

BLUE BERRY EUROPE CONF_

12-14 November 2018

Trento

“Blueberry from science to fork” is the key of the two-days event, which aims at bringing together and contaminating the scientific language with the production-market needs and consumers demand in the blueberry market

www.blueberryeurope2018.eu

What You Will get?

Take the unmissable chance to get the latest releases and trends in the blueberry market, and to meet the crucial demand and supply representatives

How to Join?

Submit your paper or poster proposal, or simply register on the website



Blueberry Europe 2018

Invitation

INVITATION

Fondazione Edmund Mach, Sant'Orsola Farmers Cooperative Society, and the Fruit Innovation Consortium (CIF) are organizing the 1st **Blueberry Europe event** which will be held in Trentino Alto Adige (Italy) from 12th November to 14th November 2018 (<https://eventi.fmach.it/Blueberry2018>).

This event aims at bringing together and contaminate as much as possible the scientific language with its most innovative results with the production-market needs and consumers demand in the blueberry market.

We invite your Organization to play a significant role in this important meeting.

Please be assured that in making a commitment to become a major supporter, your Institution will be ensured of high profile exposure at the event.

We would be more than happy to discuss the overall scope of the programme and the possible financial support from your Company. We look forward to hearing from you at your convenience.

Sincerely,

Lara Giongo, Fondazione Edmund Mach

Gianluca Savini, Sant'Orsola Scarl

Luca Lovatti, Consorzio Innovazione Frutta

Convenors of the Congress





SUMMARY

Event	1 st Blueberry Europe
Period	12 – 14 November 2018
Venue	Trento, Italy
Organizers	Fondazione Edmund Mach (FEM) San Michele all'Adige, Sant'Orsola Scarl, Consorzio Innovazione Frutta
Patronage	Provincia Autonoma di Trento
Scale	Expected Participants: about 150, from the EU Member states and North and South America
Language	English / Italian
Website	https://eventi.fmach.it/Blueberry2018
Programme	Two days – plenary sessions
Convenors	Lara Giongo (Fondazione Edmund Mach), Gianluca Savini (Sant'Orsola Scarl), Luca Lovatti (Consorzio Innovazione Frutta)
Secretariat	Team Communication and PR Research and Innovation Centre – Fondazione Edmund Mach Via E. Mach, 1 – 38010 I - San Michele all'Adige (TN) Tel. +39-0461-615543/572 e-mail: blueberry2018@fmach.it



PRELIMINARY PROGRAMME

Monday 12 th		Event
17:00 – 17:30		Arrival & pre-registration
17:30 – 19:00		Opening
Tuesday 13 th		Event
08:00 – 09:00		Registration
09:00 – 09:15		Welcome and introduction
09:15 - 10:00		Plenary Lecture - Horticulture and breeding of Northern and Southern blueberry
10:00 – 11:00		Talk Session 1 - Horticulture and breeding
11:00 – 11:15		Coffee Break
11:15 – 12:00		Plenary Lecture - Genome and genomic tools advancement in Northern and Southern blueberry
12:00 – 13:00		Talk Session 2 - Genome and genomics
13:00 – 14:00		Lunch Break
14:00 – 14:45		Plenary Lecture - Fruit quality at harvest and post harvest in blueberry
14:45 – 15:45		Talk Session 3 - Fruit quality
15:45 – 16:00		Coffee Break
16:00 – 16:45		Plenary Lecture - Pest and diseases in blueberry: an overview
16:45 – 17:45		Talk Session 4 - Pest and diseases
17:45 – 18:00		Closing remarks
19:30 – 20:30		Transfer and visit to Renzo Piano's MUSE
20:30 – 22:30		Social dinner at MUSE
Wednesday 14 th		Event
08:00 – 09:00		Registration
09:00 – 09:20		Plenary Lecture - European overview of the blueberry market, consumption, and main differences among geographical areas
09:20 – 09:40		Plenary Lecture - Blueberry nursery, plant quality for northern and southern conditions
09:40 – 10:00		Plenary Lecture - Italian blueberry production and market
10:00 – 10:20		Plenary Lecture - Production in the South of Europe
10:20 – 10:40		Plenary Lecture - Blueberry production in the North - East of Europe
10:40 – 11:00		Coffee Break
11:00 – 11:20		Plenary Lecture - Supermarkets
11:20 – 11:40		Plenary Lecture - Sorting
11:40 – 12:00		Plenary Lecture - Innovative active packaging
12:00 – 12:20		Plenary Lecture
12:20 – 12:40		Plenary Lecture
12:40 – 13:00		Discussion
13:00 – 14:00		Lunch
14:00 – 16:00		B2B session (organized through a platform) and technical excursions in parallel
14:00 – 16:00		Poster session
16:00 – 16:30		Closing remarks



Blueberry Europe 2018

RELEVANCE OF THE EVENT

- About 150 researchers, technicians, and professionals from Europe and worldwide;
- Up-to-date discoveries, available technologies and techniques, consumer trends, impacts and perspectives
- B2B
- Different sponsorship opportunities





SPONSORSHIP OPPORTUNITIES

As a sponsor, you will receive varying levels of visibility at the Symposium, appropriate to the investment. Please review the entitlement grid and event options on the following pages for details and select the sponsor package that is right for you: Blue Package (5,000€ + VAT), Red Package (2,500€ + VAT), Pink Package (1,000€ + VAT).

Benefits	Blue	Red	Pink
	5,000€ + VAT	2,500€ + VAT	1000 € + VAT
Name and logo recognition in conference print materials	X	X	--
Logo on conference website with link to the organization website	X	X	X
Logo on rotating slideshow at all conference breaks	30 sec.	15 sec.	5 sec.
Inclusion of paper and ad material in the conference bag	X	X	X
Complimentary registration	10	5	1
Exhibition table	X	--	--

Coffee breaks and conference materials are included with the fee. Extras (i.e. excursions and social dinner) are not included. An order form will be sent with your confirmation information.

NONE OF THESE WORKS FOR YOU?

If you would like to support the event, but none of the above options work for you please contact us: blueberry2018@fmach.it



Blueberry Europe 2018



Join us in Trento!