



# 065 GROWING STRAWBERRY FROM THE EQUATOR TO THE ARCTIC

## 9th International Strawberry Symposium 3th – 6th May 2020 - Rimini, Italy

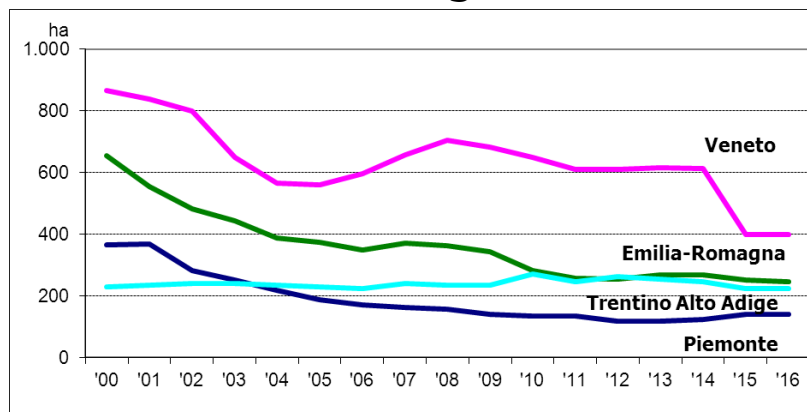
**Strawberry in intensive cultivation systems (open fields, protected, soilless), small farms and urban agriculture for the benefit of the consumer in a global society.**



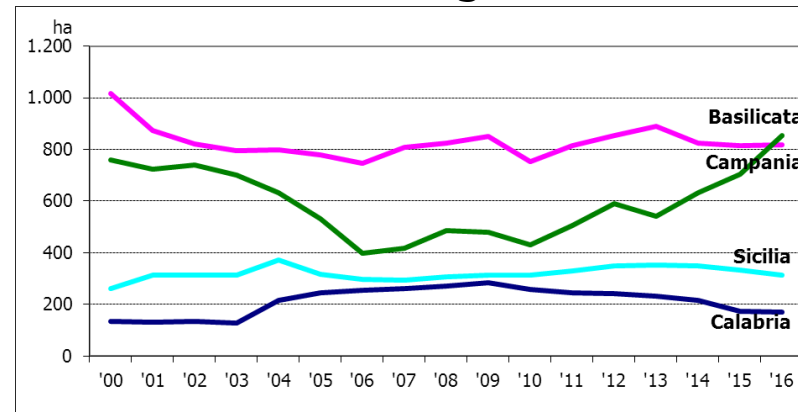
# Italy: what else?

- **Italy is one of the most important EU countries for Strawberry production, now cultivating 3,625 ha (34% in the North; 66% in the South).**
- **Italy offers a wide range of Strawberry production systems to suit its varied climate; from the warm Southern areas to the cold mountain regions.**
- **Italy has a long history of high quality research and training.**
- **Italy has one of the most organized Strawberry industry with high impact at EU and international levels.**
- **Italy is one of the most attractive countries in the world!**

**Northern regions**



**Southern regions**



Source: CSO, Ferrara (Italy)



# Int'l Strawberry Symposia

<b>Quebec City, Canada</b>	<b>2016</b>	<b>Aug 14 to 17</b>
<b>Beijing, China-PR</b>	<b>2012</b>	<b>Feb 18 to 22</b>
<b>Huelva, Spain</b>	<b>2008</b>	<b>Mar 3 to 7</b>
<b>Brisbane, Australia</b>	<b>2004</b>	<b>Sep 12 to 17</b>
<b>Tampere, Finland</b>	<b>2000</b>	<b>Jul 9 to 14</b>
<b>Veldhoven, Netherlands</b>	<b>1996</b>	<b>Apr 28 to May 3</b>
<b>Baltimore, USA</b>	<b>1992</b>	<b>Sep 13 to 20</b>
<b>Cesena, Italy</b>	<b>1988</b>	<b>May 22 to 27</b> <b>Started by Prof. Pasquale Rosati</b>



