# MAC FRUIT

## FRUIT & VEG PROFESSIONAL SHOW

**APRIL**
**20 — 22**
**2027**

RIMINI
EXPO CENTRE
ITALY

*Make it juicy!*



Together with

growtech EUROPE

In collaboration with

Ministero degli Affari Esteri e della Cooperazione Internazionale

ITA ITALIAN TRADE AGENCY

Opportunitaly

RER

# ABOUT US

Macfrut is the international trade fair for the fresh produce industry, where business gets *juicy*.

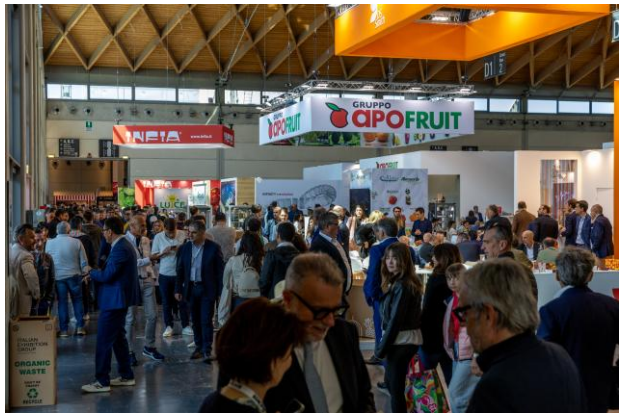
Now in its 44th edition, it is the global reference event for the entire fruit and vegetable supply chain, bringing together producers, technologies, research institutions, and top buyers on a single business platform.

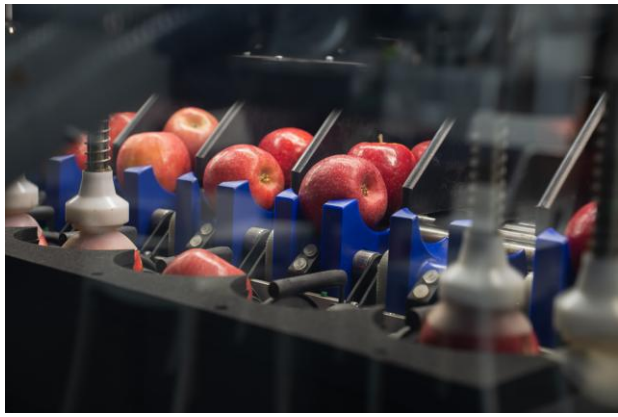
Three high-impact days to discover applied innovation, build strategic partnerships and generate real B2B opportunities, from seed to shelf.














# MACFRUT 2026 AT A GLANCE

| | |
|---|---|
| **1,300** | EXHIBITING COMPANIES, 40% from abroad |
| **90+** | COUNTRIES represented |
| **60,000** | SQM GROSS exhibition space |
| **900+** | HOSTED TOP BUYERS and DELEGATES |
| **100+** | EVENTS, WORKSHOPS and SEMINARS |
| **5,380** | BUSINESS MEETINGS between buyers and exhibitors |
| **+12%** | INTERNATIONAL VISITORS |
| **430** | JOURNALISTS from around the world |

