

B2B meetings at MACFRUT 2026

- ❖ Fill in your company profile within **March 2nd, 2026, at the link:**

<https://buyer.macfrut.com/mvc/registration?i=OtSnH64s9JY=>

Select companies with profiles responding to your needs from the online catalogue (**minimum 4 appointments per day**)

- ❖ Submit meetings' requests from **23 March to 10 April 2026**



FREE OF CHARGE SERVICES

- ❖ Hotel accommodation for 2 nights
- ❖ Entry ticket at **Macfrut fair 2026** and access to the buyers' lounge
- ❖ Participation in B2B meetings
- ❖ Free shuttle service from Rimini or Bologna airport
- ❖ Free shuttle service to and from Rimini expo centre

Enterprise Europe Network is the world's largest support system for SMEs with international ambitions. Launched in 2008 by the European Commission and operating through 600 contact points (Chambers of Commerce, Regional Development Agencies, Technology Centres) in over 60 countries, it helps companies become more sustainable, resilient, and competitive.

The Network provides integrated services to find business partners abroad, navigate EU regulations, and access funding, supporting a smooth transition toward greener business models.

Unioncamere Emilia-Romagna, ART-ER, Promos Italia, Confindustria Emilia-Romagna, CNA Emilia-Romagna, Finlombarda, Innovhub SSI, FAST Confindustria Lombardia and CNA Lombardia belong to the network within SIMPLER Consortium.

For further information:

Unioncamere Emilia-Romagna
simpler@rer.camcom.it



COMPANY MISSION AT MACFRUT 2026

21-22-23 April 2026
Rimini Expo Centre–Italy

MACFRUT 2026

FRUIT & VEG PROFESSIONAL SHOW

Macfrut is a leading trade fair for professionals operating in the national and international fruit and vegetables sector. The great premises of the exhibition, the growing number of Italian and foreign companies participating, the dynamic areas, and a wide range of initiatives aimed at promoting innovation and internationalisation are the features that make it a key event for professionals and buyers.

Macfrut is the leading event for managers and decision makers in the 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. Thousands of companies will present their new products at Macfrut 2026, where, for three days, it will be possible to meet companies and professionals from all over the world, to see the developments of the technologies of the sector and to take part in important workshops and conferences.

Topics (pre-harvest and post-harvest):

- Machines and Technical Equipment for the field (pre-harvest)
- Irrigation systems
- Machines and Technologies for post-harvest (selection lines, packaging and preservation)
- Packaging: materials and packages for fruit and vegetables
- refrigeration systems.

Key Figures MACFRUT 2025:

- ❖ Exhibition area: 8 pavilions - more than 30.000 square meters.
- ❖ 1.400 exhibitors.
- ❖ 61.000 visitors.



DRAFT PROGRAMME

(To be confirmed)

April 20, 2026

Delegation arrival at Bologna or Rimini airport and transfer to Rimini hotel according to the pre-established times of each company

April 21, 2026

8.30 am	Meeting in the Hotel Hall
8.45 am	Transfer by bus to MACFRUT fair
	Registration at EEN Lounge
9.30 am - 1.00 pm	Free visit at MACFRUT 2026 and B2B meetings with exhibitors according to the pre-established agenda
1.00 pm	Free lunch
2.00 pm	B2B meetings with exhibitors according to the pre-established agenda
6.00 pm	Transfer to the hotel
	Free dinner

April 22, 2026

8.30 am	Meeting in the Hotel Hall
8.45 am	Transfer by bus to MACFRUT fair
09.30 am	B2B meetings with exhibitors according to the pre-established agenda
1.00 pm	Free lunch
2.00 pm	B2B meetings with exhibitors according to the pre-established agenda
6.00 pm	Transfer to the hotel
	Free dinner

April 23, 2026

8.30 am	Meeting in the Hotel Hall
8.45 am	Transfer by bus to MACFRUT fair
09.30 am - 1.00 pm	B2B meetings with exhibitors according to the pre-established agenda
1.00 pm	Free lunch
5.00 pm	Transfer to the hotel and/or to Bologna airport according to the pre-established times of each company