

In collaboration with CSO Italy

# WORLD PEAR FORUM

FOUR CONVENTIONS ON THE MOST SIGNIFICANT TECHNICAL AND COMMERCIAL THEMES OF THE SECTOR



## THURSDAY 28 NOVEMBER

**A DIFFERENT KIND OF PEAR GROWING IS POSSIBLE. COMPARISON BETWEEN THE ITALIAN AND THE AUSTRALIAN EXPERIENCE.****10.00 - Ideas and suggestions on how to reorganise the composition of varieties in our fruit growing area**Report by the **Navarra Foundation** Experimental technical department**10.40 - Fruit growing in Australia**  
Marcel Veens - Horticultural adviser - Australia**11.20 - Summary and comments on the two growing systems**

MODERATOR:

*Ivano Valmori, director of Agronotizie***Lunch break****ANALYSIS AND POSSIBLE SOLUTIONS FOR DAMAGE CAUSED BY BROWN SPOTTING****14.30 - Brown spotting on pear trees: the contribution of research**

Marina Collina - Dept. di of Agri-Food Science and Technologies (DISTAL) – University of Bologna

**14.50 - Round Table - "In-field tests"**Stefano Civolani - Unife and Innovaricerca  
Claudio Cristiani - Consorzio Agrario dell'Emilia  
Michele Preti - Astra**15.20 - Defence strategies for brown spotting on pear trees**

Loredana Antoniaci - Phytosanitary Service of the Emilia-Romagna Region

**15.40 - Brown spotting: the situation in Veneto**

Gabriele Zecchin - Phytosanitary Service of the Veneto Region

**16.00 - Round Table - The latest updates on areas involved by the problem and direct experiences**Maurizio Sgobbi - Cico/Mazzoni  
Mansueto Andrea Rimondi - AFE  
Maurizio Foschini - Agrintesa  
Andrea Gozza - Consorzio Agrario dell'Emilia  
Aleardo Bertazzoni - Consulenza Agronomica OP Corma  
Maurizio Saltari - Fruit Modena Group**Conclusions**

Simona Caselli - Councillor of Agriculture, Hunting and Fishing of the Emilia-Romagna Region

MODERATOR:

*Ivano Valmori, director of Agronotizie*

## FRIDAY 29 NOVEMBER

**COMMERCIAL PROSPECTS AND NEW MARKET OPPORTUNITIES****10.00 - 2019/2020 commercial campaign: the prospects for the season**  
by CSO Italy**10.15 - Round Table: the 2019/2020 campaign through the eyes of the representatives of European production:**ITALY - Luca Granata - Opera  
BELGIO - Marc Evrard - BFV (Belgian Fruit Valley)  
NETHERLANDS - Wim Rodenburg - GroentenFruit Huis  
FRANCE - Vincent Guerin - ANPP  
SPAIN - Joan Serentill Rubio - Fepex/Afrucat**10.45 - Italian pears: how are they perceived by consumers?**  
by UniTO and CSO Italy**11.00 - In the pear 24/7 free-radicals scavengers**  
Maria Gabriella Marchetti - University of Ferrara**11.15 - Challenges and opportunities of third markets, with updates on China**  
by CSO Italy**11.30 - Direct experience on Italy-China negotiations**

Enrico Berti - Italian Embassy in Beijing

**12.00 - Round Table: the words of the operators**Marco Salvi - Chairman of Fruit Imprese  
Piergiorgio Lenzarini - Chairman of the Emilia Romagna PGI Pear Consortium  
Ilenio Bastoni - General Manager of Apofruit  
Luigi Mazzoni - CEO of Vivai Mazzoni

MODERATOR:

*Rossella Gigli, Editor-in-chief of Freshplaza***DECANA/PLENARY ROOM PAVILION 2 (HALL) EXHIBITION CENTRE via della Fiera, 11 FERRARA (ITALY)**

## SATURDAY 30 NOVEMBER

**HOW TO TACKLE NEW CHALLENGES: THE EXAMPLE OF THE BROWN MARMORATED STINK BUG****10.00 - The latest trends in Italian pear growing**  
by CSO Italy**10.20 - The brown marmorated stink bug: where are we up to?****10.20 - Biology and spread of the brown marmorated stink bug in Europe**

Lara Maistrello - Department of Life Sciences - Unimore

**10.40 - Brown marmorated stink bug: experience and local management in Emilia Romagna**

Luca Casoli - Phytosanitary consortium of Modena and Reggio Emilia

**11.00 - Brown marmorated stink bug: monitoring and defence experiences in Piedmont**

Luciana Tavella - Department of Agricultural, Forest and Food Science - UniTO

**11.20 - The brown marmorated stink bug in Catalonia, Spain: the situation and activities**

Adriana Escudero - IRTA Catalonia - Spain

**11.40 - Round Table**Stefano Cocchi - Agrintesa  
Albano Bergami - Oi Pera/Op Diamantina  
Stefano Boncompagni - Phytosanitary Service of the Emilia - Romagna Region  
Lorenzo Tosi - Agrea  
Gabriele Zecchin - Phytosanitary Service of the Veneto Region

MODERATOR:

*Giannantonio Armentano, Agricultural Representative***Free-entry to the fair and the WORLD PEAR FORUM.**  
Please register on line to avoid queues [www.futurpera.com](http://www.futurpera.com)**28-29-30 NOVEMBRE 2019 FERRARA QUARTIERE FIERISTICO**

WITH THE PATRONAGE AND THE CONTRIBUTION OF



CERTIFIED EXHIBITION

