



OMNIBUS SRL

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ABOUT US

Omnibus Srl, a branch of Gemma Editco Publishing Group, specialises in communication and business promotion for the agri-food industry and its companies, both nationally and internationally.

The company also deals with communication for representative bodies and associations in the sector.

The main mission of Omnibus is to help agri-food companies to achieve concrete and long-lasting results, in terms of:

- scouting of selected contacts in Italy and abroad
- entry into new markets
- improvement of brand reputation
- increase of the prestige towards customers and suppliers.

OUR SERVICES



EVENTS AND B2B

The event will pay off



BUSINESS TRIP ABROAD

We open new path



PRESS OFFICE

We enhance contents



SOCIAL MEDIA MANAGEMENT

The new world is online



COMUNICATION AND PR

We study the path together





EVENTS AND B2B

An event, even online, organised in an effective way allows to communicate initiatives and projects, to promote one's own products and brand and more generally to create new connections.

Since its origins, Omnibus has specialised in the professional organisation and management of events (seminars, business conventions, conferences, B2B) on behalf of companies in the agri-food industry.

Examples of events organised by Omnibus and that have become milestones for the fruit and vegetable industry in Italy are «**Protagonisti dell'Ortofrutta Italiana**» and «**The Rome Table**».

PROTAGONISTI DELL'ORTOFRUTTA ITALIANA

Exclusive event that, for ten years, has put Italy's fruit and vegetable sector and its entrepreneurs at the centre. It is a moment of reflection and conviviality that takes place every year in a different location in Italy, gathering the top management of production and commercial companies and the supply chain to create opportunities for decision makers to meet in a special atmosphere.

In addition, every year during the event, the 10 Protagonists of Italian Fruit and Vegetables are awarded and the Italian fruit and vegetables Oscar is nominated among them for special achievements. Partners of the event are the main organisations in the sector and Confagricoltura. The tenth anniversary will take place on 27th May 2022 in Cinecittà - Rome.

www.protagonistiortofrutta.it

L'INFORMAZIONE RICONOSCE L'ECCELLENZA DEI
PROTAGONISTI
DELL'ORTOFRUTTA ITALIANA

L'evento esclusivo del
Corriere Ortofrutticolo
Roma, Cinecittà
27 maggio 2022

THE ROME TABLE

International B2B event where buyers from different countries of the world and Italian companies in the production and trade of fruit and vegetables meet in order to make mutually beneficial business agreements. This is a major business meeting offering the opportunity to gather qualified contacts for all Italian companies wishing to expand their sales abroad. In the 2021 edition, The Rome Table recorded over 600 business meetings, the presence of buyers from 12 countries and companies from 10 Italian regions. The fifth edition will take place on 3rd and 4th November 2022 in Rome.

www.therometable.com





BUSINESS TRIP ABROAD

Accumulating a unique specialization in Italy, since 2011 Omnibus has promoted more than 30 important business promotion initiatives in different countries of 4 continents, responding to the demand of internationalization of the clients.

The purpose of these business trips is to put Italian food companies into contact with foreign importers, distributors and retailers.

Each business trip is preceded by analytical scouting and market monitoring, and a pre-mission.

These initiatives can be on commission, but more often they are promoted by Omnibus itself with a launch aimed at a restricted target of companies and with a minimum of three months' notice.

Omnibus also organises incoming visits of foreign importers to Italy.



PRESS OFFICE

The Press Office is the service on which Omnibus has focused most since its inception and continues to be manned with professionalism at national level. The service is addressed to companies, but also to trade associations and economic corporations related to food sectors.

With the activity of Press Office, Omnibus takes care of the communication of client companies and develops it in a professional way with a tailor-made service for their needs, enhancing the most useful contents to promote business, institutional and social relationships.

Moreover, Omnibus has a long experience in supporting the communication of client companies at trade fairs and industry events, including the organisation of dedicated press conferences.



SOCIAL MEDIA MANAGEMENT

In 2021 Omnibus has activated a specific service of professional management of both strategic and operational social networks of client companies, in particular Facebook and LinkedIn.



COMUNICACION AND PR

Omnibus supports companies in the elaboration and development of the global marketing strategy, identifying the objectives and the path to take in order to achieve them, providing the necessary tools.

Omnibus organises communication and PR actions.

GEMMA EDITCO SRL



The holding company Gemma Editco Srl deals with printed and online publications, with an economic focus, for a number of food sectors, including fresh fruit and vegetables, innovation in fresh produce and the whole world of organic food.

Since 1987 Gemma Editco has published Corriere Ortofrutticolo, the historic monthly magazine providing economic and commercial information on the Italian fruit and vegetable industry.

Over the years, Omnibus and Gemma Editco have also built solid partnerships with important national bodies and associations of agri-food production and trade.