



Cremona International Livestock Exhibitions

73rd Edition
International Dairy Cattle Show

22nd Edition
RASSEGNA SUINICOLA DI CREMONA
ITALIAN PIG BREEDING SHOW

3rd Edition
EXPOCASEARIA
Exhibition for the production and marketing of case products

6th Edition
INTERNATIONAL OULTRY DRUM

8th Edition
BioEnergy
Exhibition for Renewable Energy Technologies

3rd Edition
WATEC Italy
Water Technology and Environmental Control

FROM WEDNESDAY OCTOBER 24th TO SATURDAY OCTOBER 27th 2018

WWW.FIEREZOOTECNICHECR.IT

OUR TRADESHOW IS MUCH MORE THAN AN EXHIBITION. It goes through:

our services with a high added-value and know-how

the excellence of your products and your expertise



Presentations



Trade Mission



Novelties



Relations



Case Histories



Experience

FACTS

- The only international Livestock Exhibition in Italy and one of the most influential worldwide
- **34 visiting countries**, 16 official delegations from 16 countries, 2 trade missions to Turkey and India in 2017
- **52% of visitors are company owners**
- **65% of visitors attended the Show to develop new business opportunities with old and new suppliers**
- **18% of visitors attended the Show for the first time**

TESTIMONIALS

- *“A strategic appointment for the national and international market”*
- *“A true international point of reference”*
- *“The most important event of the year”*
- *“Very close contacts and interesting working perspectives”*
- *“Excellent commercial results”*
- *“A remarkable increase in international operators”*



61.841

visitors



16

official delegations of international buyers



800

events such as seminars



111

workshops and exhibitions



400

heads of cattle



250

useful contacts on average



1060

issues on media channels



THE RIGHT PLACE TO MEET THE PROTAGONISTS OF THE ITALIAN PRODUCTION MODEL

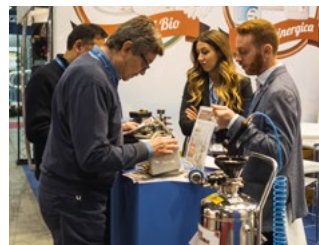
Cremona International Livestock Exhibitions are the only specialized livestock Exhibition in Italy and the most efficient tool to enter into direct contact with the major players of the agri-food industry. Due to the Exhibition leadership in the sector, the Italian Ministry of Economic Development has appointed CremonaFiere "Ambassador" of the Made in Italy in the world.

- An agro-industrial production worth 12.3 billion euros (13% of the national total)
- An agricultural production worth 7.55 billion euros (14.1% of the national total)
- 23% of Italian dairy cattle production
- 47% of Italian pig production
- 44% of Italian milk production
- 80% of Italian pig meat production
- An average farm area of 18.6 hectares (twice the size than in the rest of Italy and 27% larger than in Europe)



« the ideal place to develop new business opportunities »

(M. Scholten, Wageningen University & Research)



INNOVATION AND KNOW-HOW

Cremona International Livestock Exhibitions explore the most topical subjects and the most innovative realities of the sector, thus awakening the interest of the **whole international community**.

Thanks to the **cooperation** and the **technical and scientific contribution** of the major companies of the sector, of the most qualified **international experts** and of some of the most important **associations and institutions** of the agro-livestock world (in 2017, for example: AITA, AIVEMP, ANAFI, ASSALZOO, ASSICA, ASSOSUINI, CIB, CREA, CUN, CRPA, SIPA, SIVAR, Polytechnic University of Milan, Chimica Verde, Legambiente, Federbio, Federalimentare, SIPA), Cremona International Livestock Exhibitions are a **prestigious international observatory on the whole sector** as well as « the ideal place to develop new business opportunities ». (M. Scholten, Wageningen University & Research).

Among all the topics addressed to provide professionals of the sector with **efficient tools** and effective **solutions**:

- Precision breeding
- Digital agriculture
- Organic productions
- Circular economy and environmental sustainability
- Dairy technology
- Pig producton
- Bioenergies
- New technologies and innovaton for the agro-livestock sector
- Animal welfare and hygiene
- Livestock competitions



NOT ENOUGH?
WATCH THE VIDEO!



