

## B2B meetings at MACFRUT 2012

- ❖ Fill the company profile **by 20<sup>th</sup> July**
- ❖ Register your company on the business meeting software  
<http://www.macfrut.com/business-meeting-2/?lang=en>  
available **from 1<sup>st</sup> September 2012**
- ❖ Select the exhibitors' profiles responding to your needs
- ❖ **From 1<sup>st</sup> to 15<sup>th</sup> September** arrange appointments using your personal electronic diary
- ❖ Before the event an individual agenda with all prearranged meetings will be sent by email

### FREE OF CHARGE SERVICES

- ❖ Hotel accommodation for 3 nights
- ❖ Entry ticket and catalogue - **Macfrut fair**
- ❖ Lunches buffet during the event
- ❖ Gala dinner
- ❖ Interpreting service during the meetings (if required)
- ❖ Participation in B2B meetings and company visits
- ❖ Free shuttle service from Bologna airport

**Enterprise Europe Network** is the largest network in Europe supporting SMEs competitiveness and innovation. Thanks to its 600 contact points (Chambers of Commerce, Regional Development Agencies, Technology Centres) in 49 countries across Europe and beyond, it helps SMEs develop their innovation potential and access new markets. Launched in 2008 by the European Commission, it represents an integrated services system: to help SMEs to meet new business and technological partners abroad; to boost innovation and technology transfer; to promote the participation in R&D European programmes.

**Unioncamere Emilia-Romagna and Aster** belong to the network within SIMPLER Consortium.



### For further information:

Unioncamere Emilia-Romagna  
Phone: +39 051 6377034  
[valentina.patano@rer.camcom.it](mailto:valentina.patano@rer.camcom.it)  
[www.ucer.camcom.it/enterprise-europe-network/een](http://www.ucer.camcom.it/enterprise-europe-network/een)



## COMPANY MISSION AT MACFRUT 2012

26-28 September 2012  
Cesena -Italy



## MACFRUT 2012

### THE GREEN PLANET OF THE FRUIT AND VEGETABLE BUSINESS SECTOR

MACFRUT is the International Exhibition of Plants, Technologies and Services for the Production, Conditioning, Marketing and Transport of Fruit and Vegetables. The 29th edition of MACFRUT will take place from 26th to 28th September 2012 in Cesena (Italy).

The exhibition is the most important in Italy and it has become very famous worldwide, as a meeting point for the professionals of the sector. From production to processing, from packaging to marketing, from technology to logistics: hundreds of companies will present their new products at Macfrut 2012, where, for three days, it will be possible to meet companies and professionals from all over the world, to see the developments of the technologies of the sector and to take part in important workshops and conferences.

The Exhibition area is divided into 4 halls:

**AGRO BIO FRUT:** Exhibition of new technologies, seed and organic production

**MACFRUT:** Exhibition of plants, technologies and services for the production, conditioning, trading, large organized distribution and transport of fruit and vegetable

**MACFRUT INTERNATIONAL:** Exhibition dedicated to Italian professional interest in the commercialization of fruit and vegetable products in the new consumption markets

**MACFRUT FRESH-CUT:** Exhibition of so called "4th and 5th range" of products and fresh, ready to eat vegetable

#### Key Figures MACFRUT 2011:

- ❖ Exhibition area: more than 30,000 square meters.
- ❖ 800 exhibitors
- ❖ 22.200 visitors, 98% professional visitors
- ❖ More than 4.950 foreign professionals coming from more than 100 foreign countries
- ❖ More than 300 business meetings
- ❖ More than 30 conferences
- ❖ 80 foreign official delegations

## PROGRAMME

### 25 September 2012

Delegation arrival at Bologna airport and transfer to the hotel in Milano Marittima (Ra) - ( near Cesena)

### 26 September 2012

8.30 am	Meeting in the Hotel hall
8.45	Transfer by bus to <b>MACFRUT2012</b>
9.30 am	<b>Presentation of the Emilia- Romagna Region</b> organized by Unioncamere Emilia - Romagna and Aster
10.30 am	Free visit to Exhibition
1.00 pm	Lunch buffet
2.30 pm	Visit to <b>SIPO</b> <i>Processing and commercialization of fresh produce and IV range products</i>
4.30 pm	Visit to <b>GRAZIANI PACKAGING</b> <i>Packaging products for the fruit and vegetable trade</i>
6.00 pm	Meeting at the bus stop located at the entrance of the Exhibition and transfer to the hotel
8.00 pm	Meeting in the Hotel hall and transfer to have gala dinner
8.30 pm	<b>Gala dinner</b>

### 27 September 2012

8.30 am	Meeting in the Hotel hall
8.45	Transfer by bus to <b>MACFRUT2012</b>
09.30 am	Visit to <b>CIRI AGROALIMENTARE</b> Interdepartmental Centre for Industry Research in Agro food sector of the University of Bologna
12.00 am – 1.00 pm	Free visit to Exhibition/ <b>B2B meetings</b> with exhibitors
1.00 pm	Lunch buffet
2.00 pm	<b>B2B meetings</b> with exhibitors
6.00 pm	Meeting at the bus stop located at the entrance of Exhibition and transfer to the hotel

### 28 September 2012

Personalised transfer to Bologna airport

