



## **Interpoma Business Match, digital companion to the international apple trade show**

The online event dedicated to the global apple industry is back for a second year, taking place on November 17th and 18th. Interpoma Business Match is an online matchmaking event organized in collaboration with the Bolzano Chamber of Commerce and EEN Enterprise Europe Network.

Bolzano, September 27th, 2022 – Interpoma, the only international trade show for the apple industry, which takes place at the FieraMesse Bolzano Exhibition Center (South Tyrol, Italy) between November 17th and 19th, will have an online component in addition to the in-person event. Traders who cannot attend the show in person will be able to do business online at Interpoma Business Match, an exclusive matchmaking event which will be held on November 17th and 18th. Participants will have the chance to connect with potential exhibitors, suppliers and business partners from Italy and around the world in a series of 20-minute online meetings.

Businesses in attendance will all be connected to the apple industry and include those providing farming, harvesting and packaging equipment, organic farming supplies, fertilizers, tree nursery supplies, warehousing, logistics, fruit processing machines, measurement and control systems, data processing and software and information and consultancy services. The B2B meetings are aimed at professionals including apple growers, traders and importers, farming equipment and machinery dealers, scientific and research institutes, and agricultural start-ups.

It is free to take part and registration is open until November 18th. Participants can create their own online schedule based on their needs and business interests by referring to the list of participants and sending or accepting meeting requests.

“We are very pleased that Interpoma will be back again this year and believe that a combination of offline and online events represents the very best format for specialized trade shows from this moment forward” says Thomas Mur, Director of Bolzano Exhibition Center. “This is why we have decided to repeat Interpoma Business Match, the virtual event dedicated to the global apple industry, once again for this year’s trade show and allow professionals and companies unable to attend the event in person in Bolzano to establish business contacts at the world’s only trade show for this industry.”

This is the second edition of Interpoma Business Match, which took place for the first time in 2020 when it hosted 138 online business meetings between 256 professionals from over 40 countries, ranging from the United States to China and most of the EU.

### **Information and registration:**

[www.fierabolzano.it/en/interpoma/event/interpoma-business-match](http://www.fierabolzano.it/en/interpoma/event/interpoma-business-match)

<https://interpoma-business-match-2022.b2match.io/>



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