



AGRILEVANTE

Esposizione
Internazionale
delle Macchine,
Impianti e Tecnologie
per la Filiera Agricola.

www.agrilevante.eu
agrilevante@unacoma.it

Organizzata da
Unacoma Service Surl.
E' una iniziativa di
Fiera del Levante



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Agrilevante: a Mediterranean autumn

The biennial exhibition of agricultural technologies is set for mid-October in the Bari Trade Fair Center. Data on the exhibition area, the number of exhibitors and the participation of foreign businesspeople all point to a 2011 edition bigger and better than the event of two years ago. Up front will be agri-industry production chains with a special focus on the olive oil sector.

The upcoming edition of Agrilevante, dedicated to machinery, plant and technologies for agricultural production chains, is scheduled for October 13 to 16 in Bari. The biennial event in the Puglia Region, organized by the Fiera del Levante and Unacoma Service, is coming as one of the appointments with the greatest draw for businesspeople in agriculture throughout the Mediterranean area. Avant-garde technologies for crops typical of southern Europe, North Africa and the Middle East will be put on exhibition on a total area of more than 40,000 m², 10% more than for the 2009 edition, with 25,000 m² under cover and 15,000 m² set aside outdoors, in part for demonstration trials, especially on the use of biomass associated with a specialized salon dedicated to agri-energy.

The organizers have stressed that the growth of the trade fair event should be evaluated not only in terms of the surface area committed but also those of the quality of the exhibition spaces and services on offer. For this Agrilevante, a new 16,000 m² pavilion built by the fair agency will be inaugurated as one of the most noteworthy architectural works in the present panorama of trade fair structures. Big numbers and quality can also describe the exhibitors taking part, more than 200 of them representing all the leading national and international industries manufacturing machinery, equipment and systems for the work of agricultural and the agri-industry. On the side of visitors, the record set by the most recent edition of 33,000 is expected to be broken thanks to the growing number of foreign businesspeople arriving.

These businesspeople from abroad provide Agrilevante with its international characteristic, the occasion for doing business among those from around Europe and the Mediterranean as well as those coming as members of official delegations. Thanks to the support of the Italian Foreign Trade Institute, ICE, delegations from Saudi Arabia, Bosnia, Croatia, Egypt, The United Arab Emirates, Jordan, Iraq, Lebanon, Morocco, Serbia and Turkey have already confirmed their participation.

Aside from the brand new MiA Salon on multifunctional activities in the rural environment, another significant feature which characterizes the Agrilevante exhibition is the division of the offering according to production chains: cereal crops, energy and non-food production, fruit and vegetables, vineyard cultivation and wine production and the olive oil sector. This sector is certain to be one of those attracting the greatest attention during the 2011 edition because olive oil production is one of the strong points in the Puglia Region as well as in the agricultural economies throughout the entire Mediterranean area. Olive oil production, which carries the values of a culture and tradition dating back thousands of years, is a sector geared for excellence in cultivation systems and the organoleptic properties of the product and up for discovery here,

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through conferences and tasting session, will be leading-edge technologies along with olive cultivation and oil production.

Unacoma Service Managing Director Guglielmo Gandino said, "The specializations at this trade fair event and focus on some especially relevant issues make up a winning strategy because this makes it possible to add technical quality content to the review, to reach the public of businesspeople who are strongly interested in learning more of the historic, cultural and social contents which add great value to a number of agri-food production chains".

Rome, June 13, 2011

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FIERA DEL LEVANTE

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