

The 112th edition of the Veronafiery event dedicated to the primary sector closes today

FIERAGRICOLA 2016:

MAJOR THEMES AND NEW DATES FOR GROWTH IN BUSINESS AND INTERNATIONALITY

Over 130,000 operators attended the four days - 15% are foreign buyers. Expanding international arrivals: +5% compared to 2014 edition. More than 10 thousand people attended over 100 conferences and workshops.

Verona, 6 February 2016 – The focus on innovation and sustainability brings rewards for Fieragricola in Verona (www.fieragricola.it). The most important biennial event in Italy dedicated to the primary sector - and among the first in Europe - closed its 112th edition today with **130,000 visitors**. Thanks to the change of date (From Wednesday to Saturday, excluding Sunday), the show achieved growth in professional attendance and the quality of visitors, even from central-southern Italy, as well as internationality, with **15% of trade visitors arriving from abroad (up by 5% over 2014)**. The entire agricultural sector, with **1000 exhibitors** and **600 head of livestock**, came together for four days in Verona: in all, **9 exhibition halls were occupied** - as well as two outdoor areas - with more than **50 thousand square metres of net exhibition area** spread across all sectors - from agricultural machinery to animal farming, renewable energy, seeds, pesticides, vineyards and orchards, through to management of green spaces and forestry activities. *"This is a very positive result," said the President of Veronafiery, Maurizio Danese, "which consolidates the role of Fieragricola as a reference platform for a strategic sector that today needs promotion and revitalisation. Our determination to make the event even more business-oriented and international was rewarded, first and foremost by exhibiting companies which were pleased with the change of date and the quality of buyers taking part."*

Fieragricola 2016 was inaugurated by the Minister of Agriculture, Maurizio Martina, and recorded an increase in **foreign buyers**, especially from Germany, Switzerland, France, Austria and Spain; attendance was consolidated from the Balkans (Serbia, Slovenia and Croatia) and Eastern Europe (Russia, Czech Republic and Romania), while Ireland was the "guest country" at this year's edition.

"This is an important signal," explains the CEO & Director General of Veronafiery, Giovanni Mantovani, "that joins the new international contacts we have set up to enhance Fieragricola's international impact, with events to be developed in strategic areas for agricultural development. We refer especially to Africa, where we are already active in Morocco and Ethiopia; will accompany a delegation of Italian operators to the continent in May. We are also looking to the Middle East, for example with Iran, where we are developing a trade exhibition project. The other main news concerns Cuba - an important agricultural platform for Central America - and the discussions we began in the last few days."

Fieragricola, thanks in part to the **Focus Africa** which highlighted business opportunities in Africa, saw more arrivals from Egypt, Morocco, Algeria, South Africa, Cameroon, Mozambique, Angola and Ethiopia. The official trade delegation from **Iran** was one of the most numerous, with **30 top private and institutional sector buyers**, while Cuba and Kazakhstan attended for the very first time. Incoming attendance was promoted by Veronafiery's own investments and collaboration with **ICE-Italian Trade Agency** and **FederUnacoma**.

Fieragricola confirmed its status as a landmark for the international agricultural sector as a whole, not only in terms of business but also in relation to input stimulating debate around the main challenges facing agriculture in the future and the vital need for it to focus on innovation and sustainability. These topics are analysed in the course of more than **100 training events**, conferences and workshops attended by more than **10,000 people**.

Innovation was also at the heart of the award that Fieragricola - in collaboration with l'Informatore Agrario - set up this year to promote the efforts of exhibiting companies as regards the development of new products for the market. The halls focused their spotlight on two historical pillars of the event: **agricultural machinery** and **livestock**, with impressive attendance by all the major national and international builders and the best dairy and beef breeds. There was also space for **breeder competitions** including the 15th European Open Holstein Show and the 48th Swiss Brown Cow Exhibition, not forgetting the Interbull Meeting - the international event focusing on dairy cattle genomics.

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