# VISITORS IN 2026

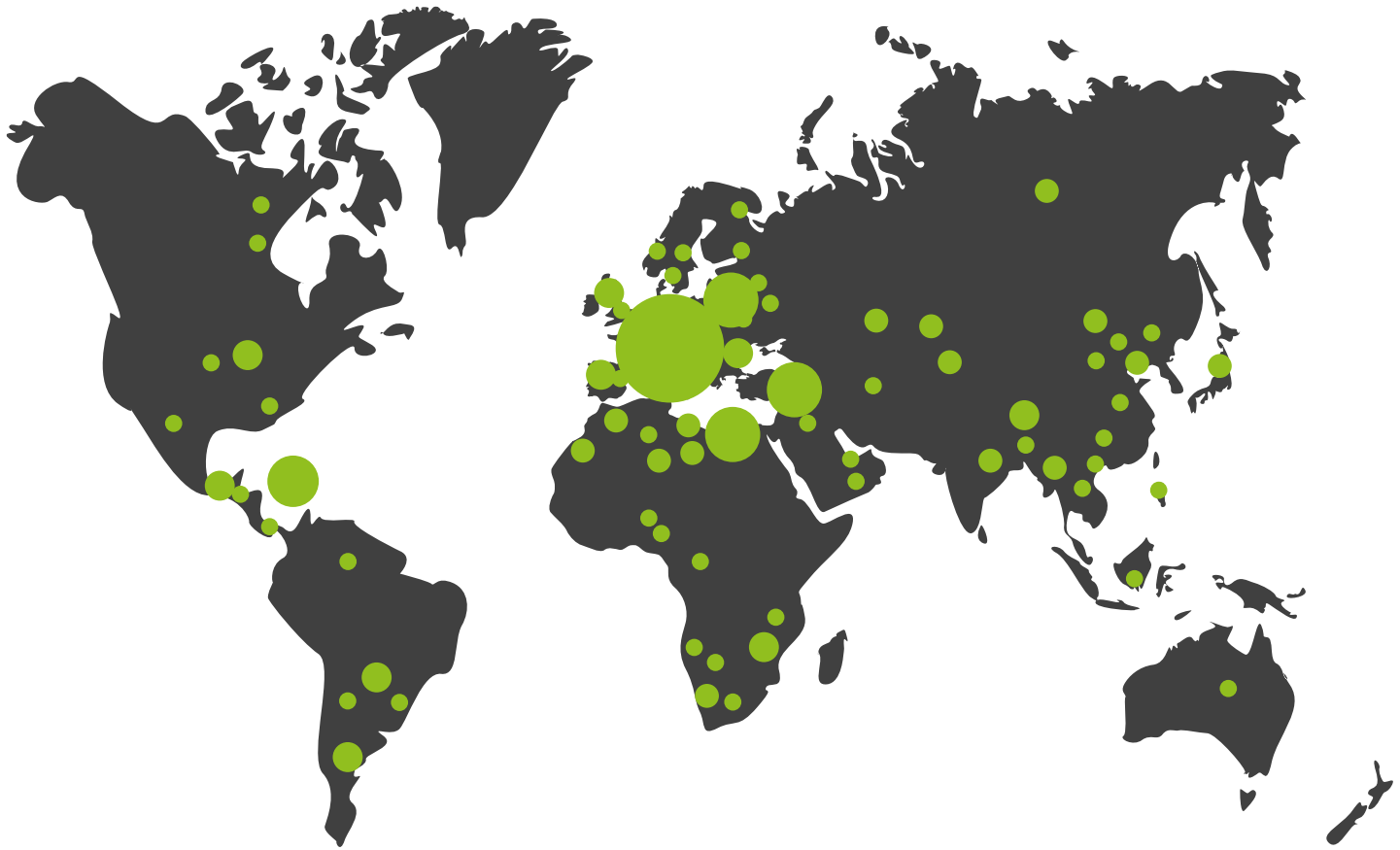
**43%**
EUROPE

**24%**
ASIA

**15%**
SOUTH AMERICA

**11%**
AFRICA

**7%**
NORTH AMERICA



## TOP VISITING COUNTRIES

1. Spain
2. France
3. Dominican Rep.
4. Poland
5. Chile
6. The Netherlands
7. Egypt
8. Ghana
9. Germany
10. Greece

# INTERNATIONAL BUYER PROGRAM

**900+** TOP BUYERS

from **80** COUNTRIES

**+50%** BUYERS

BUSINESS MEETING **+113%**

**80%** NEW BUYERS EVERY YEAR

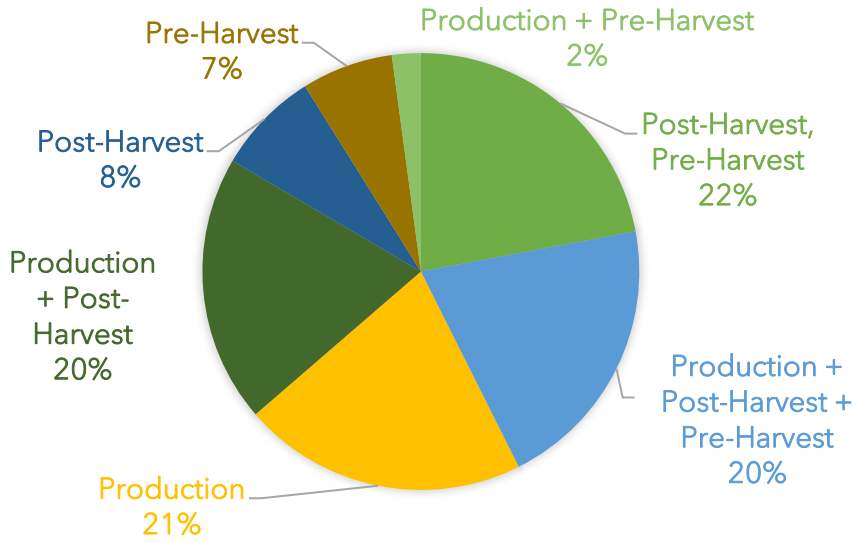
2026 vs 2025

COUNTRIES OF ORIGIN

- BULGARIA
- SPAIN
- INDIA
- BRAZIL
- TURKEY
- GERMANY
- EGIYPT
- POLAND
- MOLDAVIA
- GREECE
- CHILE

We select and connect exhibitors with an extensive network of top international buyers and delegations to promote trade and exports.

SECTORS OF INTEREST



