



Fruit & Veg System will take place at VeronaFiere from 4th to 6th May 2016

**FRUIT & VEG SYSTEM PRESENTS:
THE 8TH INTERNATIONAL TABLE GRAPE SYMPOSIUM**

**FOR THE FIRST TIME IN VERONA, INDUSTRY PLAYERS AND THE RESEARCH COMMUNITY WILL BE TOGETHER, CREATING A
SYSTEM FOR THE TERRITORIES AND THE MADE IN ITALY BRAND.**

Verona, March 14, 2016 - Agrifood Consulting, in collaboration with Veronafiere, is the official co-organiser of the 8th International Table Grape Symposium, which will take place in Puglia and Sicily, Italy, from 3rd to 7th October 2017.

The agreement was formalised in recent days and allows the Verona company to add another important component to the Fruit&Veg System project, the innovative B2B event dedicated to the fruit and vegetable sector which will debut at VeronaFiere from 4th to 6th May.

At this event, the Symposium will be introduced at a meeting scheduled for May 6th in the Forum Area of the Hall 4. There will also be a round table event, to be attended by researchers, producers and market players, so that the entire chain is represented.

Vittorino Novello, Professor of Viticulture at the University of Turin, and one of the three organisers of the Symposium, says, "The partnership with Agrifood Consulting is a strategic one, because it allows us to present the eighth edition of this international event dedicated to table grapes within an international showcase that focuses on quality, exports and the requirement to create a system. "

For the first time in Verona, the world of research will connect with the table grape industry with the intention of creating a synergy, a moment of general comparison in which all industry players will make contributions by reporting issues, problems, critical issues and offering ideas that will be discussed in detail at the next edition of the Symposium.

Laura De Palma, Professor of Viticulture at the University of Foggia, and one of the three organisers of the Symposium, explains, "The idea is to create a system that will connect scientific research with the worlds of production, industry, market and commercialisation. At its heart will be the interests of the territory and the positive effects that will be created if this system works. In this sense, we think that Fruit & Veg System



represents the best synthesis of the intention not only to internationalise, but also to connect at national level."

There are many hot topics in current affairs within the industry which will be discussed at the Symposium: climate change, for example, which is forcing the big world market players to adapt their crops, or even the problems related to plants' defences, cultivation techniques, the main nutritional issues, or problems related to the transport, storage and processing phases.

The third organiser, Rosario Di Lorenzo, Professor of Viticulture at the University of Palermo, states, "It is an extremely important chance for the table grape sector to rightly assert its central role in Italian agri-food, a role which in recent years, perhaps, has been somewhat challenged. It will also be an important opportunity for comparison with colleagues who come from major producing countries, but also with the technicians and all operators in the sector. Our goal will be to promote the Italian production system, mostly concentrated in the regions of Puglia and Sicily, with the intention to involve everyone and not exclude anyone. In this context, we believe the agreement with Agrifood Consulting and Veronafiere is extremely important since we share the rationale and vision of their Fruit & Veg System event."

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