



Interpoma 2026: application technology takes centre stage at the 14th edition

Interpoma is cementing its position as an international platform for networking, exchange and industry growth. Digitalisation and spraying technology will be the focus of the 14th edition, taking place from 25-27 November 2026 at Fiera Bolzano, in Italy.

Berlin, 4 February 2026 – Interpoma announced the main themes and outline programme for its 2026 edition during Fruit Logistica in Berlin. The fair is the only international trade event dedicated exclusively to the apple industry.

Set to take place at Fiera Bolzano from 25 to 27 November, this year's show will move to a **new slot, running from Wednesday to Friday** and will build upon the foundations laid during the 2024 event. This evolution aims for an even sharper focus on application technology, with particular emphasis on digitalisation related to **spraying technology**—factors increasingly vital to the efficiency, sustainability and competitiveness of the modern orchard.

A proven global reach

Interpoma remains the global benchmark for the apple industry. Data from recent years highlight the event's international standing: **400 exhibitors from over 20 countries**, with a 9% increase in overseas participants (2022–2024), **more than 16,000 visitors from 61 countries** (+3% international visitors over the same period), and **700 delegates at the Interpoma Congress**. The exhibition's global character is further boosted by several international grower and buyer groups who have expressed their intent to visit the fair.

“Interpoma remains the global benchmark for the entire apple industry”, states Thomas Mur, CEO of Fiera Bolzano. “It is more than just a trade fair; it is an ideal platform for networking, exchange and growth, where research, industry and production share cross-border expertise and insights. Our internationalisation efforts, visiting delegations and partnerships with international associations further underpin our role as a ‘thought leader’ in the apple world”.

Application technology as the common theme

The theme of **spraying technology** will be the central thread of the 2026 edition, appearing across all event formats: from the Congress and the Interpoma Award to the exhibition area in the FieraMesse H1 Eventspace. This area will offer a fresh perspective on the “**orchard of the future**” concept, which was successfully introduced at the last edition. The objective is to provide a practical overview of these innovations, demonstrating how new approaches to application technology can improve orchard management, reduce environmental impact, and increase the precision of treatments.

Interpoma Congress and Interpoma Award: Integrated content

The **Interpoma Congress** will once again be a cornerstone of the 2026 edition. Scheduled across **Thursday and Friday**, it will feature contributions from international experts exploring the most pressing issues in the industry.

The first day (Thursday, 26 November), titled “**New Approaches in Spraying Technology: Efficiency meets sustainability**”, will be dedicated to new application technology, reviewing the various on-the-market options. On the second day (Friday, 27 November), the **focus will shift to Latin America**—a region never covered in such depth in previous editions of the Congress—with speakers from Brazil, Chile and Mexico.

Interpoma Award, Interpoma Tours and Ipoma Magazine



The **Interpoma Award**, the prestigious international prize for exhibiting companies, will focus specifically on spraying technology. A jury of experts, led by **Prof. Massimo Tagliavini**, will evaluate the competing entries and announce the winner on the second day of the fair. The **Visitors' Choice Award** also returns, allowing the public to vote for their favourite technologies on display in H1.

Interpoma Tours in Trentino-Alto Adige

The **Interpoma Tours** are also confirmed for 2026. These tours offer a unique opportunity to see the innovations showcased at the fair applied in the field, effectively bridging the gap between theory and practice.

Ipoma Magazine: Digital-first and international vision

Ipoma, the official Interpoma magazine, will once again be produced under the direction of leading consultant **Gerhard Dichgans**. This fourth edition will move to a "**digital-first**" format, designed to increase the reach of its content and provide ongoing insights into trends and the future of the apple industry, as well as profiling several of its key figures.

Interpoma's 14th edition will take place from 25 to 27 November 2026 in Bolzano, Italy.

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