# MEDIA COVERAGE

## ITALY




## ABROAD



# A VERTICAL MULTI-SECTOR PLATFORM FOR AGRIBUSINESS.

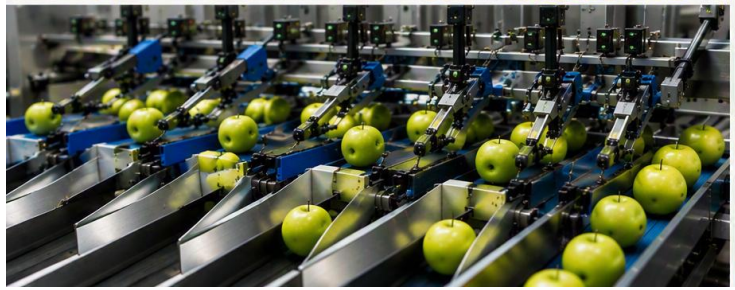
growtech EUROPE

In 2027, Macfrut will take place alongside **Growtech Europe**, the new European event from the world's leading brand dedicated to the pre-harvest sector.

This collaboration strengthens the exhibition offering, enhances visibility for this segment and provides exhibitors and visitors with an even more comprehensive view of the fresh produce supply chain.









FIERAVICOLA
INTERNATIONAL POULTRY EXHIBITION

At the same time, the Rimini Expo Centre will host **Fieravicola**, Italy's only international exhibition entirely dedicated to the poultry industry.

The co-location with Macfrut creates synergies between complementary agribusiness sectors and expands opportunities for exhibitors and industry professionals.

