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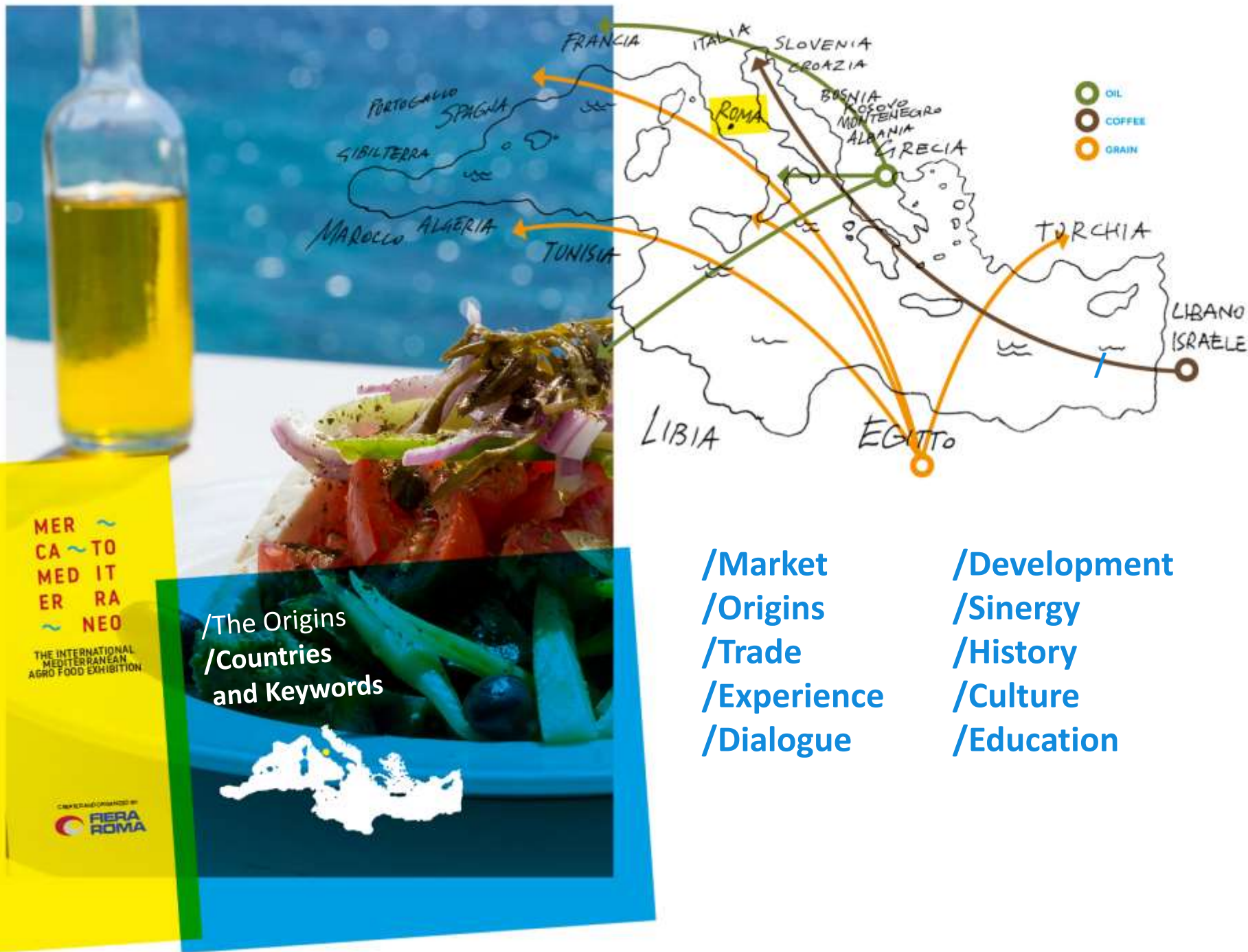
THE INTERNATIONAL
MEDITERRANEAN
AGRO FOOD EXHIBITION



Fiera di Roma
9-10-11-12
November 2019

CREATED AND ORGANIZED BY







**Mercato Mediterraneo:
The International Mediterranean Agro Food
Exhibition
Rome, 9 - 12 Novembre 2019**

A Market is a place of trades. The journey of *Mercato Mediterraneo* starts from here, from its new format dedicated to the companies, products, value-chains and traditions of the Mediterranean Agro Food sector.

