



Centre International de Hautes Etudes Agronomiques Méditerranéennes

CIHEAM BARI

press release

26 April, 2023

**CIHEAM Bari will participate in MACFRUT exhibition in Rimini with the JoSME Project to promote Jordan's agri-food system and strengthen trade relations with Italy**

**4 May, 11 am, *Sala Tulipano***

MACFRUT 2023, the most important Italian exhibition in the fruit and vegetable sector, features a rich programme and will also host CIHEAM Bari with a workshop aiming to promote the Jordanian agrifood system and strengthen trade relations between Jordanian and Italian companies: *A way toward the Jordanian agri-food sector, discover it!*, on 4 May, from 11 a.m. to 1 p.m., at Sala Tulipano, pavilion B6.

This event is part of the activities of the JoSME project (*Enhancement of Jordanian SMEs Inclusiveness, Competitiveness, and Sustainable Innovation*) funded by the Italian Agency for Development Cooperation (AICS) and implemented by CIHEAM Bari in cooperation with the Jordanian Ministry of Industry, Trade and Supply. JoSME's objective is to improve the capacity of Jordanian SMEs to supply high quality agri-food products that are safe and conform to international standards and intended to be placed on foreign and domestic markets.

Representatives of the Italian Institute of the International Centre for Advanced Mediterranean Agronomic Studies (CIHEAM Bari) and, on the Jordan side, delegates from the Ministry of Industry, Trade and Supply (MoITS), the Standards and Metrology Organisation (JSMO), the Fruit and Vegetable Exporters and Producers Associations (JEPA) and the Jordanian Dates Association (JODA), as well as fruit and vegetable

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entrepreneurs, will attend the meeting. MACFRUT President Renzo Piraccini will open the workshop, which will be moderated by journalist Barbara Trigari.

Participation is free of charge. Registration at the following link is recommended:

<https://events.iamb.it/p/event/macfrut>

From 3 to 5 May, it will be possible to visit the JoSME stand in the show pavilion D3-016. Moreover, meetings for sector operators, BtoB with Italian companies from the fruit and vegetable industry, and voluntary certification services will also be organised during the trade fair.

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