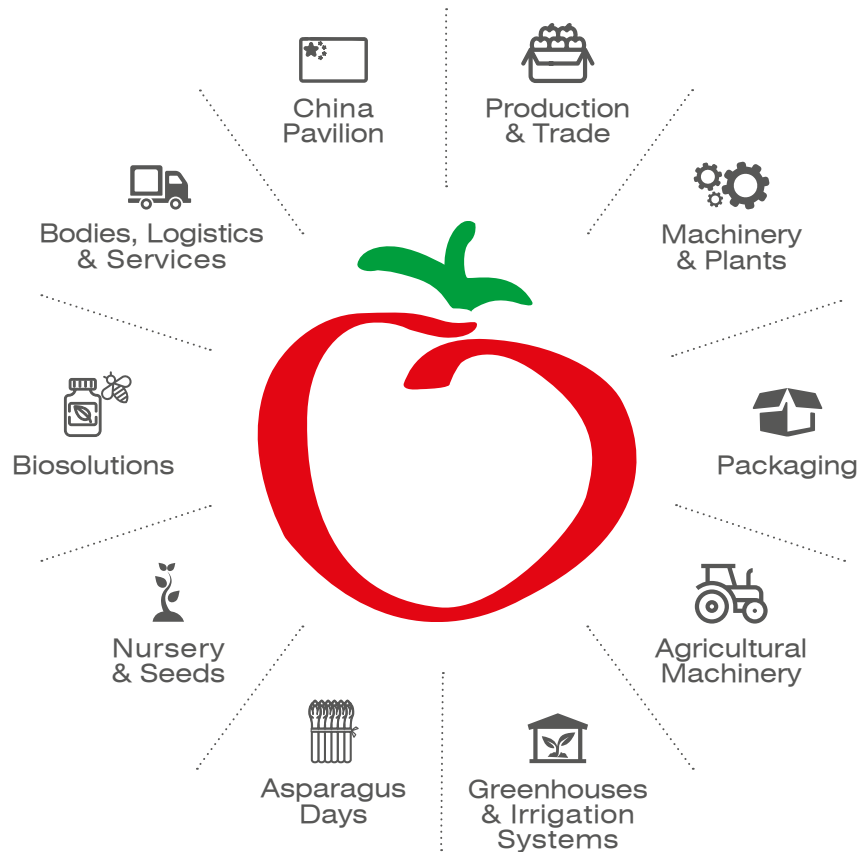


MACFRUIT 2021

GET TOGETHER IN RIMINI

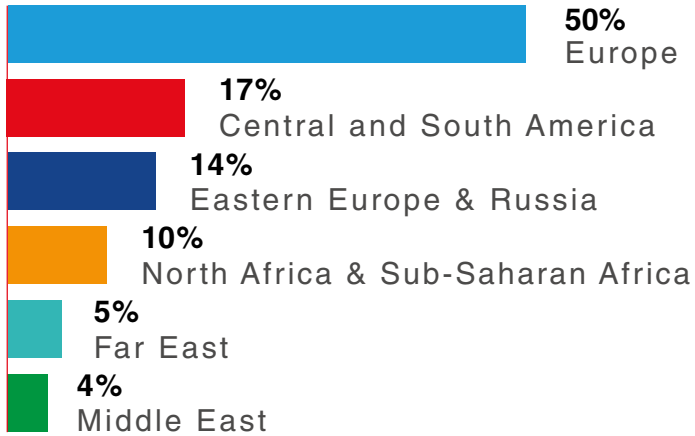
SPECIAL EDITION



Exhibition onsite
More business online

7 - 8 - 9 September 2021 - Rimini - Expo Centre - ITALY

43,500 VISITORS 25% international

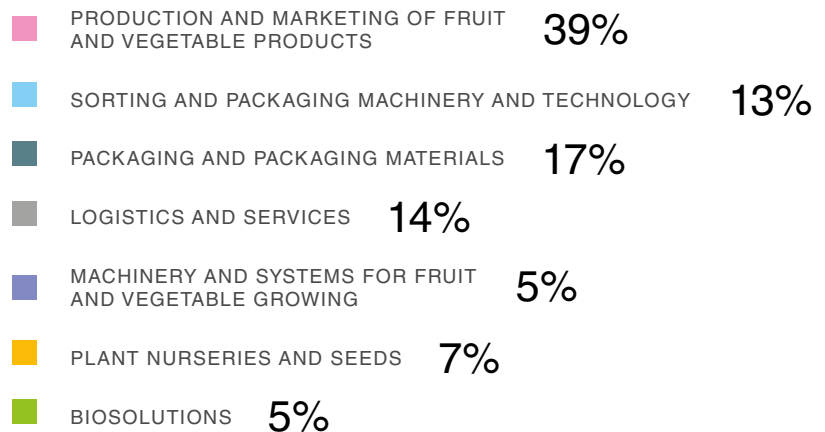
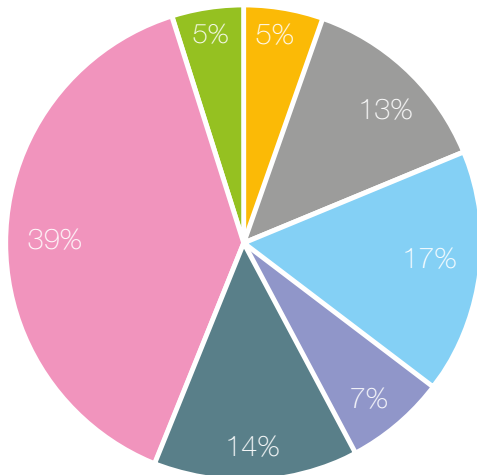


Macfrut is the international trade fair for the fruit and vegetable industry, a B2B event for sector professionals and opinion leaders from more than 90 countries.

It is a benchmark event that brings together major industry players, innovations and market trends, offering a unique business platform that allows participants to expand their network of business contacts and enter new markets.

1,000 EXHIBITORS 20% Foreigners

EXHIBITORS BY SECTOR



Exhibition onsite



SARDINIA PARTNER REGION

Located in the heart of the Mediterranean Sea, Sardinia is renowned for its high-quality agricultural produce such as the spiny artichoke, the Carciofo Spinoso di Sardegna DOP, and its saffron, Zafferano di Sardegna DOP, which are a source of well-being and active longevity. This longevity can be attributed to the high quality of life associated with the intrinsic value of the products that are grown on this land, respecting traditions and without intensive farming.



ITALIAN RETAILER BUSINESS LOUNGE

At the exhibition centre there will be an area dedicated to the large-scale retail trade and Italian retailers. This area will host targeted meetings with the exhibitors scheduled through a dedicated matching program in cooperation with Think Fresh.



BIOSOLUTIONS INTERNATIONAL EVENT

Companies producing bioprotection, biostimulant and special nutrition products will be showcasing their products in an International Exhibition area during Macfrut. Here agricultural entrepreneurs and sector specialists will have the chance to find out more about major innovations in the fields of sustainable defence and nutrition.

