

MACFRUT 2027

FRUIT & VEG PROFESSIONAL SHOW

APRIL 20—22

Organized by

CESENA  **FIERA**

In collaboration with



Ministero degli Affari Esteri
e della Cooperazione Internazionale

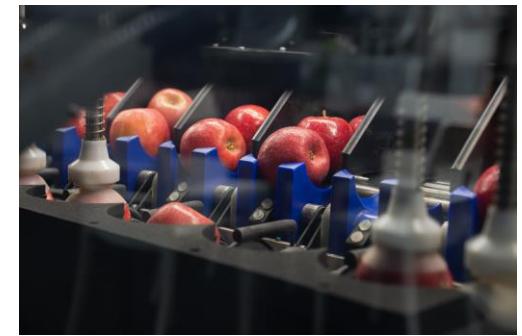
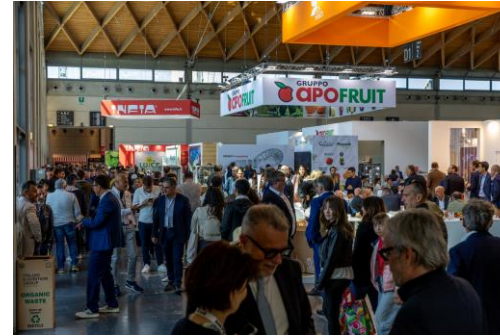


ABOUT US

Macfrut is the international fruit and vegetable trade show where business gets *juicy*.

The global meeting point for the entire fresh produce supply chain, bringing together *producers, technology providers and top international buyers*.

Three high-impact days to discover applied *innovation*, build strategic *partnerships* and generate real B2B *opportunities* – from field to table.



FRUIT AND VEGETABLE SUPPLY CHAIN

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

PACKAGING AND PACKING MATERIALS

Corrugated cardboard packaging
Wooden packaging
Plastic packaging
Packing materials

PRODUCTION, PROCESSING AND TRADE

Nuts and dried fruit
Large-scale retail 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

