

# MACFRUT

## Digital

From **8 to 10 September 2020** MACFRUT, the Italy's international showcase for the fruit and vegetable supply chain will offer business opportunities through a **digital platform**, where it will be possible to meet sectors' professionals from all over the world: [macfrutdigital.com](http://macfrutdigital.com).

This innovative project makes Macfrut the first digital trade fair for the fruit and vegetable industry, and it takes its origin from the necessity of providing an occasion of doing business on the international market while overcoming the uncertainties related to the current health emergency.

A vertical international exhibition totally on-line that represents the entire supply chain, with 11 sectors involved: seeds, plant and nursery selection, crop technologies, production, trade and retail, processing machines, materials and packaging, fresh fruit, dried fruit, logistics and services.

**Macfrut**, in its "traditional" form, will return in **2021 from 04 to 06 May at Rimini Expo Centre**.

We are therefore pleased to invite you to participate in the new **Buyer Program of Macfrut Digital**, a unique opportunity for you and your company to do business and meet face to face with Italian and international exhibitors operating in the fruit and vegetable supply chain.

**As Foreign Buyer, you will have exclusive benefits:**

- **VIP access to the platform, with the opportunity to schedule live B2B meetings in advance with the exhibitors;**
- **Hospitality voucher for Macfrut 2021, consisting of 3 nights' hotel accommodation and local transfers in Italy for 2 persons.**

All you need to do is plan your meetings' agenda and log into the platform on 8 - 9 - 10 September to carry out your appointments.

The system has three strengths: it is **effective**, as it allows you to reach out to a large number of partners directly from your workstation; it is **simple**, since the platform has been designed also for computer illiterate people; and it is **convenient**, completely free of charge for professional visitors.

Find out how the platform works by watching this tutorial video:

**[APPLY ONLINE: CLICK HERE TO REGISTER NOW](#)**

Our team will review your application and give you a feedback shortly, together with further instructions and all support!

While registering and to benefit from the special offer for the 2021 edition that will take place in May next year, foreign entrepreneurs accept to do at least 5 B2B meetings.

In August registered companies will receive the exhibitors list to arrange their meeting and vice-versa. The B2B Agendas will be organized accordingly. The B2B meetings will take place from 8 to 10 September, and they will be activated directly from exhibitors, through a link that will be sent to registered companies.

**Indicative deadlines:**

- 31 July: deadline for online registration of buyers (foreign companies);
- 11 August: foreign buyers will receive the list of meetings requested by exhibitors and the list of exhibitors;
- 18 August: by this date, foreign buyers have to send us confirmation of the meetings and any requests for new meetings;
- 25 August: foreign buyers will receive the B2B agenda and are required to confirm it by August 31;
- 3 September: foreign buyers will receive the final agenda, which cannot be further modified;

For further information, support and adhesions, please contact:

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