

# MACFRUIT 2017

Organized by: **CESENA** ● **FIERA**



[www.macfrut.com](http://www.macfrut.com)

## Fruit & Veg Professional Show

10 11 12 May 2017 - RiminiExpo Centre - ITALY

# Macfrut 2016, the official video

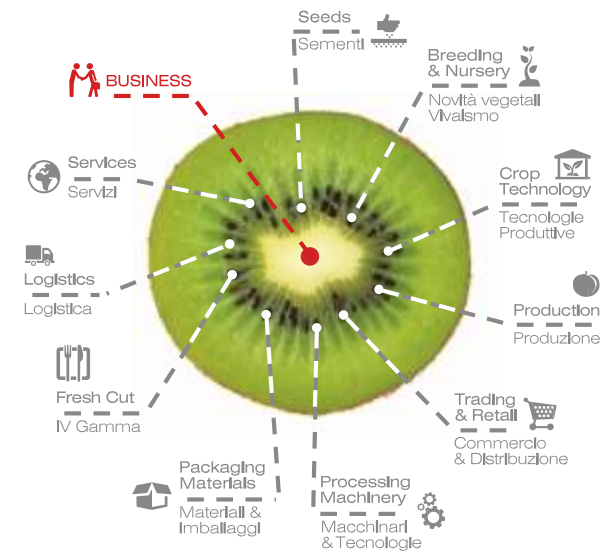
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<https://www.youtube.com/watch?v=EVkNjDIHlIE>

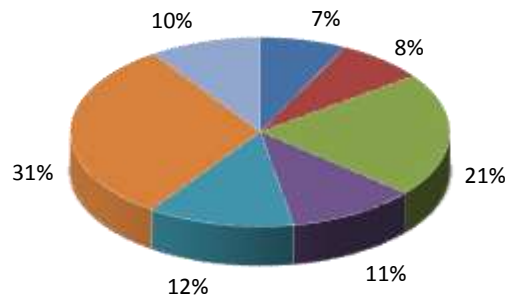
# Macfrut 2016: figures

- 7 pavilions for a total of 40.000 sq. m.
- 1.000 exhibitors (25% foreign)
- 38.000 professional visitors
- 9.200 international visitors
- 1.000 international buyers



## Exhibitors

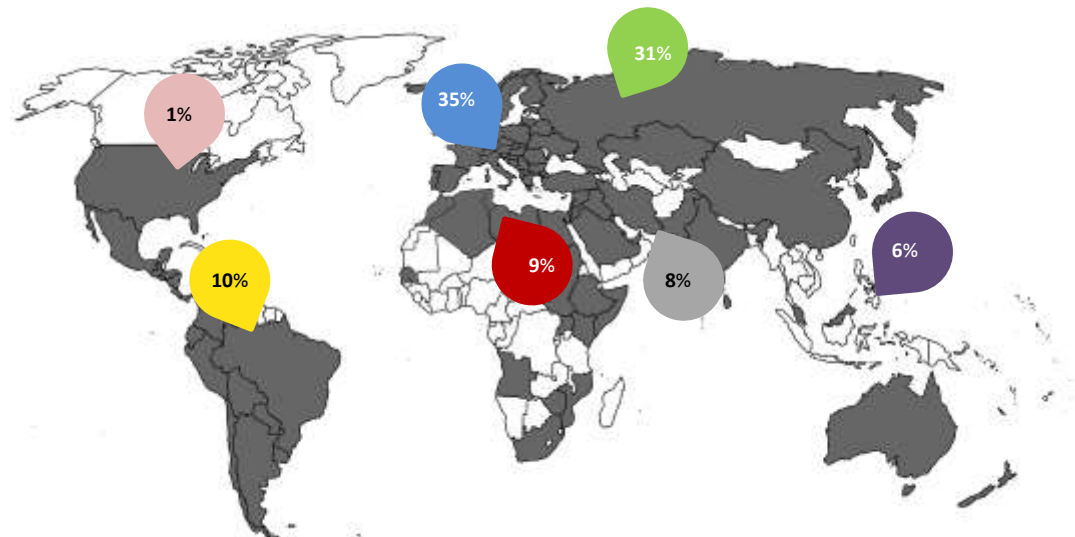
### Macfrut 2016 - Exhibitors' sectors



- PHYTOSANITARY PRODUCTS AND FERTILIZERS
- LOGISTICS AND SERVICES
- MACHINES AND TECHNOLOGIES FOR SORTING AND PACKING
- MACHINES AND SYSTEM FOR FRUIT AND VEGETABLE-GROWING
- PACKAGING AND PACKING MATERIALS
- PRODUCTION AND TRADE OF FRUIT AND VEGETABLE PRODUCE
- NURSERY AND SEEDS

## Visitors

### International visitors



# Macfrut: the vertical trade fair

The whole supply chain is represented through the 11 sectors.

- **Seeds;**
- **Breeding and nursery;**
- **Production technologies;**
- **Production;**
- **Trade and distribution;**
- **Machineries and technologies;**
- **Packaging and materials;**
- **IV range products (ready-to-eat, fresh-cut);**
- **Dried fruits;**
- **Logistic**
- **Services**





# Macfrut 2017: highlights

## CHINA PARTNER COUNTRY

## BASILICATA REGION PARTNER

### MACFRUT GOURMET

A showcase dedicated to artisan businesses in the field of top-quality fruit and vegetable processing aimed at the modern retail or specialized retail fruit and vegetable sector

### MACFRUT IN CAMPO

MACFRUT IN THE FIELD: On Tuesday 9 May 2017, test fields will be set up in an agricultural firm located near the Expo Centre in order to show how cutting-edge technology is applied to fruit and vegetable fields.

### MACFRUT BIO

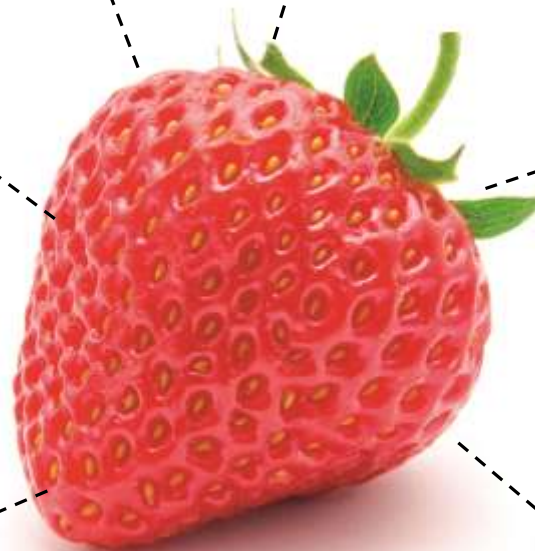
MACFRUT ORGANIC: A new initiative geared towards a fast growing segment and with huge appeal on international markets, featuring new exhibitors, events and dedicated areas.

### MACFRUT SOLUTION *New Retail*

A space dedicated to retail stores of the future, showcasing the most innovative display solutions for fruit and vegetable produce in the modern retail sector.

### MACFRUT Innovation Award

The most innovative products and technologies will be awarded during the trade show.





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**For further information:**

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