LOGISTICS, HANDLING AND 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

FRUIT AND VEGETABLE SUPPLY CHAIN

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

GROWTECH.
EUROPE

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 AND SEEDS

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

BERRY AREA

KPI 2026

1,300

COMPANIES
40% from abroad

60,000

GROSS M²
exhibition area

100+

EVENTS,
WORKSHOPS
AND
SEMINARS

+12%

INTERNATIONALISATION
TREND

80+

COUNTRIES
represented

900+

TOP BUYERS AND
DELEGATES HOSTED

5,380

BUSINESS MATCHING
for buyers and exhibitors

430

JOURNALISTS
from all over the world

VISITORS IN 2026

43%

EUROPE

24%

ASIA

15%

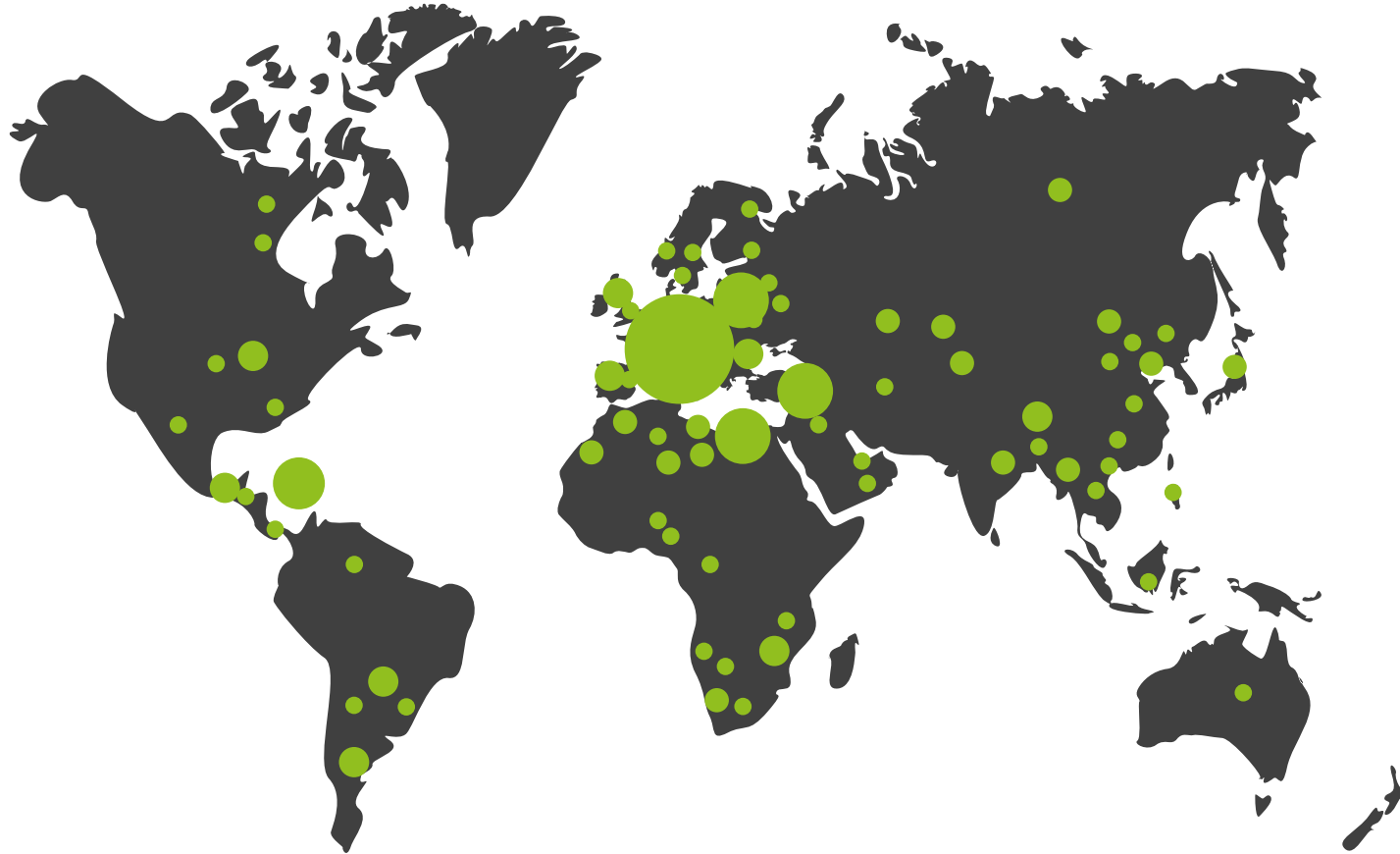
SOUTH AMERICA

11%

AFRICA

7%

NORTH AMERICA



TOP VISITING COUNTRIES

Spain
France
Dominican Republic
Poland
Chile
The Netherlands
Egypt
Ghana
Germany
Greece
Uganda
Belgium
Kenya
Albania
Turkey
Romania
Peru
Senegal
Serbia
Croatia

INTERNATIONAL BUYER PROGRAMME

900+ TOP BUYERS
from **80** COUNTRIES

+50% BUYERS VS. 2025

BUSINESS MEETINGS VS. 2025 **+113%**

80% NEW BUYERS EVERY YEAR

COUNTRIES OF ORIGIN

CHILE

BRAZIL

BULGARIA

DOM. REP.

