



**News from the 22nd "Agro-Mashov" Annual International Agricultural Exhibition
February 28th - March 1st, 2012 - Tel-Aviv, Israel**

Dear readers,

The 2012 International Agricultural Exhibition "Agro-Mashov" is the ideal place to do business and to market fresh produce – vegetables, fruit, spices and flowers. The 22nd International Agricultural Exhibition "Agro-Mashov" is situated as is known among three continents – Africa, Asia, and Europe and so makes it the ideal place for the World Championship in the marketing of agricultural products. At the exhibition it will be possible to meet with growers and buyers from Africa, Asia and Eastern and Western Europe as well as from neighboring countries, Jordan, the Palestinian Authority and Turkey. In addition, we continue to expand our cooperation and partnership between "Agro-Mashov" 2012 and other leading international agricultural exhibitions, organizations and associations from around the world.

Italy to be honored at the 2012 "Agro-Mashov" Exhibition

Italy has been chosen as the country of honor at the 2012 International Agricultural Exhibition "Agro-Mashov" and the organizers of "Agro-Mashov" have already made arrangements for large exhibition spaces for the best and largest exhibitors and delegates from Italy. A partnership agreement has already been set up between "Agro-Mashov" 2012 and the international exhibition "Interpoma". A cooperation agreement has also been signed with the Coldiretti agricultural organization that represents around 70% of the farmers from Italy. Representatives of "Agro-Mashov" have represented at the "MacFrut" international exhibition in Italy, the "World Food" exhibition in Moscow, Russia and have marketed the exhibition at the "Hortifair" and IFTF" exhibitions in Alsmeer

Already, it is clear that Italy – which has been chosen as the country of honor at the 2012 International Agricultural Exhibition "Agro-Mashov" – will be the main attraction at this year's exhibition. Over the last few months, representatives from "Mashov" have arranged a number of meetings and visits at various international exhibitions (for example: AgriAlp, MacFrut, EIMA) in Italy. These meetings and visits have been arranged by the management of the Mashov Group in general and by the international department of Mashov Group in particular in order to market the Mashov exhibitions worldwide and especially in Italy and with the assistance of the Israeli Embassy in Rome and the Economic attaché in Milan. In this newsletter of "Exhibition News" we will report on the efforts and activities on the marketing of "Agro-Mashov" 2012. Despite the economic circumstances facing Italy and actually because of them, the exhibition management sees an opportunity for many Italian companies to deepen and broaden their international activities such as their participation in "Agro-Mashov" 2012.



Cooperation with MacFrut is Broadened

Over the last few months a number of intensive meetings were held, both in Israel and in Italy, with the Italian Embassy and the Italian Trade Mission in Israel that resulted in productive cooperation with many central Italian organizations such as agricultural publications, grower's representatives and associations that represent companies marketing agricultural technologies and fresh agricultural products.

Mr. Avraham Israeli who represents the international marketing of "Agro-Mashov", returned recently from a number of important meetings in Italy. These meetings have helped to advance and promote the exhibition in Italy. Mr. Israeli met with Ms. Valentina Piraccini, the director of the "MacFrut" international exhibition for fresh produce where cooperation with "Agro-Mashov" 2012 was discussed. At the last exhibition, that took place in Tel Aviv in March this year, representatives of "MacFrut" were present as were representatives of "Agro-Mashov" at the previous "MacFrut" exhibition in Italy. During the meeting with Mr. Israeli, Ms. Piraccini mentioned that she is considering bringing to the exhibition a large number of Italian companies that together will exhibit at an expanded exhibition space at "Agro-Mashov" 2012.

New Cooperation with "Interpoma"

After successful meetings in Milan Mr. Israeli visited the "AgriAlp" exhibition that took place in Bolzano, Italy where he met with Mrs. Lorena Ruaz, the director of Interpoma, an international exhibition that focuses on apples and with Mr. Daniel Degasperi, director of the KlimaEnergy exhibition, an international exhibition on the environment and renewable energy. At the end of the meeting it was agreed that Interpoma will cooperate with "Agro-Mashov" 2012 and that KlimaEnergy will cooperate with CleanTech 2012 – the international exhibition in renewable energy, water technologies, recycling, green architecture, energy efficiency and green transportation.

