



## MoU to export Italian pears to China

China initiated the memorandum of understanding to import pears from Italy. The next edition of Futurpera (16th-18th November 2017) will be the perfect occasion to discuss this and for the production world to express its needs.



Left to right: Simona Caselli, Tiziano Tagliani, Gianni Amidei, Stefano Calderoni, Filippo Parisini, Albano Bergami

Simona Caselli, councillor for agriculture for Regione Emilia Romagna announced the protocol during the presentation of the fair on 7th November 2017.



Emilia Romagna Councillor for Agriculture Simona Caselli

"We are working hard, as these kinds of agreements are rather complex, negotiations are not over quickly. Soon, we will meet the Chinese authorities to continue defining the procedure," explained Simona Caselli.



After a good start two years ago, Futurpera 2017 aims at continuing its support of the pear sector. Emilia Romagna is the leading producer with 480 thousand tons, 6% more than 2015. The areas dedicated to Abate pears have increased by 10%.



Left to right: Simona Caselli, Tiziano Tagliani, Gianni Amidei, Stefano Calderoni, Filippo Parisini, Albano Bergami

"We are not only the leading producers, but we are also well organised thanks to the IO. In addition, there are two big brands such as Origine and Opera. We support Futurpera because it is a highly-specialised international event."

OI Pera President Gianni Amidei added that "our interbranch organisation was set up in 2012. It was a period when consumption was dropping while the number of foreign competitors was on the up. We have 28 partners working in the various production stages. We have a commercial role, but support all activities: by monitoring the registers, we make forecasts, draft harvesting rules and set up meetings to discuss various issues."



"We are building a virtuous model. The organisation is an essential marketing tool. This crop generates a lot of related work. We have processing company Conserve Italia as a partner, 20 foreign exhibitors out of 120 and we will have buyers from numerous

foreign countries. The 2015 edition was attended by 8,000 people and there were almost 100 exhibitors. Trade fairs are only useful if they increase profitability for companies," said Futurpera President Stefano Calderoni.



Ferrara Fiere President, Filippo Parisini, reported that the "fair district is currently under renovation but the event will cover all the space available. A lot of land is dedicated to agriculture and to pears in particular in the Ferrara area."



Tiziano Tagliani, Mayor of Ferrara, concluded by saying that "pears are very important to our city, especially the Abate Fétel varieties. It has an extraordinary culinary value and 19 venues all over the city will include it in their menus."

*Futurpera is an event organised by Oi Pera and Ferrara Fiere e Congressi with the contribution of Regione Emilia Romagna, A&A Broker assicurativi, Bper Banca and the Ferrara Chamber of Commerce. Free entrance. Pavilions open from 9 am to 6.30 pm. Please register on [www.futurpera.com](http://www.futurpera.com)*

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