The 2019 edition will offer a balance of all the elements surrounding the cultural and economic heritage of the Mediterranean, launching the exhibition as a **point of reference for all the producers, buyers and sellers willing to expand their business in the Med area.**

In its multicolored horizon of cultures, **countries and products, Mercato Mediterraneo** finds its route through an innovative and attractive format, embracing the plurality of the agro food value chain.



/Acquiring new perspectives and business inspirations

/Getting in touch with important buyers from Italy and the world

/B2B meetings with operators and end users

/Product tastings and workshops

Mercato Mediterraneo 2019 continues its journey dedicated to business professionals and operators from Agro food sectors. Indeed, all the operators of the food chain will benefit from real business opportunities, based on high quality products and innovative processes. Personalized fittings and equipped spaces are available for all companies willing to participate, in addition to **presentations, show cooking and special initiatives aimed at maximizing investments**. The forthcoming edition will also see training **workshops and an international conference program**, a real addition that may facilitate new opportunities.

B2B areas and lounges will be provided.





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/The Meeting Place
/Supply and Demand



Exhibitor Profiles

- /Farming enterprises
- /Small, medium and large companies
- /Public and private entities
- /Promotion and protection entities
- /Consortiums and Intl. Organizations
- /Distributors
- /Specialized press and journalists
- /Research entities
- /Food bloggers and influencers
- /Services and professional equipment

Visitor Profiles

- /Buyers from Italy and abroad
- /Import and export enterprises
- /Retailers, wholesalers and distributors
- /Personal shoppers
- /Food bloggers and influencers
- /Corporations
- /Banqueting and catering representatives
- /Cuisine and hospitality colleges
- /Certification & education institutions

Hosted Buyer Program

The special incoming program of selected operators and buyers from all over the world, returns in 2019. All categories of buyers/sellers, will be invited and hosted according to their proven purchase ability, as part of a program specifically designed for the event. The program will use a special dedicated APP, to which only exhibitors and buyers will have access, allowing them to easily work on profiling and matching as well as to carry out one-to-one meetings. The program will be completed by networking events, insights, special tastings and dedicated seminars, conducted in English.

AgroFoodMed



AgroFoodMed is the concept that includes **all the products of the Mediterranean agro food supply chain.**

It will be a dynamic environment focused on the processes at the heart of agro food businesses within the Mediterranean context.

Importantly, **all the segments will be highlighted**, from production to distribution, passing by seasonality and quality control processes, as well as the development of new trade routes.

Additionally, MERCATO MEDITERRANEO strives to create a mindful and innovative connection between nature, quality and business sustainability, that requires the involvement of key national and international agribusiness distribution networks and International Organisations.

AgroFoodMed aims to develop five important clusters and topics:

OlioMed: an in-depth analysis on Extra Virgin Olive Oil, one of the most important products of the Mediterranean diet.

Verde Mare: a new way of conceiving sustainability of the Med Sea.

Kaffeina: dedicated to "Energy" and caffeine inspired products of the Med.

Organic: dedicated of the origin of the products we call "organic" today

Fuori Casa: a new focus dedicated to currents trends related to "Eating Out" and agro tourism.





Olio Med

The EVO oil is not only an asset but also the **key element** of the Mediterranean diet paradigm. Mercato Mediterraneo dedicates a central role to this product, responding to specific requests from domestic and international markets: **EVO oil is in fact the most sought-for and requested product by professionals and buyers.**



This is why we aim to develop the enormous potential of EVO oil, as well as enhance the quality processes of production from the Mediterranean Area in order to meet the most diverse needs of consumers from all over the world. Professional visitors from restaurants, communities, retail and distribution networks will be able to taste and buy EVO oil during the exhibition and participate to educational sessions.

Polifenolica

The new roads of EVO oil



As the world continues to discover the endless benefits of EVO oil from the Mediterranean, the **Polifenolica** session will therefore be dedicated towards stimulating the discussion surrounding EVO oil with its key players, originating from various countries and sectors (business, political and academic).

