



FRESH WORLD **B2B** MEETINGS

A. ROMA LIFESTYLE HOTEL
ROME, 11th - 12th November 2021

THE ROME TABLE

FRESH WORLD B2B MEETINGS

THE INTERNATIONAL EXCLUSIVE B2B MEETING ON FRUIT AND VEGETABLES. THE ONLY ONE IN ITALY

THE EVENT

The Rome Table takes place on Thursday, November 11th and Friday, November 12th 2021 at A. Roma Lifestyle Hotel in Rome. **The Rome Table** is an international B2B meeting where 120 Italian fruit and vegetables production companies, 30 international buyers and 10 Italian selected retailers are expected to gather in order to establish agreements of common interest. Each meeting is scheduled in advance and lasts 20 minutes and each Italian company can have up to a maximum of 20 scheduled meetings, selected from the buyer list provided by the organization.

EVENT NUMBERS

- 30** International buyers attending The Rome Table 2021
- 20** Countries where buyers come from
- 10** Italian selected retailers
- 120** Italian production companies

PROFILE OF ITALIAN COMPANIES

120 Italian production companies will attend the meeting. 60% of these companies are medium and large growers in Central – South Italy and Sicily, and producers specialized in territorial branded products. 25% are growers in Northern Italy. The remaining 15% are wholesalers specialized in export of mixed loads. All participating companies are interested in increasing their export shares and discovering new customers and markets. They cover all the typical Italian productions of Sicily, Central – South and Northern Italy.

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SCHEDULE

Thursday, November 11th

9:30 - 10:00 AM

Welcome speech

10:00 AM - 1:00 PM

1th business meeting session

1:00 - 2:30 PM

Light lunch

2:30 - 6:20 PM

2nd business meeting session

6:30 PM

Cocktail party with the Italian companies

Friday, November 12th

10:00 AM - 1:00 PM

3rd business meeting session

1:00 - 2:30 PM

Light lunch

2:30 - 6:20 PM

4th and final business meeting session



Each meeting is scheduled in advance and lasts 20 minutes.

WHAT YOU GET

You will get to know new suppliers as well as establishing contacts with qualified and specialized Italian growers and exporters of different dimensions. You will have the chance to expand your business in Italy at no cost: the organizers pay the flights and the accommodation for two nights (November 11th and 12th).



Flights



Accommodation



B2B meetings



Personal desk



Translator



Coffee break



Light lunch



Cocktail party



"A wonderful format, that allows a real full immersion in negotiations. Of course, we Italians have to possess the references sought by the buyers".

Stefano Pezzo, *Cherry Passion*

"We come back home happy and satisfied from The Rome Table 2019 with more many friends from all over the world and contracts already signed for distribution in Dubai and Kuwait".

Damiano Fornari, *Lady Leaf*

Event organized by



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