**MACFRUT DIGITAL**

**Dear Asparagus lovers,**

This year, the fact that consumers have been confined, restaurants and the HoReCa industry have had to close down, processing industries have encountered difficulties in collecting products, and that points of sale have increased their prices, has led to production surpluses on the one hand, and has drastically reduced the consumption of asparagus by 30-40% on the other.

In addition to facing the critical Coronavirus situation, producers in many regions have also had to deal with severe and adverse weather conditions leading to product losses: on top of that, there is a shortage of foreign labour which, in some cases, has forced producers to give up harvesting. This is therefore a challenging scenario, to which we urgently need to find solutions.

The Covid-19 emergency has shattered our hopes of participating in trade fairs in 2020 and of finding out what is new in the industry, which is what we have been doing for many years now.

MACFRUT is a key event for the fruit and vegetable sector, which is also important for asparagus.  Once again, also because of the health emergency and confinement measures, Cesena Fiera felt it was necessary to support the asparagus industry by offering a new business opportunity. This new initiative will allow all stakeholders to stay up to date: **Macfrut Digital** is not a marketplace, but an actual online trade fair, which will be held from 8 to 10 September 2020.

This one-of-a-kind, innovative digital platform can provide great visibility not only in Italy but also worldwide, at a very accessible cost for everyone (which is no small feat). Indeed, the Web has no boundaries.

Over the last few months, we have grown rapidly in terms of digitisation so that we could continue to carry out our activities; thanks to MACFRUT DIGITAL, you will have your target market at your fingertips while sitting comfortably in your office and participating in an actual digital trade fair.

By clicking on these links, you will be able to watch the tutorial video illustrating what you can do in the “Virtual Stand”:

in ITALIAN:

<https://youtu.be/40SKTk2SP2E>

in ENGLISH:

<https://youtu.be/UZ8PJfRgB70>

in SPANISH: <https://youtu.be/bHQw0gYYf_k>

By making a 1-minute **video** (**56 seconds** to be exact), you will have the opportunity to introduce your company and what you plan to offer for the year 2020.

In addition to the video, you will be able to showcase your product catalogue with **10 images** and reply to those who will contact you throughout the three-day trade fair. You will also have **1 video chat line** at your disposal where trade fair visitors can contact you.

Who will your potential customers be? Anyone who registers as a visitor and all foreign buyers selected by the trade fair, approximately 500 from all over the world: they will all be connected via video and you can video chat with them. Those who wish to contact you can talk to you directly, if you are free, or request an appointment for a B2B meeting. You can also arrange an appointment for your “customer” or schedule a meeting with the foreign buyers selected by the trade fair.

Companies that have several products to showcase, or different target markets or countries (Italy, France, Spain, Germany, the UK, etc.) may request additional modules in order to gain new business contacts and satisfy the curiosity of those who are interested in learning more about their products. Two modules include 2 videos, 2 catalogues (20 images) and 2 direct lines to have live appointments.

If you have one or more modules as an exhibitor, you will have the opportunity to participate in Field Solution free of charge. As in the past, we can organise and show “demonstration tests” in the field through dedicated videos in which you can illustrate your machines or equipment through a pre-recorded video. During Field Solution, a moderator/coordinator will assist you in replying to the questions asked by those who will watch your demonstration.

This model also applies to producers’ organisations and sole proprietorships or member companies that need to establish business contacts in order to sell their asparagus, or to companies specialising in technical equipment or plant nursery material that would like to be contacted by new or old customers.

The trade fair will be open from 9am to 6pm during all three days.

The dates are 8-9-10 September 2020

Each module will cost €1,000 + VAT

Given that this initiative is attracting considerable interest, we believe this could be a tremendous opportunity for companies seeking visibility.

The videos can be made in Italian, Spanish and English (or French), or in Italian with English or Spanish (or French) subtitles, depending on the target market you want to reach out to and where you want to make the biggest impact.

Please feel free to contact us for further information.

[**https://www.youtube.com/playlist?list=PLb7kwbnXOEY3dJ7Bicb8kCptixPjrcyot**](https://www.youtube.com/playlist?list=PLb7kwbnXOEY3dJ7Bicb8kCptixPjrcyot)