

MACFRUT 2021

GET TOGETHER IN RIMINI

SPECIAL EDITION

7 - 8 - 9 SEPTEMBER 2021

VIP BUYER PROGRAM

ONSITE OR ONLINE

**EXHIBITION
ONSITE**

**RIMINI EXPO CENTRE
ITALY**

**MORE BUSINESS
ONLINE**

**MACFRUTDIGITAL.COM
PLATFORM**

MACFRUT AT A GLANCE

THE INTERNATIONAL TRADE-FAIR FOR THE FRUIT AND VEGETABLE INDUSTRY

**43,500
VISITORS**

**1,000
EXHIBITORS**

**ENTIRE
SUPPLY CHAIN**

**THEMED
EVENTS**



Macfrut is the international trade fair for the fruit and vegetable industry, a B2B event for sector professionals and opinion leaders from more than 90 countries. It is a benchmark event that brings together major industry players, innovations and market trends, offering a unique business platform that allows participants to expand their network of business contacts and enter new markets.

B2B
MEETING
AGENDA



SPECIAL EDITION

EXHIBITION ON SITE AND MORE BUSINESS ONLINE



Macfrut has a new format: an on-site exhibition and digital opportunities. This Special Edition combines the essential role of a business fair and in-person relationships with the opportunities that the digital world has to offer. The brand new format of this trade fair leverages the know-how of the 37 editions held thus far, with the addition of a groundbreaking online experience, which was successfully introduced with the first edition of Macfrut Digital.

Exhibitors who will take part in Macfrut 2021 will have not only a stand on site at the trade fair, but also a virtual stand on Macfrut Digital Platform, allowing those buyers who will not be able to travel in Rimini to browse the exhibition and expand their business network nevertheless.

THE CHINA DAY

A DAY ENTIRELY FOCUSED ON DOING BUSINESS WITH CHINA – 6 SEPTEMBER - ONLINE

您业务的可靠合作伙伴



自1973年以来，这种关系一直处于中心地位

先进的技术，对道德和环境标准的尊重，与每个客户的直接关系。选择我们作为合作伙伴！





我们生产符合道德和环境标准的瓦楞纸板包装。Bestack财团的成员，我们建议您作为水果和蔬菜包装需求的合作伙伴。

请求B2B

写我们

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瓦楞纸：自然包装



水果和蔬菜的托盘，高原托盘，篮子和托盘

瓦楞纸包装是保持水果和蔬菜完整性和品质的最佳选择。
了解我们如何生产它们！



Monday 6 September will be dedicated to business with China. Buyers can decide to take part in this initiative: international Buyers can meet with Chinese exhibitors that wish to enter new markets, and Chinese Buyers will be able to schedule appointment with Italian and international exhibitors that are interested in expanding their business in China. The meetings will be scheduled with the cooperation of Chinese interpreters during the 4 days (6 - 7 - 8 - 9 September 2021, ONLINE).

THE VIP BUYER PROGRAM

AN EXCLUSIVE PARTICIPATION TO MANAGE YOUR TIME AT THE EXHIBITION EFFICIENTLY

BENEFITS



HOTEL

Hotel accommodation for 3 nights (double room single use), breakfast included

ONSITE



TICKET

Free Entrance ticket and exclusive access to the Business Lounge

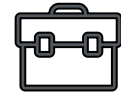
ONSITE



TRANSPORTS

Local transports during the exhibition days (Bologna airports - Hotel - Expo Centre)

ONSITE



BUSINESS MATCHING

Pre-schedule your B2B meetings with exhibitors of your choice

ONSITE & ONLINE

FROM YOUR SIDE

RESPECT YOUR AGENDA

We leave you complete freedom in managing your agenda and time; 90% of the meetings are managed directly by you. Therefore, we expect buyers to carry out the appointments in their agenda.

KEEP US INFORMED

We do our best to make your stay productive, yet smooth, by taking care of the hotel reservation and the transportations, so please don't change your schedule without notice.

VALUE YOUR TIME

Buyers come to MACFRUT to do business with the exhibitors, therefore we recommend that buyers make a minimum of 10 appointments during their stay. This still leaves lots of time for buyers to take advantage of other elements of the trade show.

REGISTRATION

REGISTER ONLINE THROUGH THE DEDICATED FORM FROM 1 APRIL TO 1 JULY

1

Let us know whether you will participate **onsite or online**.

Don't worry, you will be able to change your attendance **within July 31st**.

2

Complete all the questions **about you, your company and your interests**.

Some of your answers will be uploaded as part of **your profile for the Business Matching**, so make sure to include as many details as you wish.

3

INTERNATIONAL BUYERS:

Indicate whether you would like to participate in the **China Day**, and meet with **Chinese exhibitors** that are interested in international markets.

If so, we will contact you with further information.

4

CHINESE BUYERS:

Indicate whether you would like to participate in the **China Day**, and meet **with Italian and international exhibitors** that are interested in business with China.

If so, we will contact you with further information.

BUSINESS MATCHING

PRE-SCHEDULE YOUR B2B MEETINGS WITH MACFRUT EXHIBITORS FROM 2 TO 27 AUGUST

AFTER YOU HAVE REGISTERED

Once your participation is approved, we will import your profile on **Macfrut Digital Platform**, where the Business Matching for **onsite and online meetings** will take place, and you will receive your **credentials**.

From that moment **until 31 July**, you will be able to **update the information** on your profile, set your **time difference** and your **availability** during the exhibition days, in order to be ready for the Business Matching.

DURING THE BUSINESS MATCHING IN THE MONTH OF AUGUST

Pre-schedule your **meeting's agenda** starting from **1 month before** the beginning of the trade-show, **from 2 to 27 August**.

View the **exhibitors' profiles** to request meetings with the ones of your choice, as well as **receive requests** back from them;

Accept, reject, and manage all the B2B requests from your online profile;

DURING THE BUSINESS MATCHING IN THE MONTH OF AUGUST

Carry out the meetings onsite at the exhibitors' stand in Rimini Expo Centre or online **via video call** service integrated in Macfrut Digital Platform

Browse the exhibition, visit new exhibitors' stands **onsite** at Rimini Expo Centre or **online** on Macfrut Digital Platform.

DEADLINES

IMPORTANT DATES TO REMEMBER

1 JULY

ONLINE REGISTRATION

Register online via dedicated Buyer Form, we will get back to you ASAP

31 JULY

PROFILE UPDATE

Update the information on your profile, set your time difference and availability - this will be needed for the Business Matching

27 AUGUST

BUSINESS MATCHING

View the exhibitors' profiles, exchange meetings requests and manage your B2B agenda.

1 SEPTEMBER

FINAL AGENDA

Save your final agenda, which will no longer be amendable, with all the pre-scheduled B2B meetings

6 SEPTEMBER

CHINA DAY

7 - 8 - 9 SEPTEMBER

B2B MEETINGS

Carry out the fixed meetings onsite at the exhibitors' stand or online through the video call service

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7 - 8 - 9 SEPTEMBER 2021

NEED MORE INFO?

CONTACT US

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