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Event preview: Interpoma Connects 2020



2 days, 20 experts, 13 startups, 540min of live-streaming and a digital matchmaking event for the global apple business

Apple industry trade event Interpoma is preparing to overcome current Covid-related travel restrictions by presenting itself in a new and exclusively digital format.

Under the full title Interpoma Connects 2020! The Digital Days for the Apple Economy, the two-day event takes place on 19-20 November and includes 540 minutes of live-streamed content involving 20 experts and 13 startups, as well as a digital matchmaking event.

"This is the perfect event to get up to date and expand your professional contacts - from the comfort of your own home," organisers Fiera Bolzano said in a statement.

Interpoma Connects will also feature the Interpoma Congress, where expert speakers will tackle key industry topics including misunderstandings between growers and consumers, the challenges and opportunities of climate change, and rootstock innovation.

"But that's not all," the organisers add. "Interpoma Business Match, an exclusive online matchmaking event in collaboration with European Enterprise Network and the Chamber of Commerce of Bolzano, awaits all those working in the global apple economy to enable them to get in touch with potential buyers, suppliers and future business partners. A networking opportunity, completely free of cost, not to be missed!"

In addition, the Interpoma Startup Award will feature 13 international startups in what Fiera Bolzano describes as "an epic contest" of innovation.

"From biostimulants obtained from seaweed extracts to pest monitoring platforms, the acclaimed jury of investors and stakeholders will have their work cut out to decide the winner of this virtual battle."

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