

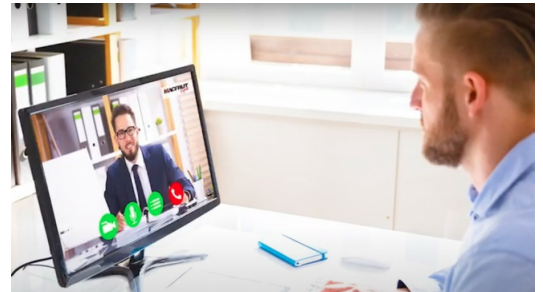
For fresh fruit and vegetable marketing and distribution in Asia



By Mike Knowles

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Exhibition space sold out for Macfrut Digital



Total of 400 exhibitors, including 87 from China, are preparing to take part in Europe's first virtual fresh produce trade fair

Registrations for the European fresh produce industry's first ever virtual trade exhibition have reportedly sold out completely, with 400 exhibitors now signed up for a total of 530 individual exhibition units at Macfrut Digital on 8-10 September.

More than 6,000 visitors – 70 per cent of them from outside Italy – have also booked to log in for the three-day event, which replaces a physical meeting scheduled to take place in Rimini on 5-7 May. Organiser Cesena Fiera said they were aiming to reach 30,000, its maximum permitted number of visitors.

Macfrut Digital also includes a number of forums that will explore major issues affecting the fresh fruit and vegetable business. Each of these will be accessible to a maximum of 300 people.

Divided into ten pavilions, the exhibition itself will feature around 160 companies from abroad, with the remaining 40 per cent from Italy. Around one in two exhibitors (47 per cent) is from the the production sector.

According to Cesena Fiera, the largest number of exhibitors will be from China, with 87 in total. Companies from India and Indonesia will also be present.

The Country Pavilion, meanwhile, will host a number of African countries, including Angola, Ethiopia, Ghana, Kenya, Mozambique, Rwanda, Senegal, Sudan, Tanzania and Uganda.

Central and South America (Colombia, Chile and the Dominican Republic) will also be represented, as well as several eastern European companies from Albania, Bulgaria, Moldavia, Ukraine and Uzbekistan.

European exhibitors will attend from Belgium, France, Germany, Greece, the Netherlands, the UK, Spain and Switzerland.