

Subject: **PARTICIPATION IN FRUTECH 2024**

Dear Company,

We are pleased to present an opportunity that aligns perfectly with your growth goals.

**SICILY HUB, organizer of the event, presents:**

**FRUTECH** on 28/29/30 November 2024. This event is the Mediterranean EXPO dedicated to the agro-ecological transition and the new frontiers of the fruit and vegetable sector.

**FRUTECH** looks to the future and aims to become a place of exchange, enrichment, comparison on issues related to sustainability, in all its meanings: from the responsible management of natural resources to the increase of diversity in production, up to the transformation of agricultural and food systems. During the event, meetings, conferences, round tables and workshops will be scheduled thanks to the collaboration of a technical-scientific committee that uses the expertise of distinguished members of the academic, regional and national world.

All Sicilian geographical areas with an agricultural vocation will be present to exhibit their excellence, that are representative both in Sicily and in Southern Italy. In addition, we will involve national and international buyers of the agricultural and agri-food sector, since our mission is to include not only the Mediterranean countries but also other global actors, in order to promote and enhance the regional agricultural heritage on an international platform.

The exhibition center of SICILIAFIERA extended for a total area of **80 thousand square meters**, between outdoor covered areas and parking, is a fairgrounds of Southern Italy and a reference in the Mediterranean area.

**6 pavilions:** fully wired, air-conditioned and equipped with the most advanced computer systems.

**5 independent entrances:** to host several events at the same time.

**1000 parking spaces inside:** a large parking area to support large events.

**A strategic location:** a few minutes from the city center of Catania and a few kilometers from the international airport.

A unique and strong identity space that represents a bridge between the markets of Europe, Italy, Africa and the Middle East offering a rich program of events organized directly with the best stakeholders.

*Commercial Director*

*Rosario Sallemi*

*President*

*Nino Di Cavolo*