Polifenolica will also be the hub for all the products with high levels of antioxidants and extraordinary nutritional properties, such as citrus fruits, tomatoes, spices, plants, including also aloe and algae from the Med. Indeed, the session will not only be related to food but also encompass superior natural based cosmetics.



Verde Mare

Today's climate issues require an urgent and efficient vision for the **management of the Med**. Due to its rich biodiversity, the rising of temperatures may have a devastating effect on the Med, which has to be preserved at all costs. Because of this, the exhibition will focus much of its program on the socio-political paradigms at the heart of this challenge, fostering climate change mitigation and the sustainability of the Med's ecosystem. Indeed, the UN 2030 Agenda, as well as the **European Commission sustainable development efforts will be highlighted**, and much of the debates will be centered on providing solutions to this modern day crisis. Seminars and dialogues will be focused on agricultural and environmental associations, recycling consortiums, raw materials, and businesses related to circular economy, endorsed by the Italian Ministry of the Environment. Furthermore, **Verde Mare** will also showcase the **promotion and preservation of the Med's seafood industry**.

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/Verde Mare



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/The Clusters
/Kaffeina
/Organic



Kaffeina

The vital energy of the Med

Coffee is the most popular drink in the world and although its story began in Ethiopia, the true appreciation of its features and flavours started in the Med. Indeed, Kaffeina will be one of the main clusters of the exhibition and will bring together all the protagonists of this sector. From the artisan coffee roasters, to modern day “coffee makers” and distribution companies, who’s daily business evolves around one of the main protagonists of the Mediterranean way of life. Kaffeina will also welcome and showcase other “**superfood**” products such as chocolate and special chillies from Italy and north Africa.



Organic

Another fundamental theme, both for the market and for the original commitment set out by the exhibition, is related to the quality and origin of raw materials. Starting from the organic raw materials, Mercato Mediterraneo promotes a dialogue on grains, cereals, legumes and much more, both in terms of the nutritional benefits and vis-à-vis the business pertinence of the organic sector. A return to old traditions that offers a message of great modernity, meetings the needs of increasingly aware customers.

Eating Out



In this focus, the **quality-business** axis that Mercato Mediterraneo wants to promote, in line with previous editions, is that of the “**Fuori Casa**”, Italian for “Eating Out”. Indeed, today’s trend shows an increasing phenomenon among consumers: a cultural growth that matches food and wine, enhancing food quality through a new stylish storytelling. Hotels, Restaurants and Catering operators, professionals and buyers, as well as chefs and banqueting managers will come to teach and learn about products **from the Mediterranean, as well as create tasting and experiential show cooking events**. All the visitors will be able to attend and participate to the show cookings, presentation and prize giving ceremonies.

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/The Focus
/Eating Out



(in this page)
Presentation and show moments,
tutorials and tastings from previous editions



Highlights 2017-18

(Pic. N.1 and 4)
_ OPENING

Ribbon cutting, with:
Carlo Cafarotti, Councilor Economic Development, Tourism and Labour, Municipality of Rome
Pietro Piccinetti, CEO Fiera Roma
Roberto Lombardi, Regional Councilor, Movimento 5 Stelle
Onorio Rebecchini, President Convention Bureau Rome and Lazio
Erino Colombi, President CNA Lazio
David Granieri, President Unaprol
Carlo Hausmann, General Director Agrocamera
Diplomatic delegations of India, Cuba, Colombia, USA, China and France

(Pic. N.3, 6 and 7)
Presentation and show moments, tutorials and tastings from previous editions

(Pic. N.5)
A moment from the International Contest **Oil Japan**, edition 2007

(Pic. N.8, 9, 12 and 13)
Moments of presentation and exhibition from previous editions

(Pic. N.10)
David Granieri, President Unaprol

(Pic. 11 and 14)
Buyer delegations from China, Europe and USA





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Opening Hours:

Saturday, Sunday, Monday 9:30 AM/5:00 PM

Tuesday 9:30 AM/3:00 PM

www.mercatomediterraneo.it

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Created and organized by:



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