TURKEY

POLAND

CHINA

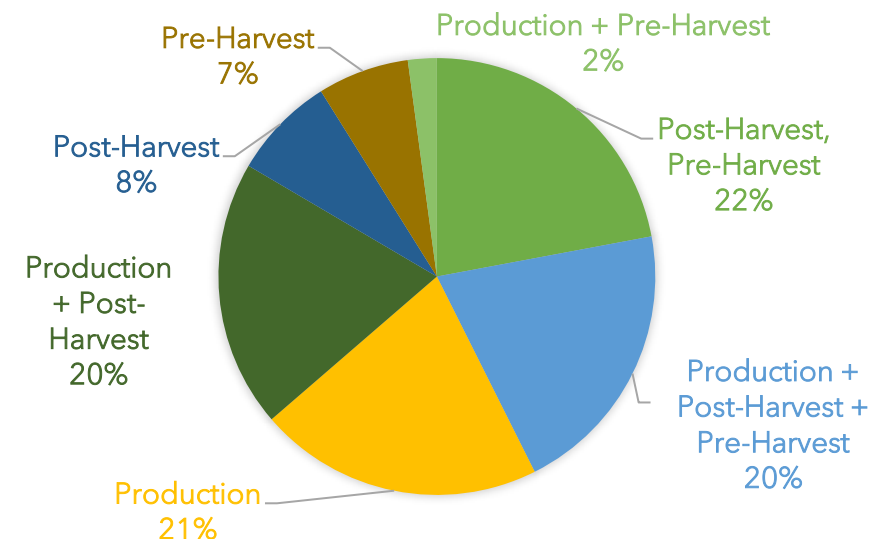
MOLDOVA

GREECE

U.A.E.