# ISS2020 - Proponents | Dates | Venues

## Meeting Proponents:

**UNIVPM - Università Politecnica delle Marche**

**CREA - Consiglio per la Ricerca in Agricoltura e l'analisi dell'Economia Agraria**

### • Pre - tour: 1-2 May 2020

**Cultivation areas in Southern Italy:  
Sicily, Campania, Basilicata**

### • ISS2020 Rimini: 3-6 May 2020

**Palacongressi di Rimini 3-5 May 2020;  
MACFRUT Fruit & Veg Professional Show  
6 May 2020**

### • Post-tour (1): 7-8 May 2020

**Berry School Ancona UNIVPM**

**Training course on berry science and technology.**

### • Post-tour (2): 7-8 May 2020

**Nurseries and cultivation areas in Northern Italy:  
Cesena, Ferrara, Verona, Trento.**



# Pre-Symposium Tour

**May 1<sup>st</sup> – 2<sup>nd</sup> , 2020 Cultivation areas in Southern Italy**

STANDARD TOUR



ADDITIONAL



**Pre-Tour package including:**

**Arrival at Naples' airport and visit to**

**Battipaglia and Metaponto production areas:**

**Pick up at airport**

**Bus transfer**

**Technical visits**

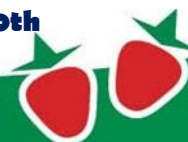
**Hotel accommodation**

**€ 200,00 / person**

**A visit to Marsala-Sicily production area can be also organized for the day before.**



**\*By request, arriving on April 30th**





# Int'l Strawberry Symposium 2020

May 3<sup>rd</sup> – 6<sup>th</sup>, 2020 International Strawberry Symposium 2020

## THE VENUE - PALACONGRESSI DI RIMINI – FELLINI'S TOWN



- **Opened in 2011**
- **One of the largest conference centres in Europe**
- **State-of-the-art technologies**
- **High-quality Italian style furnishings**
- **Catering provided in all areas**
- **Environmentally-friendly**

- **38,000 sqm total area**
- **11,000 sqm exhibition area**
- **3 main entrances**
- **39 maximum number of halls**
- **1,600 amphi-theatre seat capacity**
- **4,700 main hall seat capacity**



# Scientific program

**The proposed ISS2020 in Italy will follow the new ISHS 2.0 approach bridging the gap between academia and strawberry industry from research to production, market and consumers.**

**ISS2020 in Italy will be an attractive and high value investment that will be accessible to all experts worldwide.**

**The reasons for attending ISS2020, a high quality Symposium on strawberry:**

- 1. The most popular edible fruit worldwide.**
- 2. The most studied berry from the agronomic, genomic and nutritional viewpoint.**
- 3. The most adapted berry to different climatic conditions and cultivation systems: intensive for high yields and local and sustainable production.**
- 4. The relevant source of bioactive compounds due to its high level of Vitamin C, folate and phenolics that express relevant antioxidant capacities with high health benefits for the consumer.**
- 5. A crop that provides an opportunity for rural development and improvement in the growers quality life.**

**The scientific program will be built upon these topics.**



# MACFRUT: an unique exposition and business opportunity for ISS 2020

May 6<sup>th</sup>, 2020 Rimini Expo Centre



**Leading trade fair for professionals operating in the fruit and vegetable sector in Italy and in Europe.**

- **Technical and business ISS2020 section on International Strawberry Industry**
- **Expositions, business meetings and specialized workshops**
- **Strawberry varieties exposition**
- **The winner of the Innovation Award will be honored**
- **Free entrance for ISS2020 delegates**
- **Special rates for exhibition spaces for Symposium companies**

## ***STRAWBERRY DAYS***

***A three-day city roadshow with:***

- > restaurants with special awards***
- > a live music concerts***
- > hot-air balloon show on the sea***
- > strawberry fields free picking***
- > strawberry points for consumers***





# Post-Symposium Tour (1): Berry school

**May 7<sup>th</sup> – 8<sup>th</sup>, 2020**



**Ancona – Marche Region**

**Università Politecnica delle Marche - Training course on berry science and technology**

**To continue previous and ongoing EU programs, a Summer Berry School will be organized. The program will be directed to students, young scientists and technical staff from public institutions or enterprises.**

**The Educational and Training Program will focus on basic and applied scientific knowledge related to Strawberry production (breeding and biotechnology, nursery propagation, fruit production, exporting and retailers).**



