

Schlussberichte der ersten MacFruit mit Flora Trade Show Rimini

Final Press bulletin-FLORA TRADE SHOW SCORES A BULL'S-EYE

Praise from exhibiting firms for the decision to hold the expo simultaneously with MacFrut, its innovative format and numerous international business meetings. The two expos showcased the product chains of fruit and vegetables, nurseries and floriculture, offering exhibitors and visitors advantageous networking possibilities.

Rimini, 25th September 2015 – The first edition of Flora Trade Show, the new Rimini Fiera event dedicated to the world of nursery/floriculture and landscape, ended this evening after being attended by 4,793 visitors. An event that, for the first time in Italy, brought together in a single marketplace, from 23rd to 25th September, the entire agriculture product chain, thanks being held simultaneously with MacFrut, the leading fruit and vegetable event, organized by Cesena Fiera.

Rimini Fiera chairman Lorenzo Cagnoni comments, 'Flora Trade features a dynamic innovative B2B format, with a strong accent on the sector's requirements: international business meetings, specialist training, a modern functional expo centre at the service of companies and visitors and institutional meetings that made Flora Trade Show an important opportunity for insights and networking for the entire nursery/floriculture sector. We laid good foundations, so that, through time, this first appointment becomes the trade's key event, able to re-launch the leadership of Italy's floriculture and nursery sector worldwide.'

Rimini Fiera Business Unit manager Patrizia Cecchi announces, 'The companies taking part confirmed their appreciation of a model that targeted business decisively, enabling them to set up important relations with foreign buyers. There was all-round appreciation for the beautiful halls and efficient services, which made doing business more pleasant and easier, along with the area's proverbial hospitality.'

The event was characterized by its high international vocation, thanks to the participation of buyers from the most interesting countries connected with the sector, such as Turkey, Romania, Bulgaria, Montenegro, Serbia, Slovenia, Czech Republic, Poland, Belgium and Croatia. Over 600 business meetings were held, which the foreign trade members had scheduled before the expo, by means of Rimini Fiera's digital platform.

At Flora Trade, right from day one - after the joint inauguration, with the participation of Andrea Olivero, Deputy minister for Agricultural, Food and Forestry Policies, Rimini Fiera Chairman Lorenzo Cagnoni, the chairman of Cesena Fiera, Renzo Piraccini, Rimini's mayor, Andrea Gnassi, Cesena's mayor, Paolo Lucchi and Paolo De Castro (Member of the European Parliament) - numerous events were dedicated to the trade's professionals:

starting with the opening conference on the topic of protection of the environment and landscape, with the participation of Confagricoltura, CIA and ANVE, followed by the international workshop 'New Gardens for the City Life' dedicated to landscape designers and agronomists, and more technical conferences specifically held for producer companies, through to events dedicated to garden centres and florists.

Simultaneously with Flora Trade, Macfrut, the Italian fruit and vegetable expo that at this edition set a record as far as quantity, quality and professionalism was concerned (one exhibitor out of five was

from abroad).

There was an extremely successful first edition of the Flora Trade Decoration Cup, the floral decoration competition involving the major national florist schools (Assofioristi, Pianeta Fiore, Laboratorio Idee, Scultura Fiori and Le Mani Parlano) with the collaboration of the Associazione Nazionale Piante e Fiori d'Italia and Guida I Fioristi Italiani.

For Flora Trade Show Rimini Fiera featured an expo area of approximately 10,000 square metres, with approximately a hundred companies (in addition to the 33,000 square metres dedicated to the simultaneously held MacFrut), an entire hall hosted Giardino all'Italiana (Italian-style gardens), thanks to the extremely appreciated collaboration of Grassi Design Studio, thus enabling the creation of a brand new expo format, that brought together companies, products, landscapes and buyers and was based on winning ideas, such as the natural playground and the ceramic park.

The numerous proposals for personalizing flowerbeds and greenery included outstanding ones such as original designs exploiting the colour of gravel, sand, herbs and earth, 50 year-old Bougainvilleas, small to medium sized tropical plants, shaped like trees or left to grow freely; then Mag Bonsai, cacti, very spectacular bushes, chosen precisely to decorate outdoor areas and, lastly, careful smooth finishes and imaginative sinuous lines for Kidfriendly equipment with a green vocation.

An ultra-innovative technique that astonished professionals attending was also presented at Flora Trade Show: this was NEMO'S GARDEN, the world's first experiment of an underwater vegetable garden at a depth of up to 12 metres, a project for underwater cultivation of land vegetables intended for human consumption, realized by means of the installation of underwater structures specially designed by the R&D section of the Ocean Reef Group.

Flora Trade Show was chosen not only by important individual companies such as Pagano Piante, Cantatore Michele, Floramiata and more, and major floriculture production groups (companies of the Distretto Florovivaistico Alto Lombardo, Flormercati, Flor-Coop Lago Maggiore, Florbusiness, Florveneto and the Distretto Vivaistico PlantaRegina), who chose the expo as the perfect avant-garde showcase for presenting their products, but also by large foreign groups such as that of Kenya's flower growers, and Dutch companies, represented by TecnoOlanda and Barendsen.

