

Friday 26th – Sunday 28th November 2021



The only Livestock Exhibition in Italy and one of the most influential worldwide!

THE EXHIBITION

The Exhibition plays a leading role in Italy and is one of the most influential in Europe as to the livestock sector. Every year, it provides interesting solutions for sector professionals thanks to the involvement of the best international brands of equipment and services.

Breeders, operators and institutions can find both during the Exhibition and all the year round, **the latest and most efficient solutions for dairy cattle, pig breeding, poultry farming and milk processing**, with a special focus on genetics and farm management.

FIGURES 2019 (Last on site edition)

- ▶ **58,327** visitors
- ▶ **800** brands
- ▶ **117** events such as seminars, workshops and exhibitions
- ▶ **400** heads of cattle on display
- ▶ **45** visiting Countries, 26 official delegations
- ▶ **61%** of visitors are farm owners
- ▶ **18%** of visitors attended the show for the first time



2020 SPECIAL EDITION

In such a difficult year, **CremonaFiere decided to keep on supporting the livestock system** and therefore provided sector professionals with the precious opportunity to exchange ideas while also sharing a vision for the future. The active participation of many breeders has contributed to the organization of a **Dairy Cattle Festival called Festival della Vacca da Latte**: the first **totally digital** Livestock Show in Italy involving heads of cattle of Jersey, Brown, Holstein and Red Holstein breed. A high-level scientific events programme offered a thorough overview on the most interesting topics for the sector.

FIGURES 2020

- ▶ **20** live streaming events
- ▶ over **1,777** connected users
- ▶ over **1,230,640** online views
- ▶ **300** heads of cattle involved in the Festival della Vacca da Latte
- ▶ **52** livestock farms from 20 Italian provinces

2021 EDITION: BREEDERS ON TOP



► New exhibit layout

A new exhibit format, with **heads of cattle at the centre**, to connect all the protagonists of the sector and to stress, once again, the great importance of breeders activity. In addition to this, **an indoor area** will be dedicated to **field trials of agricultural machinery** so to evaluate their performance in all comfort.

► International Livestock Competitions

Prestigious heads of cattle of the best genetic selection will be on display for the livestock competitions: an opportunity for operators to exchange expertise and know-how and to promote to consumers the value of the whole production chain.

► International Dairy Auctions

The **International Dairy Auctions** with top-level heads of cattle are back. Productions quality and the results of genetic selection will be undiscussed protagonists of a much awaited event where passion and business come together.

► Conferences and events

Trend topics of modern livestock are at the heart of the professional debate of dairy cattle, pig breeding and poultry sectors:

Sustainability | Circular Economy | Animal health and longevity | Digitisation | Precision Livestock Farming and Smart Agriculture | Milk technology | Organic Productions | Renewable Energy from agricultural sources | New technologies and innovations for agricultural machinery and livestock farming.

► Consumers and the production chain meet each other

Consumers will be addressed **many appointments** aiming at promoting the whole livestock production chain. Quality and safety of livestock productions will be thoroughly presented.

WOULD YOU LIKE TO EXHIBIT?

TAILOR-MADE EXHIBIT SOLUTIONS. [CALL US!](tel:+390372598011)

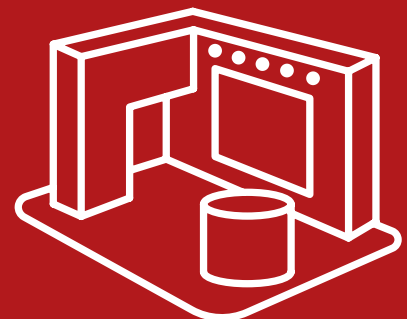
To help companies restart their business after such a difficult period, we provide all-inclusive participation packages that can easily be customized to better meet the needs of each company: from booth structure to communication and promotion during the Exhibition, but also all the year round.



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CREMONAFIERE
DELIVERING BUSINESS OPPORTUNITIES