

## VIP Invitation: Macfrut Digital Buyer Program

It is our greatest pleasure to announce you that in 2020 Macfrut goes digital.

From **8 to 10 September 2020** Italy's international showcase for the fruit and vegetable supply chain will offer business opportunities through a **digital platform**, where it will be possible to meet sectors' professionals from all over the world: [macfrutdigital.com](https://macfrutdigital.com).

This innovative project makes Macfrut the first digital trade fair for the fruit and vegetable industry, and it takes its origin from the necessity of providing an occasion of doing business on the international market while overcoming the uncertainties related to the current health emergency. Macfrut, in its "traditional" form, will return in 2021 from 04 to 06 May at Rimini Expo Centre.

We are therefore pleased to invite you to participate in the **Buyer Program of Macfrut Digital**, a unique opportunity for you to do business and meet face to face with Italian and international exhibitors operating in the fruit and vegetable supply chain.

### As Buyer, you will have exclusive benefits:

- VIP access to the platform, with the opportunity to schedule live B2B meetings in advance with the exhibitors;
- Hospitality voucher for Macfrut 2021, consisting of 3-night hotel accommodation and local transfers for 2 persons.

All you need to do is plan your meetings' agenda and log into the platform on 8 - 9 - 10 September to carry out your appointments.

The system has three strengths: it is **effective**, as it allows you to reach out to a large number of partners directly from your workstation; it is **simple**, since the platform has been designed also for computer illiterate people; and it is **convenient**, completely free of charge for professional visitors.

Find out how the platform works by watching this tutorial video:

<https://www.youtube.com/watch?v=UZ8PJfRgB70&feature=youtu.be>

Looking forward to welcoming you in Macfrut Digital, we remain at your disposal for further queries.

Kind regards,  
Buyer Team