

P r e s s R e l e a s e**Representatives of Macfrut with local fruit and vegetable producers**

Belgrade, March 2nd 2018

Macfrut is one of the leading manifestations dedicated to fruit and vegetables that is being held in Rimini, in May 9th to 11th. In focus of this fair is Easter Europe, and together with UniCredit UniCredit, the main sponsor and business partner of the event for the fourth year in a row, Road Show that beside Serbia is visiting Croatia and Bulgaria is organized. These are the countries where the fruit and vegetable sector is experiencing renewed growth.

In the premises of UniCredit Bank in Belgrade, a workshop for clients was held during which new frontiers of protected horticulture and fruit and vegetable technology, a field in which Italy is a leading player, were presented.

'Over the years, the road shows held in Eastern European countries, in cooperation with UniCredit, have been met with great enthusiasm while showing potential business opportunities,' Renzo Piraccini, President of Macfrut, explained. 'The fruit and vegetable sector is experiencing renewed growth throughout Eastern Europe, transitioning from a traditional production system for the local market to fruit and vegetables for the global market. In recent years, there has been a growing interest in areas such as plant nurseries, new pre- and post-harvest technology and packaging. These countries are also important export markets for our fruit and vegetables, since they are well served by the main European supermarket chains.'

Spas Vidarkinsky, Head of Corporate and Investment Banking and member of Management Board of UniCredit Bank Serbia, has stated: "We believe that expertise, proactivity and constant specialization important for a success in every business. This workshop was a unique opportunity for our clients to find out first hand more about the latest developments, innovative technologies and advanced solutions in the sector of fruits and vegetables. Serbia is a country with great potential when this sector is



concerned and UniCredit Bank through such initiatives want to support and improve its further dynamic development."

Macfrut's international leadership and Eastern Europe's interest in the fruit and vegetable trade fair are demonstrated by the fact that, in the last few editions, 34% of foreign visitors were from Eastern Europe (31% in 2016) as well as many exhibitors (11%).

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