

## OUR PROJECTS

For 2019 - 2020 Cermac has designed a Promotional Project called **PROMO-CERMAC – TECHNOLOGIES AND MACHINERY FOR FRUIT AND VEGETABLE: THE EXCELLENCE OF THE EMILIA ROMAGNA REGION IN THE WORLD** which aims at

- ✓ Enhancement of the group's role as a representative of the complete supply chain of the fruit and vegetable sector pre- and post- harvest.
- ✓ Strengthening the role of Cermac as a forerunner in emerging and developing markets
- ✓ Interception and strengthening of new foreign contacts and creation of profitable collaborations.

The planned activities are divided into a rich promotional path which is focused on the various areas of intervention such as **Europe** (focus on Spain, France and Poland), **CIS countries** (focus on Uzbekistan, Kazakhstan, Azerbaijan, Moldova and Ukraine), **Sub Saharan Africa** (focus on Ethiopia and Zambia) and **South America** (focus on Colombia) and which provides for the following actions:

### **EURO AGRO PROMO: PROMOTION OF INNOVATIVE TECHNOLOGIES FOR AGROINDUSTRY IN ADVANCED MARKETS:**

- ✓ Participation in Macfrut - Rimini (8-10 May 2019)
- ✓ Participation in Agrilevante - Bari (10-13 October 2019)
- ✓ Participation in Fruit Attraction - Madrid (23-25 October 2019)
- ✓ Participation in Sitevi - Montpellier, France (26-29 November 2019)
- ✓ Participation in TSW - Warsaw, Poland (15-16 January 2020)
- ✓ creation of advertising material, printing of Cermac promotional materials and promotional banners for exhibitions prepared in foreign languages
- ✓ Update of Cermac website
- ✓ Incoming actions of international operators during Macfrut 2019

### **PROMOTION OF THE TECHNOLOGIES AND MACHINERY FOR FRUIT AND VEGETABLES IN CIS COUNTRIES: TOWARDS THE SILK ROAD THROUGH UKRAINE AND MOLDOVA**

- ✓ Participation in Agrotech Expo - Tashkent, Uzbekistan (12-14 June 2019)
- ✓ Participation in Kazagro Kazfarm Astana, Kazakhstan (23-25 October 2019)
- ✓ Participation in Fresh Business Expo Ukraine - Kiev, Ukraine (3-5 December 2019)
- ✓ workshops/meetings/b2b in Azerbaijan, Moldova and Ukraine

## **AGRO SCOUTING: SCOUTING ACTIONS OF CERMAC ON DEVELOPMENT MARKETS:**

- ✓ Participation in Agritech - Chisamba, Zambia (11-13 April 2019)
- ✓ Participation in Expo Agrofuturo - Medellin, Colombia (18-20 September 2019)
- ✓ workshops/meetings/b2b in Ethiopia

The value of the project amounts to € 307.287,50 with a total financial support of € 150.000,00.

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