# Post-Symposium Tour (2)

**May 7<sup>th</sup> – 8<sup>th</sup>, 2020 Nurseries and cultivation areas in Northern Italy**



Cesena \_ Emilia-Romagna region



Ferrara \_ Emilia-Romagna region



Verona \_ Veneto region



## Travel Information:

**Post-Tour package including:**

**Bus transfer from Rimini, connecting transfers;**

**Technical visits**

**Hotel accommodation**

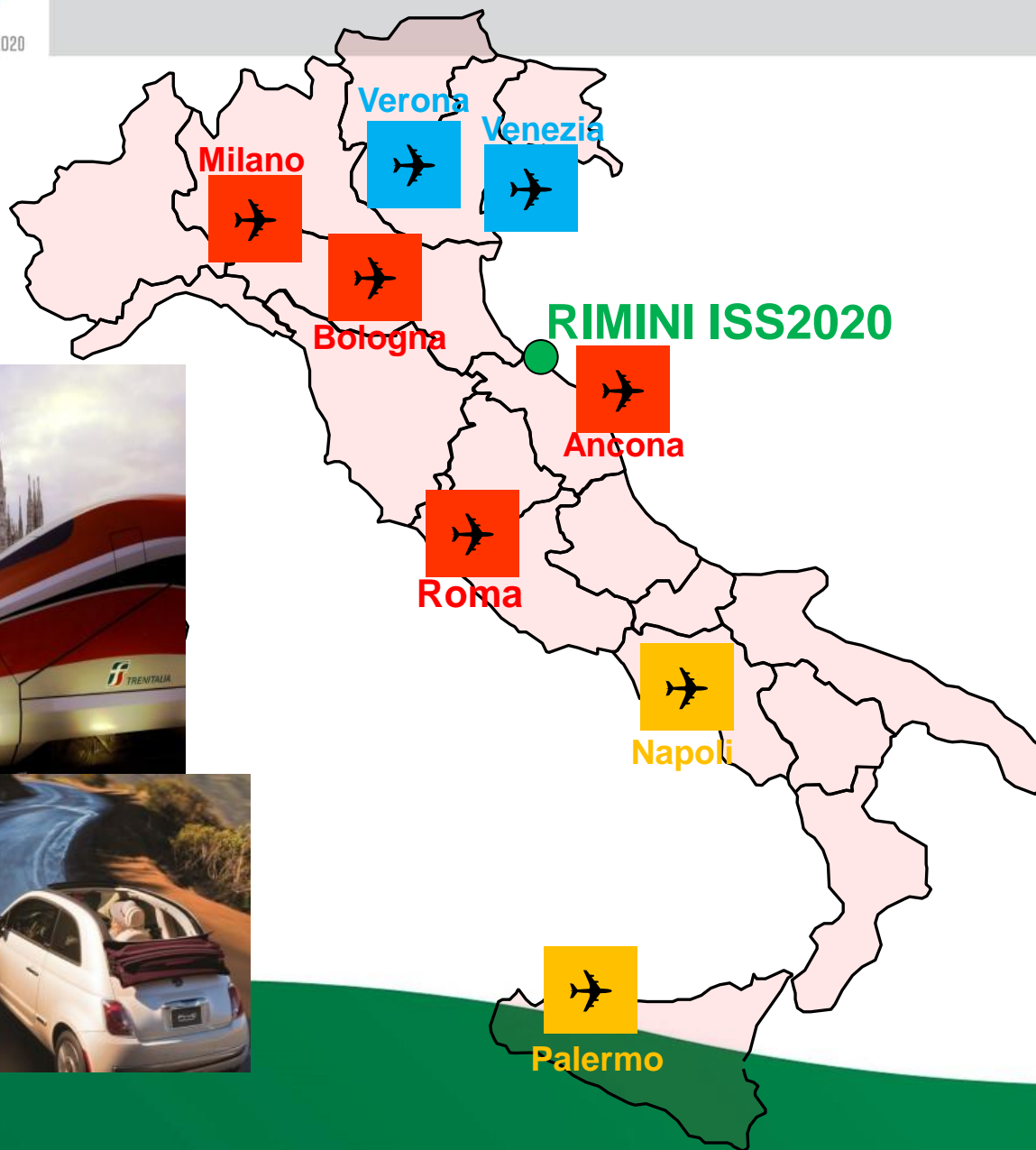
**€ 200,00 / person**

**Departure from **Venice Airport** (recommended),  
**Verona Airport** or **Bologna Airport****





# Accessibility



# Accommodation - Rimini

**The Rimini Riviera has hotels in abundance - over a thousand in the 3 to 5-star categories. Plenty to suit every taste and every need. Hotels are mostly located along the seafront, which is a very short distance from the Palacongressi.**