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

SECTORS OF INTEREST

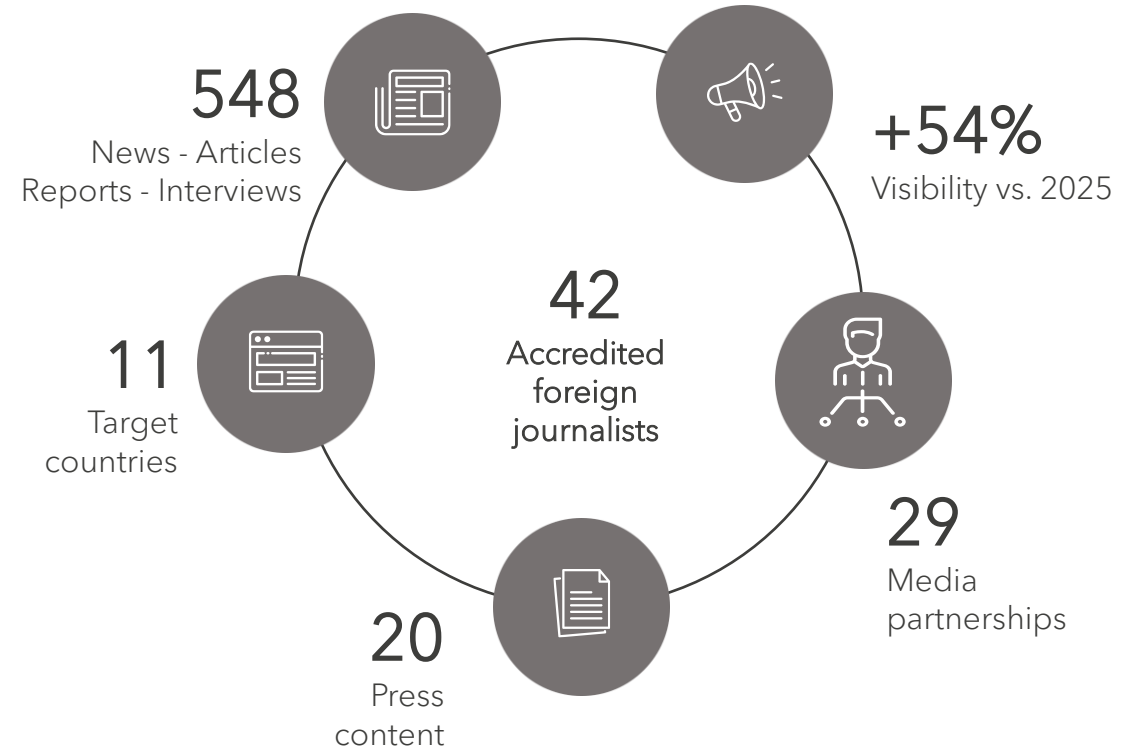


MEDIA COVERAGE

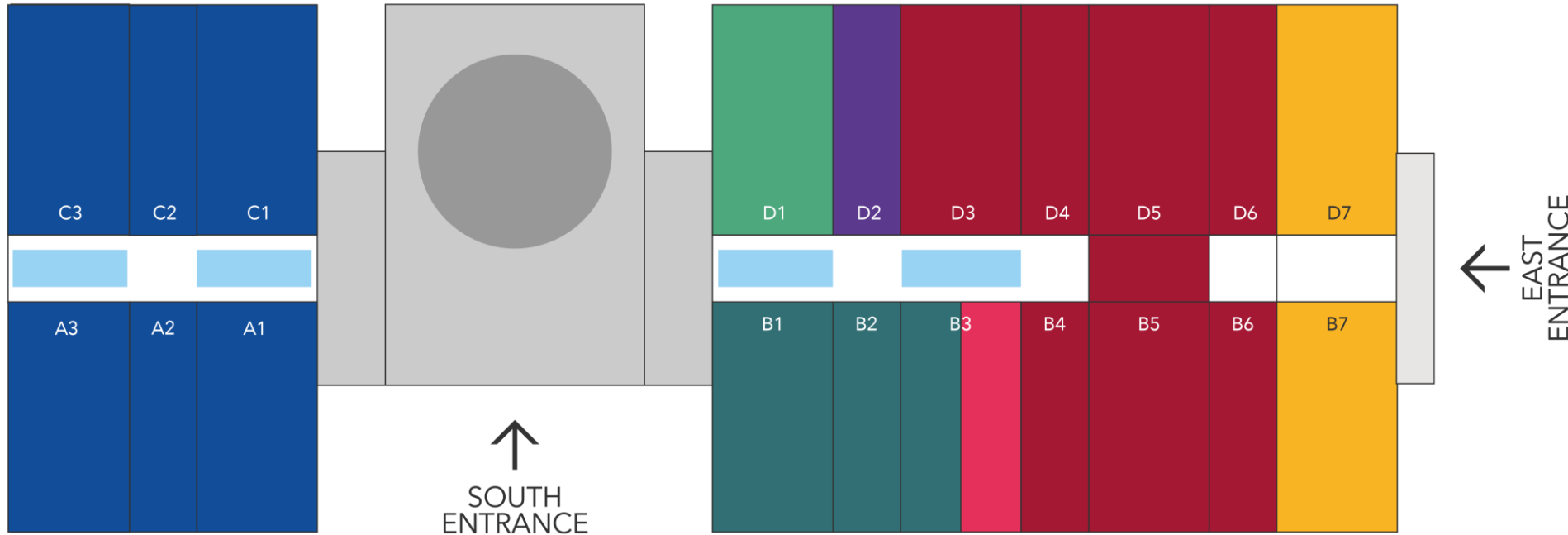
ITALY



ABROAD



EXHIBITION LAYOUT 2027



-  **GROWTECH.**
EUROPE
-  MACCHINARI E TECNOLOGIE
PER TRASFORMAZIONE,
SELEZIONE E CONFEZIONAMENTO
*PROCESSING, SORTING,
PACKING MACHINERY
AND TECHNOLOGIES*
-  PACKAGING E MATERIALI
PER IL CONFEZIONAMENTO
*PACKAGING AND
PACKING MATERIALS*
-  VIVAISMO
E SEMENTI
*SEEDS
AND NURSERIES*
-  BERRY
AREA
-  LOGISTICA, MOVIMENTAZIONE
E STOCCAGGIO
*LOGISTICS, HANDLING
AND STORAGE SOLUTIONS*
-  PRODUZIONE, LAVORAZIONE
E COMMERCIALIZZAZIONE
*PRODUCTION, PROCESSING
AND TRADE*
-  **FIERA** **VICOLA**
INTERNATIONAL POULTRY EXHIBITION

PARTNERSHIP WITH GROWTECH

- From 2027 onwards, Macfrut will be held in conjunction with **Growtech Europe**
 - Growtech is a world-leading event in the field of **pre-harvest technology**, having already held editions in Antalya, Dubai and Indonesia.
 - It is a brand of the **Informa Markets group**: the world's leading organiser of trade fairs
- 
- The Informa logo consists of a stylized circular icon on the left, made of concentric arcs and dots, followed by the word "informa" in a lowercase, bold, sans-serif font.
- Growtech will focus solely on the **pre-harvest sector**, with the exception of seeds and plant nurseries.
 - Macfrut will continue to oversee the organisation and commercial aspects of the event, ensuring consistency and continuity, and maintaining existing relationships.

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.



GROWTECH.
EUROPE

Together with **GROWTECH.**
EUROPE

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ITCA
ITALIAN TRADE AGENCY

OpportunItaly
Doing business in Italy is easy

RER