



THE FIRST LOGISTICS DAY AT FRUIT&VEG SYSTEM

A DAY DEDICATED TO THE THEME OF LOGISTICS IN THE FRUIT AND VEGETABLE SECTOR, WITH THE PARTICIPATION OF THE MAIN PLAYERS IN THE MARKET.

Verona, March 15, 2016 -The Euro-Mediterranean scenario that links the issue of maritime logistics to the trade service; air transport and the increasing opportunities for the export of perishable goods, a real competitive challenge for Italy; new technologies for the proper management of the cold chain to improve added value; and finally, the issue of simplifying the law and customs controls with the aim of creating fast channels for goods and documents.

These are the four main points that the first Logistics Day will tackle. Logistics Day will be held during Fruit&Veg System, the innovative B2B event organised by VeronaFiere in collaboration with Agrifood Consulting, to take place from 4th - 6th May 2016.

The conference - on May 5th from 10am to 6pm - will be co-ordinated by Luca Lanini, Professor of Logistics and Supply Chain Management at the Catholic University of Piacenza and Cremona, and will be attended by the operators and players of the sector. Mr Lanini explains, "The central focus of this matter is inevitable, since added value and competitive advantage is created only through proper logistics management - even more so in international markets. In this context, we are preparing the port and airport areas to be able to strengthen the deals, the needs and perspectives that must now guarantee the sea and air transport system, the technologies applied to reefer containers, and intermodal systems as well as regulatory developments related to customs, for example."

The four points of the conference represent the focal points of the many tables of discussion that have taken place to develop content to be presented to the operators at Logistics Day.

Also, Logistics Day is the main event of Fruit & Veg System due to the nature of the role of logistics in the scope of the commercialisation process of fresh produce, especially during long journeys and taking the new export routes into account.

It could not be any other way, since logistics is one of the platforms of Veronese excellence around which the VeronaFiere event revolves. Among other things, it has enabled the great success of Vinitaly - its fiftieth



anniversary can rightly boast to be not only the most important event in the world in the global wine trade sector, but also the international showcase that allowed Italian product to be known worldwide.

Verona is at the very heart of the logistics model proposed by Fruit & Veg System due to its key role in the north-south axis of Italy because of the geographical proximity to the fruit and vegetable production areas as well as the main logistic platforms of the big retail chains. In this sense, we are able to capitalise on the excellent experience gained from the Veronamercato platform (a fundamental strategic logistics hub to foreign markets), the intermodal hub of Quadrant Europe (the first European logistics centre) and the Verona Villafranca-Montichiari airport complex and its dedication to perishable cargo.

That is why the topics covered at Logistics Day are real operational tools for the internationalisation of Italian fruit and vegetable companies of excellence.

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