



## A VISION OF FUTURE CROPS

**Tomato World**, the meeting dedicated to the professional system of industrial tomatoes, will take place in **Piacenza Expo from 20 to 21 February, 2020**.

Traditionally Tomato World is an appointment where the exhibition takes stock of the future scenarios.

In the first two days, during the technical meetings, it will be discussed about this strategic sector which wants to represent, including through the tomato district of Northern Italy, an important and characteristic production side of our land.

The exhibition aims to engage the auditors, both in moments of reflection about the economic and political outlook, and in opportunities of technical updating.

The topics covered will focus on the economic process of the sector, on the new outlet markets, on the technology innovation and cultivation techniques that can produce economies of scale and qualitative added value.

Besides, Tomato World has always been a meeting between suppliers and producers.

Some other events will promote, together with the conference program appointments, ideas about the correct diet nutrition. This topic finds in this cultivation a universal reading tool that fits in a sustainable way to produce and a correct utilization of

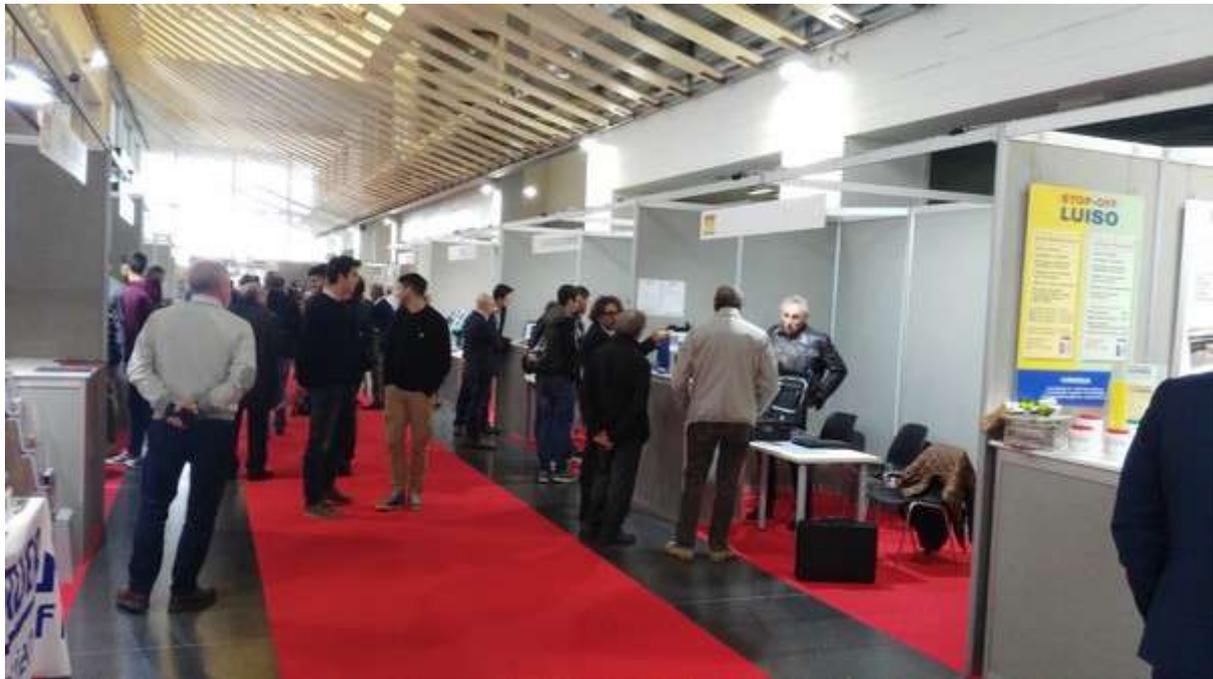


of the processed products in the food traditions.

Since the first edition, organized by Piacenza Expo in the 2002, Tomato World has become the main Italian event of the whole professional system of industrial tomatoes, showcase of functional technologies to the production and commercial development of the field.

**Tomato World** can be found in the Ministry of Agriculture patronage.

The promotional program will involve the principal media of the sector and will make use of a communication campaign addressed to technicians, professionals, farmers, buyers, researchers and the principal processing companies.



To the firms, associations and realities of the agro-industrial sector, the forum also reserves an exhibiting opportunity. In fact, some exhibiting desks have been created, with the aim to offer to companies the chance to take advantage of this highly visible moment. Visiting the Tomato world means being part of a path in the Italian food Valley. Hospitality, tradition and technical culture will complement your experience of professional visitors looking for new skills and business relationships.

**Piacenza Expo** – PIACENZA ITALY

20-21 february 2020

Opening hours: 9,30-17,30

Exhibitors with desk: 20

Free Pre-Registration Form Visitors 2020 on [www.tomatoworld.it](http://www.tomatoworld.it)

