

MAC FRUIT 2025



FRUIT & VEG PROFESSIONAL SHOW
6-7-8 MAY 2025 · RIMINI EXPO CENTRE · ITALY

Organised by: **CESENA** ● **FIERA** [macfrut.com](https://www.macfrut.com)

MACFRUT A SUPPLY CHAIN TRADE FAIR

The key numbers of the 2024 edition:

1,320
exhibitors (40% foreign)

56,200
visitors (39% foreign)

More than **1,500**
top buyers present

The logo for Macfrut, featuring a stylized fruit icon (a kiwi) to the left of the word "MACFRUT" in a bold, black, sans-serif font.

Macfrut is the benchmark event for Italian and international professionals in the fruit and vegetable sector. It is a **unique international trade fair representing the entire supply chain**: production, trade, pre- and post-harvest technologies, packaging, logistics and services. A **business event to meet with customers and suppliers** from across the fruit and vegetable supply chain, and an opportunity to gain industry insight and knowledge through scientific events with the world's leading experts.

A close-up photograph of several sliced kiwi fruits, showing their green flesh, black seeds, and brown skin, arranged in a circular pattern.

PARTNER REGION: LAZIO



REGIONE
LAZIO

ARSIAL
Agenzia Regionale
per lo Sviluppo e l'Innovazione
dell'Agricoltura del Lazio

'**Carciofo romanesco del Lazio IGP**' (PGI artichoke), '**Castagna di Vallerano DOP**' (PDO chestnut), '**Patata dell'Alto Viterbese DOP**' (PDO potato), '**Nocciola Romana DOP**' (PDO hazelnut), '**Sedano Bianco di Sperlunga**' (white asparagus) and, above all, '**Kiwi Latina IGP**' (PGI kiwi) are just some of the quality products that will represent **Lazio at Macfrut 2025**. An extensive programme of initiatives will showcase the unique history, culture, traditions and agri-food heritage of Lazio, which will play a prominent role in the next edition. The **Lazio Region** will participate in **Macfrut** in collaboration with **Arsial**, the Regional Agency for the Development and Innovation of Agriculture of Lazio.

THE HEALTHY FOOD SHOW



Building on the success of the last edition, the area dedicated to processed products and processing technologies for the production of foods with high nutritional value will be back with even more content. **The Healthy Food Show** will incorporate medical aspects, specialised research and haute cuisine in a unique format that combines scientific rigour with spectacular storytelling. The focus will be on innovative fruit and vegetables and production processes in order to meet the demands of consumers who are increasingly interested in healthy eating.

INTERNATIONAL FOCUS ON EGYPT



TASTE THE FRESHNESS

This North African country, of strategic importance in the Mediterranean, has consolidated its leading role as a fruit and vegetable **exporter** (citrus fruits, table grapes, potatoes, strawberries and onions) and **importer** (mainly apples and kiwis). Egypt plays a strategic role for growers and **European exporters of fruit and vegetables, packaging and technology**. In this edition, Egypt will be in the spotlight at various events and meetings during the trade fair and in the months leading up to it.

THE INTERNATIONAL POTATO SYMPOSIUM



An international event focusing on **the potato supply chain**. Held over several days, the event features a series of in-depth discussions with international industry professionals and global stakeholders on technical and scientific topics and potato production issues, covering the world's major production and marketing areas. In parallel with the symposium, there will be a dedicated **exhibition area** at the trade fair, stakeholder **networking activities** and **technical field visits**.

BIOTECHNOLOGY SYMPOSIUM



The **International Society of Horticultural Science (ISHS)** promotes and encourages research and education in all fields of horticultural science. The **International Symposium on Biotechnological Tools in Horticulture**, to be held during Macfrut, is the first event to bring together plant biotechnology research and the production chain, providing participants with the latest technical and scientific information on technologies used in plant in vitro cultures, plant propagation and the creation of new, resilient and high-quality varieties.

SPICES & HERBS GLOBAL EXPO

The logo for the Spices & Herbs Global Expo features a circular burst of colorful spices in shades of red, orange, and yellow. The text "SPICES & HERBS" is written in a bold, sans-serif font above "GLOBAL EXPO", which is in a smaller, similar font.

SPICES & HERBS
GLOBAL EXPO

Spices & Herbs, the benchmark event for companies operating in the market for **official, aromatic and medicinal plants and their derivatives**, is a meeting place for global supply chain professionals. The Expo, held during the three-day trade fair dedicated to **business and professional growth**, includes a large exhibition area showcasing the entire production chain, as well as meetings with international buyers, numerous conferences, technical workshops and laboratories organised in collaboration with exhibitors, as well as experiential areas.

AGRISOLAR SYSTEMS & TECHNOLOGIES

POWERED BY



The **Agrisolar** exhibition will showcase the technical solutions available on the market and provide scientific and regulatory insight into an **increasingly important sector of modern agriculture**. Agrisolar systems are integrated **solar and agricultural energy production systems** that maximise electricity generation from solar energy without the need to convert land for agricultural use.

BIOSOLUTIONS INTERNATIONAL EVENT



Macfrut has steadily grown to become Southern Europe's leading event for those who want to keep up to date with innovative plant protection, nutrition and biostimulation products for fruit and vegetables. The **Biosolutions International Event** offers a wide range of services for industry professionals and provides a platform to address the needs of production chains and to showcase the solutions that the biosolutions sector has to offer. It will also feature technical round tables and the Biosolutions Innovation Awards.

THE WATER REVOLUTION



ACQUA
CAMPUS

Climate change and efficiency in irrigation and energy use. These are the challenges and opportunities facing agriculture in the future: modern and sustainable agriculture that can meet the needs of growing global demand. Macfrut will dedicate an area to open field technology for fruit and vegetable irrigation, with live demonstrations and technical visits. There will be a large exhibition area featuring key players in the irrigation industry, where visitors can see the latest innovations first-hand.

THE RED PLANET



Now in its third edition, Red Planet is a **series of immersive meetings for players in the tomato supply chain**, from seed companies to modern distributors. The event will offer an analysis of what end consumers want and a live hands-on experience to learn how consumer demands can be translated into tangible supply chain projects. The spotlight will be on **seed companies, plant nurseries, growers, distributors and a new, unprecedented pomological exhibition.**

PLANT NURSERY AREA



An exhibition of the latest **innovations in the plant nursery and fruit and vegetable industries.** An international meeting place for nurserymen, *breeders*, growers, specialists and researchers representing a **strategic sector** for the development of modern fruit growing. The upcoming edition will include **conferences, technical seminars and workshops** on topical issues for the plant nursery industry and for varietal innovation, including the international symposium on new fruit varieties.



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