Once again, Macfrut will also be hosting the International Congress that brings together the Mediterranean fruit and vegetable supply chains and the world of biosolutions.



B2B MEETING AGENDA

Visitors will have the opportunity to organise their time at the fair by planning meetings on 7 - 8 - 9 September through the virtual stand provided to all exhibitors who join the trade-show: the meetings can be organized on site for those who will physically participate in the event, or online for those who connect remotely.

Exhibitors will also be able to prepare their own agenda of meetings in advance by scheduling appointments with selected international Buyers who take part in the Buyer Program.



ASPARAGUS DAYS

A focus on the entire asparagus supply chain with an exhibition area hosting specialist companies and conferences dedicated to the latest technical and commercial updates in the industry.



More business online

MACFRUT 2021

GET TOGETHER IN RIMINI **SPECIAL EDITION**

ONLINE 6 - 7 - 8 - 9 September 2021



For the first time,
the exhibitors of Macfrut
will also have their own virtual stand
on the macfrutdigital.com platform
to increase their business and
networking opportunities with visitors.



MACFRUIT 2021

GET TOGETHER IN RIMINI **SPECIAL EDITION**

THE CHINA DAY

ONLINE from 6 September 2021

Monday, 6 September will be dedicated to business with China. By visiting the online trade fair on the macfrutdigital.com platform, participants will be able to meet the companies of the China Pavilion and arrange B2B meetings.

It will also be possible to visit the international companies that joined The China Day and that will be offering their products and services to China.



**VIRTUAL STANDS
WILL BE VISIBLE IN CHINESE AND
AN INTERPRETING SERVICE
WILL BE PROVIDED TO EXHIBITORS AND BUYERS
DURING ONLINE B2B MEETINGS.**



RIMINI EXPO CENTRE

Via Emilia, 155 - Rimini - ITALY

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***MACFRUT*2021**

ORGANISED BY:

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MAIN SPONSOR AND BUSINESS PARTNER

 **CRÉDIT AGRICOLE**