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# MACFRUT 2020: IN RIMINI, THE MAIN EVENT OF THE FRUIT & VEGETABLE WORLD

An unmissable appointment in the spring of Forigo is Macfrut, one of the most important events in the global fruit and vegetable sector. Even in 2020 this event, now in its 37th edition, will take place in Rimini, from 5 to 7 May. There are many novelties waiting for us, all developed along three main lines: internationalization, innovation and content. While waiting to experience them all, here is **some information and curiosities about Macfrut 2020.**





# MACFRUT 2020

Tuesday 5 - Wednesday 6 - Thursday 7 MAY 2020  
RIMINI - ITALY

## Macfrut: the international fruit and vegetable fair

For 37 years, Macfrut has been a reference event for Italian and international professionals operating in the fruit and vegetables sector. This event offers **not only business opportunities but also technical specialization** to those who work in the world of fruit and vegetables: B2B sessions, meeting areas, conferences and side events fill the program of this 3-day event dedicated to business, knowledge and deepening. The international fruit and vegetable fair is therefore **the meeting point between producers, researchers, technicians and opinion leaders.**

Its success is testified by the numbers: these are some data related to the 2019 edition.

- ✔ 43,500 visitors (25% foreign)
- ✔ 1000 exhibitors (20% foreign)
- ✔ 000 square metres of exhibition space
- ✔ 8 sectors involved

To date, Macfrut is undoubtedly the key event for those who, in the fruit and vegetables sector, want to **extend their network of contacts and expand into new markets.**






## Macfrut. All the news of the 2020 edition


The 2020 edition of Macfrut will bring with it many new features. Here are some of them.

-  **Spices & Herbs Global Expo**

A new pavilion entirely dedicated to the **world of spices, aromatic and officinal herbs**; for the first time in Europe, an event that is the meeting point for professionals such as producers, technicians, researchers, traders and processors in a field in great ferment and expansion.

-  **Biostimulant International Event**

An international exhibition where the main companies in the sector will meet with the production chains and technicians. During the 3 days, there will be a rich program of **guided tours for agricultural entrepreneurs** and technicians of the sector.

-  **Acqua Campus**

An interesting project that consists in the realization of a dynamic area destined to innovations and technologies applied to the irrigation field. An exhibition area and a test field will allow to illustrate live **the most advanced technologies for water management** in horticulture.

-  **Greenhouse Technology Village**

Always under the sign of innovation, is **the project dedicated to horticultural innovation in greenhouses**. It is a real village, an interactive and dynamic space where the benefits of a better use of natural resources will be exposed: greenhouse crops are in fact able to reduce water consumption and the use of chemicals such as fertilizers and pesticides.

In addition, there will be the World Tomato Championship, featuring producers and seed companies, and the **International Strawberry Symposium** which returns to Italy after 32 years.





to 7 May 2020! If in the meantime you would like to know more about the event, [contact us!](#)

 <p><b>VS</b> <b>Standard</b></p>	<p><b>Why FORIGO solutions are different?</b></p> <p><a href="#">Download the report</a></p>
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