

Consul General



सत्यमेव जयते

भारत का प्रधान कौन्सलावास,
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FAX/EMAIL MESSAGE

FROM: CONSULATE GENERAL OF INDIA, MILAN
TO: APEDA, NEW DELHI

CHAIRMAN FROM CONSUL GENERAL

We have been contacted by the organizers of MACFRUIT Fair, to take place in Cesena, Italy from October 5-7, 2011. It is an international exhibition concerning plants, technologies and services for production, cooling, conditioning, trading, distribution and transportation of fresh fruit and vegetables.

A brochure of the above exhibition is being attached herewith for further information. Interested individuals/companies may also visit www.macfrut.com for detailed information of the fair. Participation of Indian companies could be by the way of (a) presence of Indian exhibitors with their own stalls, (b) organization of B2B meetings and (c) technology focused visit of Italian companies in this sector.

I would like to underline here that Italy has been a source for food processing machinery for Indian industry. It is requested that suitable dissemination the above information may kindly be done for the larger benefit of the Indian food processing industry.

Regards,

No.

Date : August 5, 2011


(S K Verma)

2011

INTERNATIONAL EXHIBITION AND CONVENTION

*28ª Mostra internazionale
di impianti, tecnologie
e servizi per la produzione,
condizionamento,
commercializzazione,
grande distribuzione
e trasporto degli ortofrutticoli*

*28th International
exhibition of plants,
technologies and services
for the production, conditioning,
trading, large organized distribution
and transport of fresh fruit
and vegetables*



**SAVE THE
DATE**

October 5-6-7, 2011
Cesena - Italy

WHY EXHIBIT?

- To meet professionals of the fruit and vegetable supply chain
- To get new ideas for your business
- To meet new suppliers and customers
- To get easy updates on all aspects, joining organized conventions and workshops

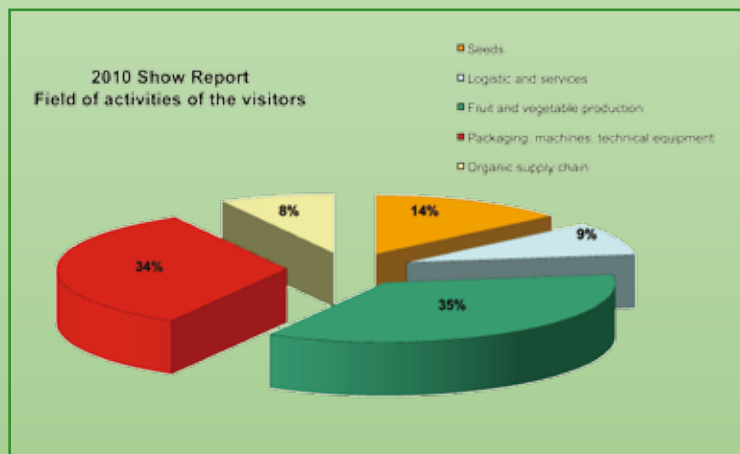
WHERE EXHIBIT?

The trade show exhibition area is divided into 4 halls:

- **Agro Bio Frut:** Exhibition of New Technologies, Seed Productions and Organic Productions
- **Macfrut:** Exhibition of Plants, Technologies and Services for the Production, Conditioning, Trading, Large Organized Distribution and Transport of Fruit and Vegetables
- **Macfrut International:** Exhibition dedicated to Italian professionals interested in the internationalization of their products and introduction into new markets
- **Macfrut Fresh-cut:** Exhibition of the so called "IV range" of products and ready-to-eat fruit and vegetables

WHO VISITS?

The wide range of guests who timely visit Macfrut pavilions every year comes from all the sections of the the fruit and vegetable market. In the 2010 edition 21.700 people attended (23% foreigners), coming from the following sectors:



WHO EXHIBITS?

