Italy, guest country of honor at Expo Agrofuturo 2019

Expo Agrofuturo 2019, the international business platform for the agricultural and agribusiness sector that will be held from September 18 to 20 in Plaza Mayor - Medellín, will have as guest country of honor Italy, the delegation will have the participation of more than 30 companies suppliers of agricultural machinery (for tillage, land preparation, planting and fertilizer), irrigation, tractors, components and spare parts, post harvest machinery, among others.

> “Colombia is a country that has been growing exponentially in the production and export of fruits and vegetables, Italy as a country invited to Expo Agrofuturo will offer visitors the highest technology, which will allow raising standards and increasing the competitiveness of Colombian farmers,” Says Andrés Vargas, project manager of Expo Agrofuturo.

Years after year Expo Agrofuturo bets on the issues of sustainability, innovation and development in the sector, for this reason, in this edition the participation of a country that has experience in these issues was sought. Thus, thanks to ITA (Italian Trade Agency), the Italian Embassy, ??the Italian Ministry of Economic Development, FederUnacoma (Italian Federation of Agricultural Machinery Manufacturers), Macfrut, Regione Emilia Romagna and Unioncamere Emilia Romagna it was possible to participation of this European country in the fair.

“For the institutions and entities that are part of this great effort, it is very important to participate in a constantly growing scenario such as Expo Agrofuturo; That is why in an area of ??400 m2 each will play an important role in supporting the fruit and vegetable sector and ecosystem. We are convinced that the Colombian field plays a leading role in the growth of the country, so we will generate different internationalization processes of Colombian companies, in this case with the advice of Italian companies. ”, Concludes Andrés Vargas.

Likewise, the invited country will participate with an expert speaker in the sector during the International Agricultural Congress; several Italian companies will give talks with free access in the Agrotalks and there will be the intervention of important authorities of Italy and Colombia during the opening and closing of the fair.

Expo Agrofuturo 2019, organized by Grupo NovoAgro and the International Business and Exhibition Center of Bogotá (Corferias), seeks to promote profitability for entrepreneurs in the sector, promoting and making visible the latest trends, inputs and technological advances in favor of a more entrepreneurial agriculture and less traditional.

In 2020 Agrofuturo Expo will be held in the city of Bogotá in Corferias.