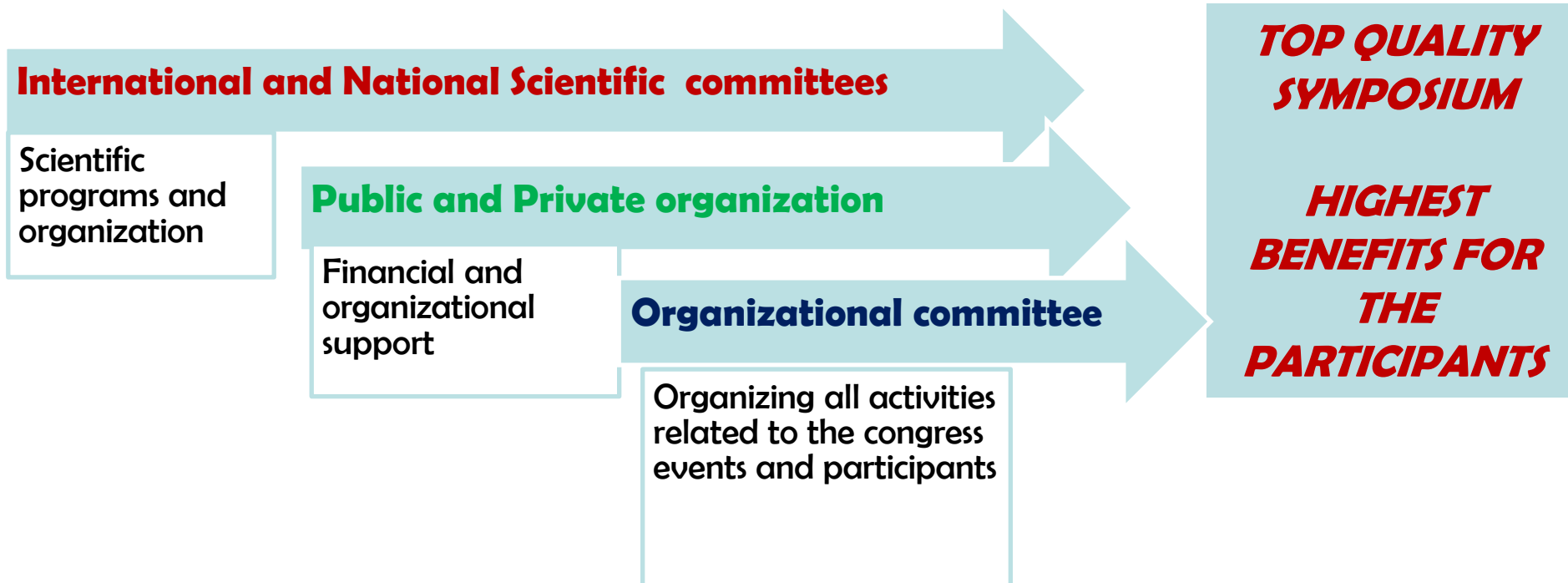
**A.I.A. PALAS (Associazione Italiana Albergatori) is the quality brand of Rimini hospitality at the service of the meeting industry. It is a pool of 65 selected hotels that guarantee over 2,500 rooms.**

**For further information: [www.aiapalas.it](http://www.aiapalas.it)**





# Congress Organization



**Rimini Convention Bureau - Event & Conference Business Unit of Rimini Fiera Spa can provide the support of a permanent Local Organising Committee for the acquisition of national and international congresses.**

**According to the characteristics of the congress and the requests submitted by the Association, the LOC is ready to look for the support needed and to develop actions aiming to bring the event to the destination.**



# Italian expertise for the Symposium

## MAJOR PUBLIC INSTITUTIONS

**Università Politecnica delle Marche**

**Bruno MEZZETTI**

**Maurizio BATTINO**

**Franco CAPOCASA**

**Luca MAZZONI**

**CREA Consiglio per la Ricerca in  
Agricoltura e l'Analisi dell'Economia  
Agraria**

**Walther FAEDI**

**Gianluca BARUZZI**

**Alessandro LIVERANI**

**Davide NERI**

**ENEA – TRISAIA**

**Carlo ROSATI**

## MAJOR PRIVATE ORGANIZATIONS

**Alessio MARTINELLI – CIV Ferrara**

**Michelangelo LEIS - Vivai Mazzoni Ferrara**

**Jacopo DIAMANTI - Vivai Salvi Ferrara**

**Carmela SURIANO - Planitalia Policoro**

**Gianluca SAVINI - Sant'Orsola Trento**

**Lucilla DANESI - Vivai Geoplant - RAVENNA**

**Danilo BERNARDINI - Vivai Raggi – Cesena**

**Alvaro CROCIANI – CRPV**

**Nicola TUFARO – Nova Siri Genetics**

**Elisa MACCHI – CSO Ferrara**

**Andrea ALBANESE – Marche Region**

**Gianni MALAVOLTA – Marche Region**

**WITH THE SUPPORT OF THE MINISTER OF  
AGRICULTURE and OF THE REGIONAL  
GOVERNMENTS OF :**

**- MARCHE**

**- EMILIA ROMAGNA**

**- BASILICATA**

**- VENETO**



# Partners | Sponsors



CONSIGLIO REGIONALE  
Assemblea legislativa delle Marche



*Nova Siri Genetics*



Journal of Berry Research



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Agenzia nazionale per le nuove tecnologie,  
l'energia e lo sviluppo economico sostenibile



065  
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STRAWBERRY  
FROM THE  
EQUATOR TO  
THE ARCTIC**



**See you in Rimini  
in 2020!**



**MACFRUT**



**RiminiFiera**  
business space



**RIVIERA  
DI RIMINI  
CONVENTION  
BUREAU**