# PARTNERSHIP WITH GROWTECH

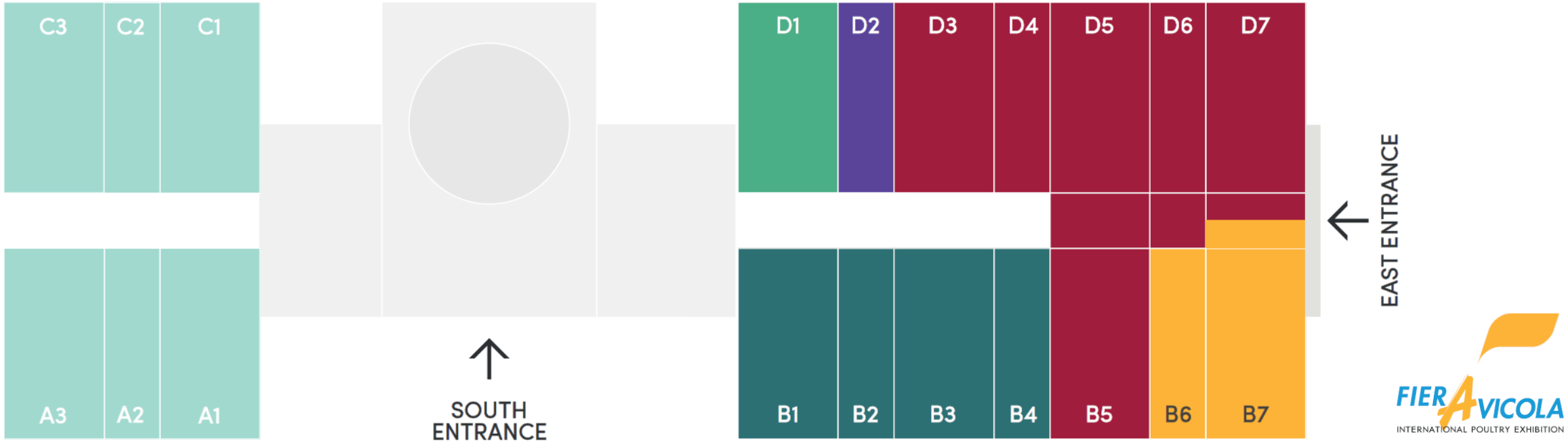
**Why is this a great opportunity?**

- Strong drive towards internationalisation
- More comprehensive product mix
- Significant media and market attention
- Reduced competitive risk

**Together, Macfrut and Growtech will create one big exhibition platform that will enhance the entire supply chain.**



# EXHIBITION LAYOUT 2027




growtech EUROPE

PRE-HARVEST

SEEDS & NURSERIES

PROCESSING, SORTING, PACKING MACHINERY AND TECHNOLOGIES

PACKAGING AND PACKING MATERIALS

LOGISTICS, HANDLING AND STORAGE SOLUTIONS

BERRY AREA

PRODUCTION, PROCESSING AND TRADE

# FRUIT AND VEGETABLE SUPPLY CHAIN

## Production and Post-Harvest

### LOGISTICS, HANDLING & STORAGE SOLUTIONS

Special equipment for rail, air and sea transport
Transport companies
Freight forwarders
Storage of fruit and vegetables
Logistics facilities for agri-food products
Transport with refrigerated vehicles
Transport in refrigerated containers
Intermodal transport
Prefabricated cold storage rooms
Refrigeration doors
Pallets - Containers
Forklift trucks - Pallet trucks - Lifting equipment

### PACKAGING AND PACKING MATERIALS

Corrugated cardboard packaging
Wooden packaging
Plastic packaging
Packing materials

### PROCESSING, SORTING, PACKING MACHINERY AND TECHNOLOGIES

Mechanical parts - Accessories - Spare parts
Controlled atmosphere systems
Industrial refrigeration systems
Refrigeration system components
Processing lines for citrus fruits and nuts
Machinery and equipment for processing fruit and vegetables, herbs or spices
Industrial cleaning machines
Insulated panels and thermal insulation
Processing and packaging lines for fresh-cut and ready-to-eat products
Fruit packaging and pricing machines
Labelling machines
Machines and materials for the packaging of palletised units
Weighing machines - Weighing systems
Measuring instruments

### PRODUCTION, PROCESSING & TRADE

Importers - Exporters of fruit and vegetables
Processing, trade and production of fruit and vegetables
Wholesale agri-food markets
Fresh organic fruit and vegetables
Production and marketing of herbs and spices
Specialist distribution
Fresh-cut and ready-to-eat products
Processed organic fruit and vegetables
Tropical fruit
Nuts and dried fruit