Moreover, Italy's major regional excellencies came together precisely at Rimini Fiera, starting with Apulia, a key area for Mediterranean flower cultivation, which, with the Distretto Florovivaistico Pugliese, brought an important debate to Flora Trade Show on Xylella fastidiosa, a disease that is hitting olive trees and for which Apulia is a leader in its control and treatment.

However, the expo was not only floriculture and agronomy, it also featured landscape and flowers, with the participation of teachers from the major floral decoration schools (with Chicco Pastorino, Cecilia Serafino, Carmelo Antonuccio and Peppe Picca), AICG member garden centres, landscape designers and internationally famous architects who took part in Wednesday's international workshop 'New Gardens for the City Life' - From gardens to landscape - promoted by PAYSAGE, during which international experts faced various aspects to garden and landscape design.

The appointment with the second edition of Flora Trade Show is in September 2016.

Macfrut ends with a bang: 39,000 visitors, increasingly international



Rimini – The first edition of the "new phase" of **Macfrut**, held last Friday at the **Rimini Expo Centre**, ended with a bang. Here are the numbers: **39,000 people attended the trade fair of the Italian fruit and vegetable sector**, the highest number the event organised by Cesena Fiera has ever reached in 32 years. In addition to the growing numbers, the change in Macfrut can also be seen in the type of visitors attending. Moreover, **one exhibitor out of five was from abroad**, thus proving the international appeal of the event, with an increase in the number of exhibitors and in its surface area.

"This outstanding result proves what we can achieve if the supply chain works together," **Renzo Piraccini, President of Cesena Fiera**, explains. "This is the beginning of a new phase that will make Macfrut become a world-leading trade fair with international appeal. In May 2016, we will be in Cairo together with Fruit Attraction to host the first edition of Mac Fruit Attraction." **Lorenzo Cagnoni, President of Rimini Fiera**, also expressed his satisfaction with the dual result at the Rimini Expo Centre.

Ecuador, Iran, Poland, Mexico and the **Dominican Republic**: Macfrut was a huge success among foreign delegations.

"Foreign traders," says the **President**, "are the added value of our exhibition." One of the most satisfied delegations was Pro Ecuador, which attended the trade fair with 13 leading companies in the banana sector. A positive outcome was also seen by the Iranian delegation, which was in the spotlight during a meeting dedicated to Italian entrepreneurs.

The **Dominican Republic, instead, was the guest of honour of the 32nd edition of Macfrut**, with a very popular exhibition area. The varied Central American delegation consisted of 50 people including traders and visitors. This delegation had already attended Macfrut previously, so its

development was much appreciated.

Poland also had a large exhibition space and hosted several meetings. On Thursday afternoon, during a conference, it emerged that Italy ranks only seventh in Poland's agri-food exports, amounting to 4 per cent of the total. Germany is the first supplier (26 per cent), followed by the Netherlands (11 per cent), Sweden, Belgium, Spain, and Denmark (4 per cent). "There is scope for more close-knit trade relations," said **Monika Wicinska, secretary of the Polish promotion and foreign trade office.**"

Poland imports large amounts of fruit and vegetables, as well as flour products and cereal crops."

The **Mexican delegation**, whose expectations were also met, included about 10 operators who, in December, had taken part in a tour to visit several companies in the Cesena area. The trade fair was an opportunity to confirm existing relations and to define import-export strategies.

European coordination for the fruit and vegetable sector

In an increasingly global world, the interprofessional fruit and vegetable organisations of each country also require greater coordination between each other, so they can make their requests in Europe and gain ground in relation to the large-scale retail trade. This topic was one of the main focuses, as well as the need to coordinate on a European scale, of the conference held by Ortofrutta Italia during Macfrut, entitled "The role of interprofessional fruit and vegetable organisations in supply chain relations and possible European coordination. Sharing experiences with Spain, France, Italy, Romania and Hungary."

"The ability of the large-scale retail sector to impose its conditions on agricultural firms and interprofessional organisations is growing stronger," **Juan Colomina of Hortyfruta (Almeria) explained**, "and this affects not only prices but also packaging and quality standards." In Germany, sales via the large-scale retail sector amount to 89%, whereas, in France, they are slightly below this percentage. This figure decrease slightly (61%) only in Italy, where retail sales are still going strong. "This is why," Colomina continued, "we need to establish contacts between all interprofessional organisations in order to collaborate and thrive."

Interfel (a French interprofessional organisation) has shifted the focus onto consumers. "The role of interprofessional organisations changes over time. However, thanks to my 40 years of experience," **Bruno Dupont, President of Interfel, explained**, "I can safely say that consumers are now decision-makers, and the answers we give to their questions are of key importance."

Nazario Battelli, President of Ortofrutta Italia, made some concluding remarks. "In my opinion, several measures need to be implemented. Firstly, the representatives of economic activities linked to the fruit and vegetable sector need to ensure a more effective and structured role for Ortofrutta Italia, as an opportunity for improvement in the sector. Secondly, the Ministry of Agriculture should favour an organic overview of the tools available for the supply chain of the complex world of fruit and vegetables, integrating the national prerogatives of the sector with the district areas of certain products. Finally, it is essential for the EU not to hinder the spread of national resources and to experiment common solutions for a common market."