



TROPICAL FRUIT CONGRESS

***Thursday 10th – Friday 11th May
Rimini Expo Centre - ITALY***

1st floor - Sala Neri

Together with

MACFRUIT2018

Fruit and Veg Professional Show

CONGRESS

The **Tropical Fruit Congress** is the first event in Europe dedicated to exotic fruit. Two days of activities are scheduled to delve into and examine current market trends, consumption, trade, but also scientific developments, technology and methods of selling products that are increasingly in demand in global markets. The main players in world production and trade will participate. The Tropical Fruit Congress 2018 will be dedicated to Avocados and Mangoes, two major protagonists of the exotic fruit boom in Europe. The significant growth in global demand for avocados and mangoes will be analysed and examined in depth with the world's leading players in the field. The Tropical Fruit Congress is an event held as a part of Macfrut, the International exhibition in fruit and vegetable industry which is taking place from 9 to 11 of May in Rimini Expo Centre. Macfrut represents 1.100 exhibitors, 39.000 visitors and 1.200 international buyers.



MANGO & AVOCADO

With a world production of 40 million tonnes, **mango** is considered to be one of the “5 top tropical fruits” together with Bananas, Coconut, Plantains and Pineapple. Global mango production is concentrated mainly in India, China, Mexico, Thailand, Indonesia, Pakistan, the Philippines, Nigeria, Brazil, Peru, Australia, South Africa and Malaysia. The world’s main importers, instead, are the USA and the EU.



In recent years, **avocado** consumption has grown considerably in the European and world markets. According to WAO data (World Avocado Organization), more than 350,000 tonnes of avocado were consumed in Europe in 2015. In 2016, consumption increased by 10% and, for 2017, it is expected to increase by more than 15%.



PROGRAM



Thursday 10th May

MARKETING and QUALITY

Coordinated by **Prof. Roberto Della Casa** - Agroter / Alma Mater University Bologna

- | | |
|-----------------|---|
| 2.30pm - 3pm | Participant registration |
| 3pm - 3.15pm | Renzo Piraccini – Macfrut Chairman
Welcome address |
| 3.15pm - 3.30pm | Elisa Macchi – Director of CSO Italy (Centro Servizi Ortofrutticoli)
The mango and avocado markets in Italy, France and Germany |
| 3.30pm - 3.50pm | Carlos Crisosto – Researcher at UC Davis – California
Quality management along the mango and avocado supply chains |
| 3.50pm - 4.10pm | Xavier Equihua – CEO of World Avocado Organization
Avocado marketing campaigns in Europe |
| 4.10pm - 4.30pm | Leonardo Ortega - Director of Research National Mango Board
Mango promotion in the USA |
| 4.30pm - 4.45pm | Coffee break |
| 4.45pm - 6pm | Workshop: How to sell Mangoes and Avocados
Comparing experiences with international top producers and retailers |
| 6pm | Tropical Happy Hour |



Friday 11th May

PRODUCTION, TECHNOLOGIES and PACKAGING

Coordinated by **Pierre Escodo** - Eurofresh Distribution

- 10am - 10.20am **Daniel José Bustamante Canny** – Vice President of ProHass – Peru
Avocado production in Peru and South America
- 10.20am - 10.40am **Enrique Colilles** – TROPS General Manager – Spain
Avocado and mango production in Europe
- 10.40am - 11.00am **Emiliano Escobedo** – CEO of Hass Avocado Board – California
Global avocado production
- 11.20am - 12pm Coffee break
- 12.00pm - 1.30pm **Workshop: How to preserve quality along the supply chain**
Comparing experiences with top importers, retailers and producers
- 1.30pm Tropical Cocktail

SPEAKERS



ROBERTO DELLA CASA

*Professor - Agroter/Alma Mater
University of Bologna*



ELISA MACCHI

*General Manager - Centro Servizi
Ortofrutticoli - Italy*



XAVIER EQUIHUA

CEO - World Avocado Organization - WAO



CARLOS CRISOSTO

Professor - University of California - Davis



LEONARDO ORTEGA

*Director of Research - National Mango
Board - Florida*



PIERRE ESCODO

*Editor and Commercial Director
Eurofresh Distribution*



DANIEL JOSÉ BUSTAMANTE CANNY

Vice President - ProHass - Peru



ENRIQUE COLILLES

General Manager - Trops - Spain



EMILIANO ESCOBEDO

CEO - Hass Avocado Board - California



RAFFAELE SPREAFICO

Managing Director - Spreafico



ULRICH SPIECKERMANN

CEO - Eurogroup

AgroFresh

Advancing the future of freshness



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