



CERMAC PROMOTIONAL PROJECT 2017

TITLE: PROMOTION OF INNOVATIVE TECHNOLOGIES FOR FRUIT AND VEGETABLES AND AGRO-INDUSTRY FROM THE EMILIA-ROMAGNA REGION IN THE MOST IMPORTANT INTERNATIONAL MARKETS

DESCRIPTION OF THE PROJECT:

The CERMAC 2017 program aims at promoting the image of an integrated supply chain of companies, which are highly specialised in technologies for fruit and vegetables.

The program consists of three projects and these are the actions included which are specifically focused on emerging and developing markets:

1) Promotion of the Italian technology in the developed markets:

- Participation in MACFRUT, 9-11 May 2017, Rimini;
- Participation in AGRILEVANTE, 12-15 October 2017, Bari;
- Cermac networking event with international operators during Fuit Logistica in Berlin;
- Advertisement in Macfrut official catalogue;
- Outgoing mission to Serbia from 19th to 21st April

2) Promotion of the supply chain for the technology for fruit and vegetables in Russia and CSI markets:

- Participation in AGROWORLD UZBEKISTAN, 29-31 March 2017, Tashkent, Uzbekistan;
- Participation in AGROWORLD KAZAKHSTAN, 1-3 November 2017, Almaty, KAZAKHSTAN;
- Participation in YUGAGRO, 28 nov – 1 dic, 2017, Krasnodar, RUSSIA;
- Outgoing mission to Tashkent (Uzbekistan) end October 2017;

3) Scouting in new markets in Middle East, Far East and Central and South America:

- Participation in AGRITECHNICA ASIA, 15-17 March 2017, Bangkok, Thailandia;
- Participation in ASIA FRUIT LOGISTICA, 22-24 November 2017, Shanghai, China;
- Participation in MAC FRUIT ATTRACTION CHINA, 28 nov – 1 dic, 2017, Krasnodar, RUSSIA
- Participation in IRAN AGRO, 22-25 May 2017, Teheran, IRAN;
- Participation in EXPO AGROFUTURO, 13-15 September 2017, Medellin, COLOMBIA

The value of the project amounts to € 318.150,00 with a total financial support of € 127.260,00.

EXPECTED RESULTS:

1. Strengthening the Cermac role as a forerunner in the most demanding markets;
2. Reinforcing the Cermac image as an excellent group in the agroindustry sector;
3. Getting in contact with the largest number of international operators.

Project co-financed by European Regional Development Fund

