



Simultaneously with

MACFRUT 2021

GET TOGETHER IN RIMINI **SPECIAL EDITION**

SEPTEMBER 7 – 8 – 9 2021

Rimini - Italy

GOALS



IAD - International Asparagus Days is the leading international event dedicated to the asparagus sector, with the goals of:

- Enhancing the value of production
- Promoting commercialization
- Stimulating consumption
- Supporting the application of technological innovations

IAD – 4th EDITION

Rimini Expo Center – Italy



The International Asparagus Days will be held for the first time simultaneously with Macfrut, the international trade show for the fruit and vegetable sector, creating important synergies and opportunities for exhibitors and visitors.

IAD is organised by **Christian Befve** and **Luciano Trentini**, two of the leading experts on asparagus and fruit and vegetables.

The 2021 edition of IAD will focus on **four areas**:

- **An exhibition area** that will host international companies specialising in the sector
- **A conference area** to discuss the main issues related to the asparagus sector
- **Demonstration area** for machinery, equipment and materials, facilities, harvesting, packaging of asparagus
- **Visits** to asparagus production and processing sites

EXHIBITION

WORKSHOP

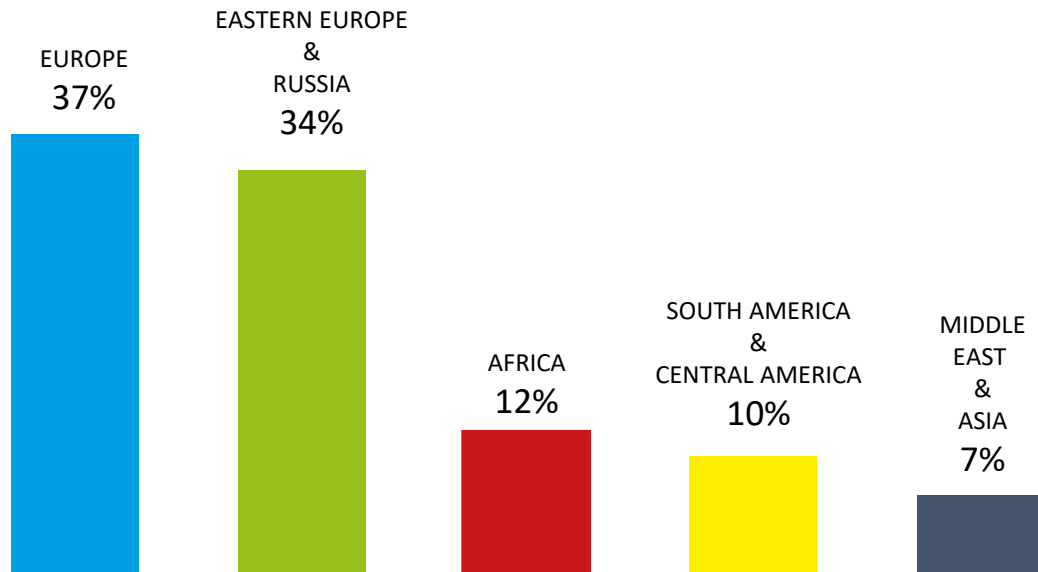
DEMONSTRATION
AREA

SITE VISITS

Macfrut in figures

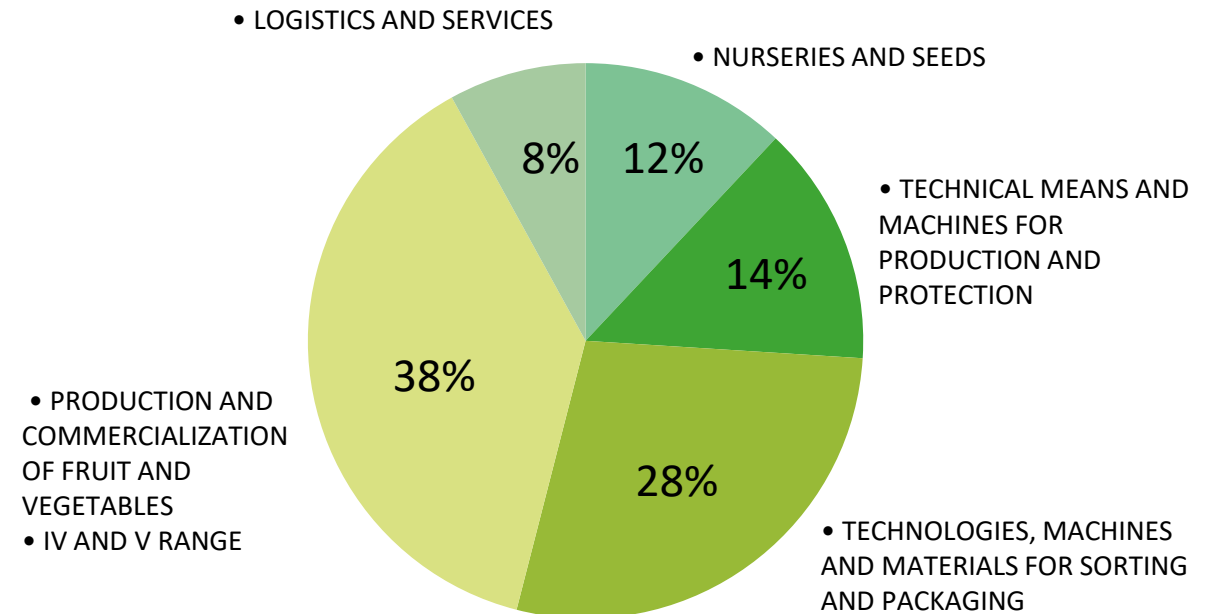
43.000 Visitors

27% INTERNATIONAL



1.100 Exhibitors

EXHIBITORS BY SECTOR

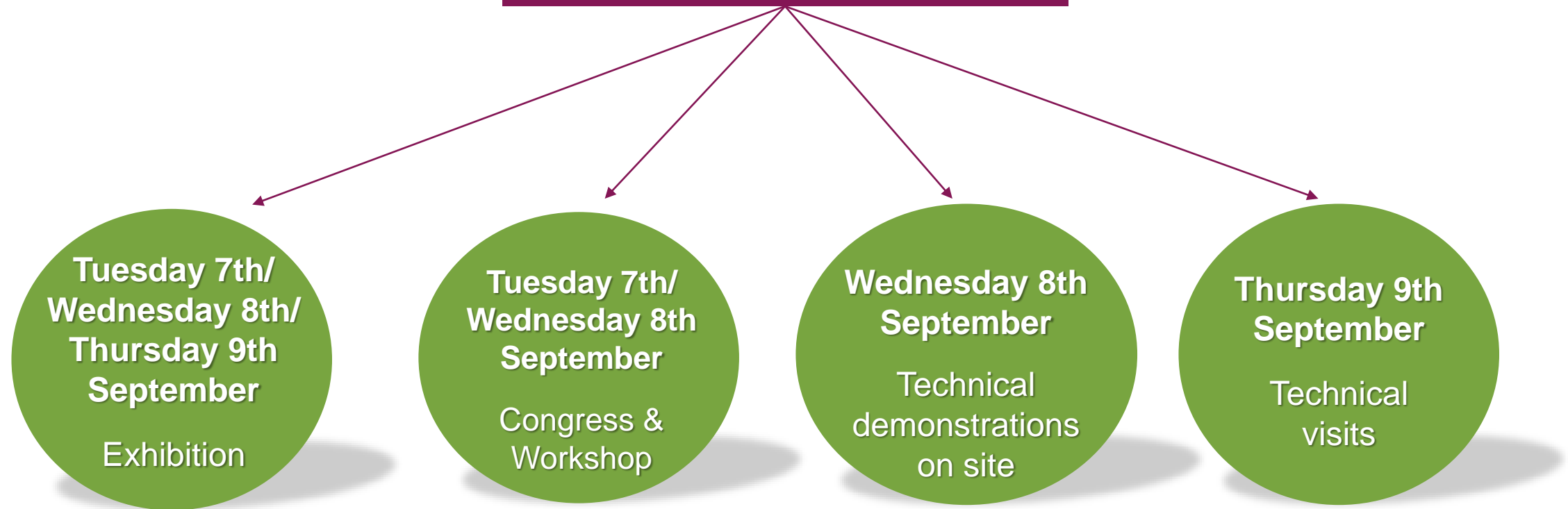


IAD 2021



Tuesday 7th - Wednesday 8th - Thursday 9th September - Rimini

3 DAYS



BECOME AN EXHIBITOR

(deadline for registration: 15th July)



Each exhibitor participating in the International Asparagus Days with a physical stand in Rimini will also have a virtual stand on the macfrutdigital.com platform inside the **Asparagus Pavilion**, widening the opportunities for contacts and business with operators from around the world.