### BERRY AREA

The complete soft fruit supply chain

# FRUIT AND VEGETABLE SUPPLY CHAIN

## Pre-harvest

Together with growtech EUROPE

### PRE-HARVEST

PRE-HARVEST
GREENHOUSES - IRRIGATION COMPONENTS
Protected crops
Irrigation and plant engineering
Greenhouses and plant engineering
Water treatment plants

MACHINERY FOR FRUIT AND VEGETABLE GROWING
Agricultural machinery and equipment
Machines for growing products for the fresh-cut and ready-to-eat segments
Seeding, transplanting, growing and harvesting equipment

AI – ROBOTICS – DIGITALISATION
Computer science

PHYTOSANITARY PRODUCTS - FERTILISERS – BIOSOLUTIONS
Phytosanitary products
Soil conditioners and fertilisers
Bumble bees and bees for pollination
Insects, mites and nematodes for biological control and integrated pest management
Supplements and biostimulants
Products for the cultivation and protection of plants for use in organic farming

AGRIVOLTAICS
Solar trackers
Photovoltaic modules
Operation and maintenance (O&M)
Inverters
Storage System Integrator
EPC contractor, installation of photovoltaic systems

### NURSERIES & SEEDS

New plant varieties
Seeds
Seeds and plant nurseries for organic farming
Plant, flower and fruit nurseries

NEW FOR 2027

# MACFRUT N.E.X.T.

MACFRUT N.E.X.T. sets the stage for the exhibition with an exclusive event for **retailers, buyers, and international decision-makers**.

It offers authoritative insights into the major trends shaping the future of the fresh produce industry, including consumption patterns, geopolitics, innovation and emerging development models.

The event will be followed by an invitation-only networking dinner, giving industry leaders an exclusive setting to build relationships, discuss sector challenges and create business opportunities before the exhibition offcially opens.



# FOCUS PRODUCT 2027

Macfrut has chosen kiwifruit as its Focus Product 2027, recognising a category that continues to drive **innovation and value creation** within the fresh produce industry.

Benefiting from strong international demand and serving as a benchmark for the club variety model, kiwifruit remains one of the most dynamic segments of the sector thanks to varietal innovation, evolving consumer preferences and continuous investment in research and development.



# PARTNER REGION
2027

At the heart of Italy's Fruit Production District, Piedmont is home to some of the country's leading kiwi, apple, hazelnut and chestnut production areas.

The region combines strong production expertise with commitment to innovation through varietal research, centres of excellence and an export-oriented supply chain.

This partnership enriches the exhibition with new content, connections and access to one of Italy's most dynamic and advanced fresh produce ecosystems.



# COUNTRY OF HONOUR
## 2027

Chile will take centre stage at Macfrut 2027.

As one of the world's leading exporters of fresh cherries, table grapes, blueberries and kiwifruit, Chile represents excellence in innovation, sustainability and global market development.

Its participation will oer visitors and exhibitors the opportunity to connect with companies, products, projects and key players, fostering commercial, technological and institutional partnerships.

# OUR EVENTS

At Macfrut, more than 100 conferences, forums and international symposia transform research into market-ready applications, connecting

scientists, companies and supply chain professionals.

A high-level content programme designed to anticipate trends,

accelerate innovation and create new business opportunities.



# MEDITERRANEAN STONE FRUIT OUTLOOK 2027

Growers, retail buyers, category managers and industry experts come together to analyse the **future of Mediterranean stone fruit production**.

This strategic observatory provides an **up-to-date overview of production potential and development trends** across both established and emerging producing regions, offering **practical insights to support business and investment decisions** over the next three to five years.



## OUR EVENTS

# MACFRUT

FRUIT & VEG PROFESSIONAL SHOW

Organized by CESENA FIERA

Together with growtech EUROPE

In collaboration with Ministero degli Affari Esteri e della Cooperazione Internazionale | ITA ITALIAN TRADE AGENCY | OpportunItaly | RER

macfrut.com