MACFRUT

Production and trade of fruit and vegetables
Agro-food wholesale markets
Sorting and grading lines
Packaging and handling machines for fresh fruit and vegetables
Packaging materials and similars

MACFRUT FRESH CUT

Producers of IV and V range
Technology and tools applied to the IV range sector

MACFRUT INTERNATIONAL

Macfrut International is top Italian companies joining together to represent the well-known areas for their excellence in fresh fruit and vegetables, to promote and deliver their products to retailers and consumers in new markets

AGRO BIO FRUIT

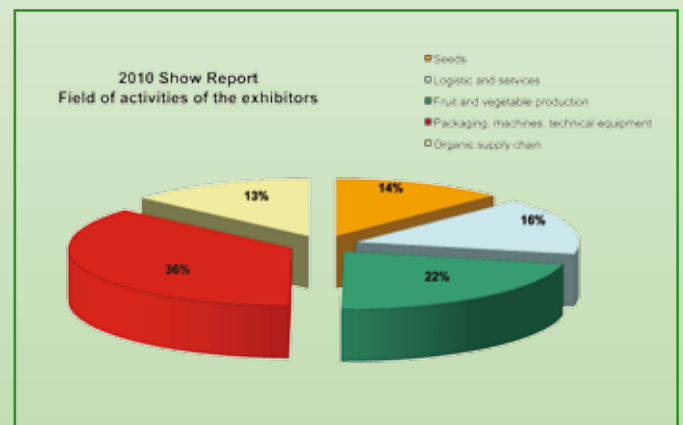
Seeds nursery growing of fruit and vegetables
Machines and technical equipment for production processes
Organic Chain

FIND OUT MORE ABOUT YOUR BUSINESS

Macfrut offers a wide range of conventions and workshops.

Here is a list of just some of them:

- 3rd European Fruit Summit
- The Large Organized Distribution
- Technologies and Packaging
- Seeds
- Fresh-cut
- Health and Nutrition





WHAT PEOPLE SAY ABOUT US

"Macfrut is a real exhibition for the fruit and vegetable industry, not only for the post-harvest phase: in fact, it plays an important innovative, technological and business-focused role"

Hon. Mr Paolo De Castro

(The Chairman of the Agriculture Comitee in the European Parlament)

"Macfrut plays a primary role in the supply chain of fruit and vegetables, it is a meeting point for Italian and foreign professionals"

Prof. Silviero Sansavini

(Bologna University)

"Macfrut represents an important showcase for our companies: it is of great interest not only to Italian professionals but even to foreign experts. Macfrut also represents the opportunity to meet our consolidated customers, and at the same it allows time to meet new ones"

Dr Paolo Mauti

(Managing Director of Fruttital)

"Our participation in MacFrut has enhanced our knowledge and significantly sharpened our competitiveness edge"

Ahmed El Ariny

(Agro Business Manager IMC Egitto)



UPDATED INFO AVAILABLE ON www.macfrut.com

- How to exhibit
- Exhibitors
- Presented products
- Hotel information
- Free shuttle bus service
- Conventions and workshops



CESENA AND THE ADRIATIC COAST

Cesena lies in the heart of the Romagna region, between Ravenna, Rimini and the Adriatic Sea. This city is known for its excellent cuisine and its thriving, agriculture-based economy. People know how to live well in this warm, culturally stimulating city. To see the artistic treasures of the city, the ideal place to start might be the **Biblioteca Malatestiana**, Italy's first civic library, which is included in UNESCO's Memory of the World Programme Register because of its architectural worth and the codices it preserves. Another beautiful spot is the **Abbey of St. Maria del Monte**, which rises on the Spaziano hill. The Abbey, which houses one of Europe's richest collections of ex-votos, is famous for its dome, painted by Giuseppe Dilani, and for the antique books restoration workshop, which is still active today. **The Adriatic Coast** offers a wide range of cultural and entertainment opportunities with pubs, restaurants, discos, beautiful cities and thermal places.



COME RAGGIUNGERCI



IN AUTO:

Autostrada A 14 e Superstrada E45 uscita Cesena Nord (Km 0,5).



IN AEREO:

Collegamenti internazionali e nazionali con aeroporti di Forlì (Km 15), Bologna (80 km), Rimini (Km 30), Milano (Km 300), Roma (Km 350).



IN TRENO:

Linea Milano - Bologna - Ancona: stazione di Cesena.

HOW TO REACH US



BY CAR:

A14 Motorway and Main Road E45 exit: Cesena Nord (Km 0,5).



BY PLANE:

Domestic and international connections to and from: Forlì (Km 15), Bologna (Km 80), Rimini (Km 30), Milan (Km 300), Rome (Km 350)



BY TRAIN:

Railway line Milan-Bologna- Ancona: Cesena railway station.

MACFRUT

organized by
CESENA FIERA

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