**EXHIBITION
ONSITE**
in RIMINI EXPO CENTER
ITALY

**MORE BUSINESS
ONLINE**
On the platform
[MACFRUTDIGITAL.COM](https://macfrutdigital.com)

TO REGISTER: [CLICK HERE](#)

Pre-equipped stand 16 m2

ON SITE

€ 3,500

The package includes

- Logo IAD in big format
- Exhibition area (4mx4m)
- Layout and decoration
- Electricity 1 Kw
- **Signage**
- **1 virtual stand**

In the general plan of Macfrut, the IAD exhibitors will be well identified



Pre-equipped stand 32 m2

ON SITE

€ 6,500

The package includes

- Logo IAD in big format
- Exhibition area (8mx4m)
- Layout and decoration
- Electricity 2 Kw
- **Signage**
- **1 virtual stand**

In the general plan of Macfrut, the IAD exhibitors will be well identified

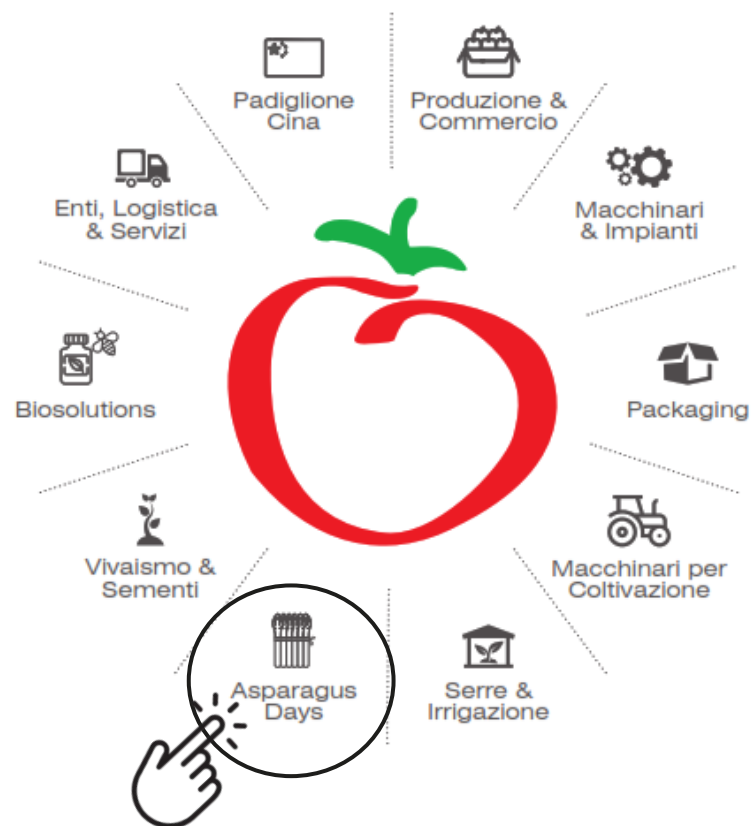


VIRTUAL TRADE SHOW

ONLINE 7- 8- 9 SEPTEMBER 2021

ONLINE

DEVELOP YOUR BUSINESS AND YOUR NETWORK OF CONTACTS THANKS TO THE VIRTUAL STAND:



VIRTUAL STAND

ONLINE

Each company will have a virtual stand which includes:

- **COMPANY LOGO**
- **59-SECOND VIDEO**
- **IMAGES GALLERY** (up to 10 images)
- **DESCRIPTION OF THE COMPANY**
- **NETWORKING:** with the "contact us" and "request B2B" buttons inside the virtual stand

Cost of the stand : € 1,500

ON THE LEFT

59-second company
presentation video

LOGO

IN THE CENTRE LOGO

Brief description of the
company (250 characters)

2 buttons for contact and
B2B request

ON THE RIGHT

Gallery of 10 images (photos
with infographics)

LOGO

ON THE LEFT

IN THE CENTRE

ON THE RIGHT



Chi siamo



MARCELLO SBRIGHI
DIRETTORE GENERALE COVIRO

COVIRO dal 1978 produce e commercializza piante di fragola e asparago.
Dalla Romagna ogni anno milioni di piante vengono trapiantate dai nostri clienti produttori.

RICHIEDI B2B

SCRIVICI

COVIRO
Tel. +39 0544 994501
coviro@coviro.it
WEB SITE



Cosa facciamo

**RIFIORENTI
Everbearing**

- ALBION*
- AROMAS*
- CABRILLO*
- IRMA*
- MONTEREY*
- PORTOLA*
- SAN ANDREAS*

Plante di qualità

Plante di fragola frigoconservate, tray e mini tray, fresche, cime radicate e zampe di asparago

*The virtual stand is already included for exhibitors participating in the physical exhibition



**International
Asparagus
Days**
7-8-9 Septembre
2021 - RIMINI



ON SITE

SPONSOR

YOUR LOGO:

OFFRE SPONSOR 2021
GAGNEZ EN VISIBILITÉ !



GOLD € 2.000

- *on the IAD catalogue
- *in the conference rooms
- *on the launch newsletter (banner)
- *Your flyer or advertising document in the folder given to conference participants
- *A presentation of your products during a conference (5min)

SILVER € 1.000

- *on the IAD catalogue
- *in the conference rooms

B2B AGENDA



- Exclusive access to the **B2B online platform** for exhibitors: customise your participation by scheduling meetings with international buyers.
- **B2B meetings:** agenda of meetings with buyers from Europe, Germany, UK, France, Spain, Denmark, Sweden, North Africa, Eastern Europe and Russia.
- The meetings will be held **at your stand** at the scheduled time.



CONFERENCES

Tuesday 7th September 2021



- 5pm-5:30pm: New techniques to anticipate and respond to climate change
Christian BEFVE, Consultant Befve & Co
- 5:30pm- 6pm: The varietal panorama in the world and creation of experimental fields
Julien ROCHERIEUX , Consultant AGROSOME

CONFERENCES

Wednesday 8th September 2021



- 5pm-5:30pm: Which techniques use to respond to the scarcity and increase in the cost of labor

Didier DUPRAT, Consultant specialist in asparagus

- 5:30 pm- 6pm: Relationship between asparagus production and marketers at the European level

Luciano TRENTINI, Consultant in asparagus, fruits and vegetables

EXHIBITORS: 2 OPTIONS



1. For those who can give demonstrations in the reserved area, they will do so without an appointment to the visitors who request it: the demonstrations area will be shared with other exhibitors
2. For those who cannot:
 - They can request a guided tour of their stand with an appointment
 - They can provide a video of the company; this video will be shown continuously on the "IAD Corner" stand with those of other exhibitors



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