

MAC FRUIT 2026

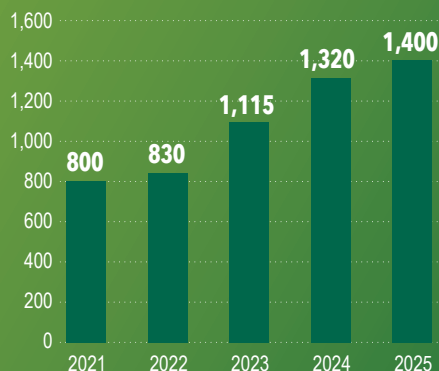


FRUIT & VEG PROFESSIONAL SHOW
21-22-23 APRIL 2026 · RIMINI EXPO CENTRE · ITALY

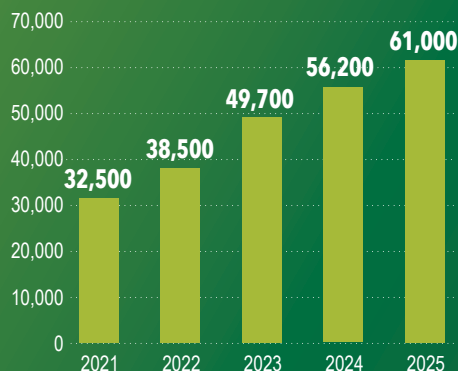
Organised by **CESENA** ● **FIERA** macfrut.com

MACFRUT'S GROWTH

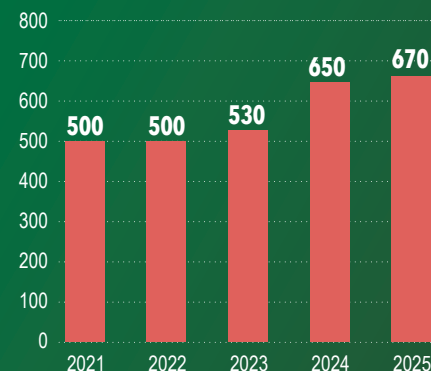
over the years



EXHIBITORS



VISITORS



BUYERS

1,400
exhibitors (40% foreign)

61,000
visitors (39% foreign)

670
international buyers

MACFRUT A SUPPLY CHAIN TRADE FAIR

Macfrut is the leading event for **managers and decision makers in the Italian and international fruit and vegetable supply chain**. An **international trade fair** like no other, it covers all sectors and is divided into three main areas: **pre-harvest, post-harvest** and **Healthy Food**. At this business event, participants can meet customers and suppliers from the fruit and vegetable sector, while expanding their knowledge through themed exhibitions, dynamic areas and international symposia featuring world-leading experts.

BUSINESS MATCHING

Before the trade fair begins, each exhibitor can use the **Business Matching platform** to arrange meetings at their stand with international buyers and other exhibitors who will be attending the trade fair, assisted by a dedicated Macfrut team.



PROFESSIONAL TOURS

Macfrut will offer **guided tours for foreign delegations and sector professionals**, providing a unique opportunity to learn more about key topics and themed areas with the support of specialists and experts, while creating new connections and business opportunities.

SICILIA PARTNER REGION



REGIONE SICILIANA

Sicilian fruit and vegetables are among the finest examples of Italian agricultural produce. Thanks to its many microclimates, Sicily produces high-quality citrus fruits, grapes, tomatoes and other vegetables and fruits, many of which have PDO certification (**Ribera Orange, Etna Prickly Pear, San Cono Prickly Pear, Siracusa Lemon and Bronte Green Pistachio**) and PGI certification (**Pachino Tomato, Sicilian Red Orange, Pantelleria Caper, Interdonato Lemon of Messina, Leonforte Peach, Canicatti Table Grapes, Mazzarrone Table Grapes and the New Carrot of Ispica**). As the focus on innovation and sustainability increases, Sicilian companies are expanding their presence in foreign markets.

Sicily has become the heart of Italy's tropical fruit production, particularly for avocados, mangoes, papayas, and lychees. Thanks to its mild climate and fertile soils, the island offers ideal conditions for these exotic crops, which blend perfectly into the Mediterranean agricultural landscape. Sicilian avocados, renowned for their quality and sustainable cultivation, are gaining popularity in both national and European markets. Local producers focus on low-impact farming techniques, short supply chains, and selected varieties to ensure a genuine and competitive product. "Made in Sicily" tropical fruit thus represents a new frontier for the region's agri-food sector, a symbol of innovation and climate adaptation.

