

CERMAC PROMOTIONAL PROJECT 2018-2019

TITLE - PROM-AGRO. PROMOTIONAL AND DEVELOPMENT PROJECT OF THE CERMAC SUPPLY CHAIN ON INTERNATIONAL MARKETS WITH FOCUS ON ASIA, CIS COUNTRIES AND SOUTH AMERICA

DESCRIPTION OF THE PROJECT:

CERMAC is a Consortium for Internationalization which associates manufacturing companies of technologies, machinery and accessories for agriculture, agro-industry and zootechnics.

Within the promotional project 2018-2019, CERMAC will support its associated companies to enter emerging and developing markets, as well as it will enhance its image as a specialized group by establishing itself as an Italian reference for international operators in the fruit and vegetable technology sector.

In pursuing these objectives, CERMAC has identified the following macro-areas as interesting markets to act on: Europe, Asia (Central and Eastern), the CIS countries and South America.

Therefore, CERMAC promotes a program of initiatives for the two-year period 2018-2019 which are divided in the following actions:

1) PROJECT FOR THE PROMOTION OF THE ITALIAN AGROINDUSTRIE IN ADVANCED MARKETS:

- Participation in MACRFRUT – Rimini, 9-11 May 2018
- Participation in EIMA – Bologna, 7-11 November 2018
- Participation in INTERPOMA – Bolzano, 15-17 November 2018
- Participation in TECHAGRO – Brno, 8-12 April 2018
- Participation in TSW - Warsaw, 9-10 January 2019
- Creation of promotional material
- Website update

2) MADE IN ITALY INNOVATION – PROMOTION OF CERMAC IMAGE IN CENTRAL ASIA

- Participation in AGROTECH EXPO – Tashkent 30 May- 2 June 2018
- Participation in CENTRAL ASIA TRADE FORUM – Tashkent 17-18 October 2018
- Consulting services for B2B organization in Moldova and Ukraine

3) PROMOTIONAL ACTIONS TO OPEN UP NEW MARKETS FOR THE CERMAC SUPPLY CHAIN

- Participation in HORTEX – Ho Chi Minh City, 14-16 March 2018 and 13-15 March 2019
- Participation in AGRITECHNICA ASIA – Bangkok 22-24 August 2018
- Participation in EXPOAGRPFUTURO – Bogotá, 22-24 August 2018
- Participation in ATTRACTION CHINA – Shanghai, 21-23 November 2018
- Consulting services for B2B organization in Chile

The value of the project amounts to € 303.000,00 with a total financial support of € 150.000,00.

EXPECTED RESULTS:

CERMAC aims to pursue the following objectives:

Enhancing its image as a specialized and representative group in the complete supply chain of the fruit and vegetable sector (pre and post harvest), strengthening its role as a forerunner in emerging markets, gaining visibility and creating new contacts with operators in the agro-industry sector.

The Consortium hopes to increase the number of new contacts, to start and consolidate commercial partnerships for its member companies taking part in the project, and to create the basis for the development of offers, in particular for the Far East and South American markets.

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