LET'S PLAY TOGETHER, WITH EFFECTIVE AND POWERFUL TOOLS!

1 INTERNATIONALIZATION TO GAIN A GLOBAL OVERVIEW OF YOUR BUSINESS



The excellence of the Italian agro-livestock model and the **major international markets** meet each other in Cremona. Through **Trade Missions and Presentations** on the major international markets (Turkey and India in 2017) and the **Incoming Buyer Program** involving international professionals from the most interesting foreign markets (16 delegations from 16 countries in 2017), CremonaFiere helps you developing new business opportunities abroad.



“We met international delegations from China, Russia, Greece and Turkey who were particularly interested in our products. This Exhibition is truly international”

2 CO-MARKETING TO BOOST YOUR BUSINESS



E-MAILING

To a database of 77,000 contacts



ADVERTISING

Be part of the advertising campaign of the Exhibition



MATCH MAKING

With national and international business partners



LOOKING FOR A TAILORED SOLUTIONS?

CONTACT US

3 SPECIAL THEMATIC AREAS TO FOCUS ON INNOVATIONS

Our Special Thematic Areas (Milk Village, Bio Village, Techno Village, BioEnergy Village) are a **true innovation square**. Here, **companies, institutions** and professionals of the sector come together to **deeply analyse** specific trends and **explore** or **present** innovative solutions and products.



4 TARGETED COMMUNICATION TO INVOLVE THE COMMUNITY

CremonaFiere network covers the **whole sector** and reaches its major players. If we **join** our communication forces, we can **optimize** resources, **customize** your participation and **involve** your target customers.



29

PRESS RELEASE



127

NEWS ON OUR WEBSITE



55.862

USERS



227

FACEBOOK POSTS



552.483

DISPLAYS OF OUR MEDIA CHANNELS



THE ONLY SPECIALIZED LIVESTOCK EXHIBITION



73rd INTERNATIONAL DAIRY CATTLE SHOW

With a leading role both in Italy and in Europe, the historical Exhibition features the best international brands of dairy and agricultural equipment and hosts every year the Italian Holstein Competition with over 400 heads of cattle from the best Italian breeding farms.



22nd ITALIAN PIG BREEDING SHOW.

The only Exhibition for pig breeding in Italy is strategically located in the area with the highest number of pig farms. Widely acknowledged as reliable point of reference for the sector, it gathers all the major players of pig breeding.



8th EXPOCASEARIA.

The Exhibition focuses on dairy processing equipment and on production systems and marketing tools for milk and dairy products (cheese, yogurt, ice-cream).



6th INTERNATIONAL POULTRY FORUM.

Reference appointment and interesting opportunity for discussion that involves the major international experts of the poultry sector, with a special focus on technological innovations, veterinary issues and market trends.



8th BIOENERGY.

The only Italian Exhibition for renewable energies from agricultural sources that takes place in the area with the highest number of biogas plants and within the only Italian specialized livestock Exhibition.



3rd WATEC ITALY 2018.

Specialized event for water management technologies (irrigation, filtration and ultrafiltration, waste water management) organized in cooperation with Kenes Exhibitions Ltd.

5 SPECIAL AREAS



A Special Area for workshops and practical demonstrations to enhance the value of high-quality productions while supporting breeders in their search for a fair price for milk and dairy products.



A green area dedicated to workshops and seminars on the key issues of organic productions.



An interactive technology lab focusing on innovation in the field of agricultural machinery and of modern tractors where the advantages of smart agriculture are tangible and effective solutions are ready to be discovered.



A special area devoted to innovative products and services for renewable energies from agricultural sources becomes the stage of a rich events programme focusing on the new opportunities offered by circular economy, with a special attention for plant management and maintenance and for the use of agricultural and food by-products.



A special forum where the major players of the sector (associations, slaughterers, breeders, technicians and vets) address the key issues of pig breeding.