

At Ferrara Fiere until Saturday 30th November

FuturPera 2019: the international pear exhibition kicks off tomorrow

The 2019 edition of FuturPera, the international trade fair dedicated to the promotion of the pear supply chain, will start tomorrow. Thursday 28th November, at Ferrara Fiere (Italy), and will continue till Saturday 30th.

According to estimates released by the OI Pera, Italian pear production in 2019 fell by an unprecedented rate (<https://www.freshplaza.com/article/9149766/unprecedented-drop-in-production-for-italian-pears/>). The production deficit was already evident in early July estimates. In October the offer was estimated at about 365 thousand tons, with a decrease of 50% compared to 730 thousand tons in 2018.

In Emilia Romagna, the main Italian production region, the 2019 harvest is estimated at about 243 thousand tons. The drop in production is attributable to the serious problems caused by the brown marmorated stink bug and alternaria.



More than one hundred Italian and foreign companies will be present with their own stand, on an exhibition area increased by 30% this year. FuturPera is open to all companies working in the different sectors of the supply chain: nursery, growing, post-harvest and storage, processing, marketing, distribution and retail. [Click here for the complete list of participating companies](https://agfstorage.blob.core.windows.net/misc/FP_it/2019/11/26/FuturPera_exhibitors_list.pdf)

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FuturPera will be open from 9:00 to 18:30. This year's convention part will be marked by the second edition of the World Pear Forum (<https://futurpera.com/index.php/it/world-pear-forum>). Admission to the exhibition and the World Pear Forum is free, but registration is required, which can be done online at www.futurpera.com (<http://www.futurpera.com>) to avoid queues at the entrance, or directly at the fair during the days of the event.

CSO Italy supports FuturPera



The exhibition enjoys the collaboration of CSO Italy, in particular for the convention part, which will see the participation of international experts. The event will also be an opportunity to meet qualified buyers from different areas of the world and develop intense debates and business meetings.

The convention program includes the presence of the Australian horticultural adviser Marcel Veens who will talk about the fruit growing in Australia. Together with the Navarra Foundation Experimental technical department there will be also a comparison between the Italian and the Australian experience (Thursday 28th November, from 10.00 to 12.00 – DECANA hall /Plenary – Pav. 2 Atrium).

Please note also the round table

(<https://www.freshplaza.com/article/9164521/new-market-opportunities-at-the-heart-of-the-world-pear-forum/>), on 29th November at 10:15 (DECANA hall /Plenary – Pav. 2 Atrium) with the representatives of European production who will talk about the coming marketing campaign: Luca Granata, general manager of Opera (Italy); Marc Evrard, Belgian Fruit Valley (Belgium); Wim Rodenburg, GroentenFruit Huis (Holland); Vincent Guerin, ANPP (France) and Joan Serentill Rubio, Fepex/Afrucat (Spain).

"CSO has always cooperated with pleasure in the development of FuturPera, the only event completely focused on pears. In times of great difficulty we must pull out the energy and strategies for a relaunch – comments Paolo Bruni, president of CSO Italy – For this reason the four conferences of World Pear Forum have been focused on crucial issues about the production and the market”.

[Click here for the complete three-day programme](https://futura-pera.com/index.php/it/infiera/il-programma-completo)

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FuturPera is organized by Ferrara Fiere e Congressi and OI Pera (Interprofessional Pear Organization) in association with CSO Italy, F.Ili Navarra Foundation, Ferrara, the contribution and support of the Ministry of Agricultural, Food and Forest Policies of the Emilia-Romagna Region, the Municipality of Ferrara and Chamber of Commerce of Ferrara and the support of Bper Banca, Generali Italia, VH Italia Assicurazioni.

For more information: www.futura-pera.com (<http://www.futura-pera.com>)

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