The Largest Agricultural Organization will participate in "Agro-Mashov" 2012

Mr. Avraham Israeli together with representatives of the Israeli embassy met in Rome with Mr. Munzio Primavera, the deputy director of Coldiretti. Coldiretti represents around 70% of the farmers in Italy. According to Mr. Israeli, many farmers in Italy are represented by cooperatives and the role of Coldiretti is to represent and promote the interests of the farmers in Italy. At the meeting there was great interest in exhibiting at "Agro-Mashov" 2012 and discussions were held on renting a large exhibition space to Coldiretti where many of the cooperatives will then be presented. It is important to note that this organization represents tens of thousands of Italian companies.

Italian-Israeli-Palestinian Cooperation

Meetings were held in Rome between representatives of "Agro-Mashov", the Israeli embassy in Italy and the Italian organization Federutility. Federutility is a large organization that deals with water and environment technologies. Members of Federutility are connected to an Italian-Israeli-



Palestinian project that we at "Agro-Mashov" are interested in promoting during the "Agro-Mashov" 2012 exhibition. According to Mr. Israeli: "we are working hard on bringing a large delegation of Palestinians to the exhibition with the aim of setting up meetings with their Italian and Israeli counterparts and to foster and promote business opportunities between the three parties.

Delegate from the FAO to Present at "Agro-Mashov" 2012

Mr. Israeli, together with Ms. Tamar Ziv from the Israeli Embassy in Rome and the Israeli representative at the FAO, the food and agricultural organization of the UN, met with Mr. Shivaji Fandey, director of the department for plant protection at the FAO. At the meeting it was agreed that Dr. Nebambi Lutaladio will be a keynote speaker at the international conference that will take place as part of "Agro-Mashov" 2012. Dr. Lutaladio is from Nigeria and is a leading researcher at the plant protection and production department at the FAO. At the meeting it was also discussed to bring a large delegation of farmers from Africa to the exhibition. This delegation will also participate in the opening session of the "Agro-Mashov" 2012 exhibition. It is important to note that the FAO provides assistance to farmers in Africa in many areas but particularly in agricultural projects and in capacity building among African farmers in terms of modern agricultural technologies. Dr. Lutaladio will speak on two topics. The first will be on agricultural development as a means for combating the food crisis and the second will be on the importance of the role of women in agricultural development in developing countries.

Delegation of Jordanian Farmers to visit "Agro-Mashov" 2012

The Jordanian delegation will tour a number of companies in the north of Israel where they will be exposed to agricultural technological developments of the companies. They will then spend the night at a hotel in the north of Israel and the next day will visit the "Agro-Mashov" 2012 exhibition at the Tel Aviv Exhibition Grounds.

A delegation of Jordanian farmers, most from the Jordan Valley, will visit the "Agro-Mashov" 2012 international agricultural exhibition that will take place from February 28th to March 1st, 2012 at the Tel Aviv Exhibition Grounds. The delegation is being organized by Mr. Suleiman Halasah, an independent environmental consultant from Jordan. The delegation will arrive in the north of the country a day before the exhibition and will visit a number of agricultural technology companies, they will spend the night in the north and the next day they will travel to the exhibition.

The Mashov group is seeking an Israeli company from the north that is interested in sponsoring the overnight accommodation of the delegation in return for the delegation to take a tour of the company's facilities. Interested companies can be in contact with Amos from the Mashov group at: 08-6273838.



200 Spanish Travel Agents will Market the Exhibition

200 Spanish travel agents recently met with representatives from the "Agro-Mashov" 2012 exhibition. The travel agents visited Israel on the sponsorship of the Ministry of Tourism. The aim of the visit was to highlight quality tourist destinations in Israel for Spanish tourists. The international exhibitions of the Mashov Group, "Agro-Mashov" and "CleanTech" were presented to the visiting travel agents. The travel agents were impressed by the presentation and made a special note of the number of exhibitors from Spain that plan to attend the exhibition.

"Mashov" from Russia with Love

Moshiko Vazna, representative of the "Mashov" group, recently returned from the international food exhibition "World Food, Moscow". The exhibition had over 1,500 exhibitors from over 55 countries. The exhibition was held over four days (September 17th to 20th, 2011) at the ExpoCenter Building in Moscow, located at the World Trade Center in Moscow. Mr. Vazna met with many potential exhibitors from Russia and other countries such as: Belgium, Poland, Spain, and China, India and Portugal as well as other countries. Many expressed a serious interest in entering the Israeli food and agriculture market.

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Save the date:

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