

The international marketing magazine for fresh produce buyers in Europe



By Luisa Cheshire

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## Macfrut sets May date

The 37th edition of this international trade fair for the fruit and vegetable sector is scheduled to be held on 4-6 May at the Rimini Expo Centre



**I**nternational fresh produce trade fair Macfrut is set to take place next May in Italy as a major face-to-face event.

The 2021 show – Macfrut’s 37th edition – will be held on 4-6 May at the Rimini Expo Centre, Covid-19 permitting, organisers announced this week.

The emerging markets of the Far East will be in the spotlight at the event, with a special focus on ‘fruits and spices along Marco Polo’s trade route’; and the postponed Spices & Herbs Global Expo will be held concurrently, Macfrut said.

Italian melons will top the conference agenda at the show; and Sardinia will be Macfrut’s ‘Partner Region’ 2021, organisers added – chosen for its recent steep value rise in agricultural production.

Speaking on 14 October, President of Macfrut, Renzo Piraccini, said he was optimistic the show would go ahead.

“Although the current situation calls for caution,” he said in a statement, “we are

convinced that in May 2021 we will have the right conditions in place to hold a major event, which is something the fruit and vegetable industry really needs. If this is not the case, we have prepared alternative options that we will take into consideration, in a very pragmatic way, together with our exhibitors.”

Macfrut added that its commitment to digitisation continued, with two main 2021 forum sessions slated for simultaneous broadcast on its digital platform, Macfrut Digital.

“Two events will be held both face-to-face and online: the Acqua Campus, showcasing innovations in irrigation; and Macfrut Field Solution, dedicated to cutting-edge technologies for the horticultural sector, with a special focus on melons,” the organisers said.

“The other two main focus sessions of Macfrut, instead, will take place in the traditional format: the Biosolutions International Congress, dedicated to the biostimulant and biocontrol industries,

and the Greenhouse Technology Village, dedicated to greenhouse horticulture innovation.”

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