

Run-up to the 116th International Exhibition

31 January-3 February 2024

FIERAGRICOLA 2024 - PRESENTATION TO EXHIBITORS, ASSOCIATIONS AND STAKEHOLDERS

Bricolo (President of Veronafiere): Focus on innovation, training, business and dialogue with institutions (fieragricola.it)

Verona, 7 July 2023 Innovation, training, content, business and passion, while also upgrading the formula to embrace a crossways and vertical exhibition format. This will be the soul of **Fieragricola 2024** - the 116th edition of the Verona international agriculture exhibition, which on Wednesday 5 July in Gargagnago di Valpolicella at the Serego Alighieri estate owned by the Masi Group met exhibitors, representatives of agricultural sector associations and stakeholders to outline some of the innovations that will characterize next year's trade fair appointment, by now established as one of the most important in Europe.

The event dates way back to 1898, when it was held in the city centre together with Fieracavalli. *"We firmly believe in Fieragricola,"* said the President of Veronafiere, **Federico Bricolo**: *"we want to invest and help it grow, not only in terms of exhibition but above all in terms of innovation, business and training to give the sector a direction and launch constructive dialogue with institutions to ensure answers in line with the needs of a strategic production sector on a national scale."*

There will be a major emphasis on **innovation**, digitization and robotics - segments that in Italy today attract investments of more 2 billion euros/year (source: Smart Agrifood Observatory of Milan Polytechnic University). These areas and are also expected to grow in response to difficulties in finding skilled labour. *"Fieragricola 2024 will focus on training and even broader involvement of agricultural institutes and young entrepreneurs as targets for a highly qualified conference programme, thanks to a team already hard at work with skill, expertise and passion,"* said **Raul Barbieri**, Veronafiere Sales Director.

Communication and **training** are vital tools for Fieragricola in promoting dialogue in the supply chain, bringing the needs of the primary sector to the attention of institutions and accompanying a generational turnover that is one of the challenges for accelerating the way towards **Agriculture 4.0** and the green transition.

Technological innovation *"is also a response to one of the main emergencies facing farmers on the front line: climate change,"* said **Marino Berton**, scientific coordinator of Fieragricola. *"We cannot speak of agriculture, but agricultures,"* Berton explained, *"because there are different production models in a peninsula like Italy stretching from the Alps to Lampedusa, which has found its strengths in biodiversity and the development of Geographical Indications."*

Fieragricola 2024 will increasingly be *"a crossways and diversified event, with a vertical approach to the supply chains and a new exhibition layout divided into agricultural engineering, wine-growing, fruit growing, olive growing, animal farming and agro-bioenergy, joined by Fieragricola Tech, the show highlighting innovation with a specific focus on robotics and digital trends, renewable energy in agriculture, water management and saving and bio-solutions,"* said **Matteo Pasinato**, Fieragricola sales manager

The dynamic outdoor area will return once more, as the "live" showcase Fieragricola makes available to engineering exhibitors to present their vehicles and new technologies.

Promotional efforts in Italy and abroad have also been strengthened, with the return of **Roadshows** designed to boost the number of visitors from central-southern Italy and the islands, with stop-offs in Latium, Puglia, Campania, Sicily and Sardinia; in-depth webinars will be held in the months leading up to the event, with a focus on incoming attendance in collaboration with the **ICE-Trade Agency**.

The countries and **target areas** for the 2024 edition will especially include: Spain, Austria, the northern Adriatic area, Turkey, Hungary, Czech Republic, Slovakia, Israel, Iran, North Africa, Mozambique, Latin America, the Commonwealth of Independent States.

Innovations in the **animal farming field** - one of the pillars of correct circular economy from a green point of view and a strategic sector at Fieragricola in Verona - include events dedicated to the supply chains, such as "Dairy Days", the "Pork Summit" and the "Poultry Focus".

Veronafiere Press Office

Tel.: + 39.045.8298.350 - .242 - .210

E-mail: pressoffice@veronafiere.it

Twitter: @pressVRfiere

Web: www.veronafiere.it