PRE-HARVEST AREA

BIOSOLUTIONS

Biosolutions & Digital Technologies: this exhibition offers targeted services to companies and professionals in the fruit and vegetable sector, combining **plant protection, nutrition and biostimulation** needs with industry solutions.



IRRIGATION

Acqua Campus: an area dedicated to open-field **irrigation technologies** used in **fruit and vegetable cultivation**, offering live demonstrations, guided tours and insights.



PLANT NURSERY

An area featuring all the latest innovations in the **nursery, fruit and horticulture supply chains**. An international meeting place for nurserymen, breeders, producers, specialists and researchers.



AGRISOLAR

An exhibition focusing on the **technologies available on the market for agrivoltaics**, offering scientific and regulatory insights into this growing sector of modern agriculture.



BIOTECHNOLOGIES

A showcase of **technologies used for in vitro plant culture** and propagation, as well as for creating new, high-quality and resilient varieties.

AI & ROBOTICS

This area will showcase the latest technologies that rely on **artificial intelligence and robotics**.

POST-HARVEST AREA

PRODUCTION & TRADE

Macfrut is the leading global event for companies in the fruit and vegetable supply chain involved in the **production and marketing** of fruit and vegetables worldwide.

PACKAGING

All market-leading companies that specialise in **fruit and vegetable packaging** will be present to discuss new trends, sustainability and ways to reduce environmental impact.

POST-HARVEST TECHNOLOGIES

All the main technologies for **sorting, processing and packaging fruit and vegetables** will be on display at the same event.

REFRIGERATION SYSTEMS

All the latest **news on the cold chain**: cold storage units and insulation materials, modified atmosphere, refrigerated transport, etc.

LOGISTICS & SERVICES

An area dedicated to companies offering **integrated transport, logistics and services**.

RED PLANET

An event that brings together players in the **tomato supply chain**, seed companies and modern distributors.



BERRY AREA

An exhibition focusing on the **berry supply chain**, featuring key market players.



A close-up photograph of a woman's face, which is the central focus. She has light brown eyes and a soft smile. Her face is partially covered by a lush arrangement of fresh produce and flowers. Broccoli florets are positioned around her head and shoulders. Green leafy vegetables, possibly kale or spinach, are draped over her face and hair. A single orange rose is placed near her forehead. Small red flowers and green sprigs are scattered across her cheeks and chin. The background is a soft, out-of-focus green, suggesting a natural setting. The overall composition is artistic and emphasizes the freshness and health of the ingredients.

HEALTHY FOOD AREA

SPICES & HERBS GLOBAL EXPO

Spices & Herbs, an exhibition on **medicinal plants**, their primary by-products and the processing technologies required to develop the **international market for spices and herbal products**. This three-day event focuses on business, networking, meetings and discussions with sector professionals from all over the world.



ORGANIC PRODUCE

A professional meeting venue for **promoting and sampling organic fruit and vegetable products**, a sector increasingly capable of combining excellence, innovation, and sustainability.

FRESH & PROCESSED HEALTHY FOODS

An area for showcasing and sampling **healthy and minimally processed products**, from first fresh produce to fourth and fifth-range products, whose demand is rapidly growing among consumers. A large space will also be devoted to processing technologies for the production of plant-based foods with high nutritional value. During the three days of the exhibition, the area will also host scientific insights, tasting sessions, talks, and events focused on the latest developments in the sector, aimed at a professional audience ranging from producers to modern distribution.

AVOCADO DAY MANGO DAY



AVOCADO DAY MANGO DAY

An exclusive **B2B event** focusing on **mangoes and avocados**. **Two full days** aimed at bringing together **qualified suppliers and international buyers**. A unique opportunity to make new connections, enter into trade agreements, and learn about current market trends. A specially designed programme, complete with a meeting planning service, tasting sessions and ample networking opportunities, will be made available to participants.

INTERNATIONAL FOCUS ON THE CARIBBEAN

The Caribbean has a rich and diverse fruit and vegetable sector thanks to its ideal climate and fertile soils, which are perfect for growing **bananas, citrus fruits and tropical fruits**. Key players in production and export include the Dominican Republic, Cuba, Venezuela, Colombia, Panama, Costa Rica, Nicaragua, Honduras, Guatemala and Mexico. In 2023, the value of agricultural exports from Latin America and the Caribbean exceeded **USD 30 billion**. The tropical fruit and vegetable sector alone generated a surplus of around USD 12.8 billion.

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RIMINI EXPO CENTRE Via Emilia, 155 · Rimini · ITALY



ORGANISED BY

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IN COLLABORATION WITH



Ministero degli Affari Esteri
e della Cooperazione Internazionale



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