

**Mediapartner** Partner

**Interpoma**

**Floorplan**

Highlights

- Interpoma Congress 21.12.22/1/2024
- Interpoma Tours 21.23/1/2024
- Interpoma Award 21-23/1/2024

International Trade Show for the Cultivation, Storage and Marketing of Apples

Thu-Sat 09.00-18.00

21-23/1/2024

FieraMesse BolzanoBozen

www.interpoma.it

**Apples from South Tyrol: top of the range.**

Stand D22/62 Hall CD

Apfel - Consortium - Mela Südtirol

Marlene

Südtirol

Val Venosta

**ipoma**

The official magazine of Interpoma

New this year: ipoma issue 03 is now available online and printed

Discover exciting new developments in the global apple industry and get a taste of the future of this innovative sector.

**LIVE DEMO: AUTONOMOUS ROBOTIC APPLE PICKER**

THE ONLY LIVE DEMO AT THE EXPO!

Visit us at HALL AB, STAND A04/16 Don't miss it!

SlopeHelper

www.slopehelper.com

**Agrialp**

20-23/1/2025 Bozen-Bolzano

Alpenländische Landwirtschaftsschau Fiera agricola dell'arco alpino

Save the Date

## Program

**FIERAMESE H1 EVENTSPACE**

21-23/11/2024  
9:00 am - 06:00 pm // FieraMesse H1 Eventspace

**The Orchard of the Future**

Walk with us through "The Orchard of the Future" and immerse yourself in the world of technologies that will shape the digital apple orchard.



**MEC – MEETING & EVENT CENTER SÜDTIROL- ALTO ADIGE**

Orler Meeting Room

21/11/2024  
09:00 am -12:30 am // Orler Meeting Room

**Interpoma Congress – Day 1: "Genetic evolution: New breeding technologies"**

09:00 am - 09:10 am // Thomas Letschka – Introduction by the chairman

09:10 am - 09:40 am // Ania Lukasiewicz - Global regulatory aspects

09:40 am - 10:10 am // Giovanni Broggin - State of the art of the science behind it

10:40 am - 11:05 am // Neal Carter - Already on the US shelves: Arctic Apples

11:05 am - 11:30 am // Angela Bearth - A nuanced reflection on consumer perception and acceptance of new breeding technologies

11:30 am - 11:50 am // Jan Plagge - The organic sector perspective

11:50 am - 12:30 am // Q&A and round table with all speakers directed by the chairman



22/11/2024  
9:00 am - 12:30 am // Orler Meeting Room

**Interpoma Congress – Day 2: "Digital revolution: Orchards of the future"**

09:00 am - 09:10 am // Luigi Manfrini – Introduction by the chairman.

09:10 am - 09:30 am // Alexandre Escolà Agustí - Unveiling the geometric secrets of apple orchards: tree monitoring using 3D data

09:30 am - 09:50 am // Ken Breen - Digital simulation to aid precision orchard management decisions

09:50 am - 10:10 am // Steve Mantle - Unlocking orchard potential through application of actionable data

10:30 am - 10:50 am // Ian Goodwin - Smart sensing of yield and quality

10:50 am - 11:10 am // Konni Biegert - Digital vs. Analog: what is the right balance?

11:10 am - 11:30 am // Walter Guerra - Integration of sensors and data for an efficient and sustainable use of resources

11:30 am - 12:30 am // Q&A and round table with all speakers directed by the chairman

12:30 am - 01:00 pm // Interpoma Award – Award ceremony



**INTERPOMA TOURS**

Touch the innovations introduced in the sector. Our guided Tours have been reserved for trade visitors and the press, to promote the knowledge of the advanced South Tyrolean production reality and to show the most innovative processing systems.

- TOUR 1** 21/11/2024 08:30 am Don't panic...it's organic!  
12:30 am Production and market strategies
- TOUR 2** 21/11/2024 01:00 pm Towards the orchard of the future:  
05:30 pm R&D on apple at the Laimburg Research Center
- TOUR 3** 21/11/2024 01:30 pm The future is now - High technology  
05:00 pm and new visions for cultivation
- TOUR 4** 22/11/2024 08:30 am Innovation is key: varietal experimentation and apple gin distillation  
12:30 am
- TOUR 5** 22/11/2024 08:30 am Apples in the territory: from producer to cooperativE  
12:30 am
- TOUR 6** 22/11/2024 01:30 pm Micro and macro: two family management models compared  
05:00 pm
- TOUR 7** 22/11/2024 01:30 pm Excellence is nothing without technique: sprayers and irrigation  
05:00 pm
- TOUR 8** 22/11/2024 01:30 pm The underground warehouse of Melinda: the hidden home of the apples  
05:00 pm
- TOUR 9** 23/11/2024 08:30 am The underground warehouse of Melinda: the hidden home of the apples  
12:00 am

Meeting point: main entrance of the fair



**BUSINESS MATCH**

21/11/2024  
10:00 - 12:30 am | 2:00 - 4:30 pm // B2B Lounge Galleria + 1

On November 21st, 2024, the apple industry players will get their chance to meet at the Interpoma Business Match, the live meeting event at Interpoma 2024 dedicated to global apple market players.

The Interpoma Business Match is organized in cooperation with the Chamber of Commerce of Bolzano and the EEN Enterprise Europe Network with the purpose of selecting and meeting partners in the apple production sectors from all over the world.



ARE YOU LOOKING FOR MORE EVENTS?

During the three days of the show, there will be also further events organized on site by our Exhibitors and Partners. Check them out!

Outdoor area



Exhibitors

Table of exhibitors with names, logos, and stand numbers. Includes companies like EUROPLAST KUNSTSTOFF, NATYRA®, FELDERER, and various agricultural equipment manufacturers.

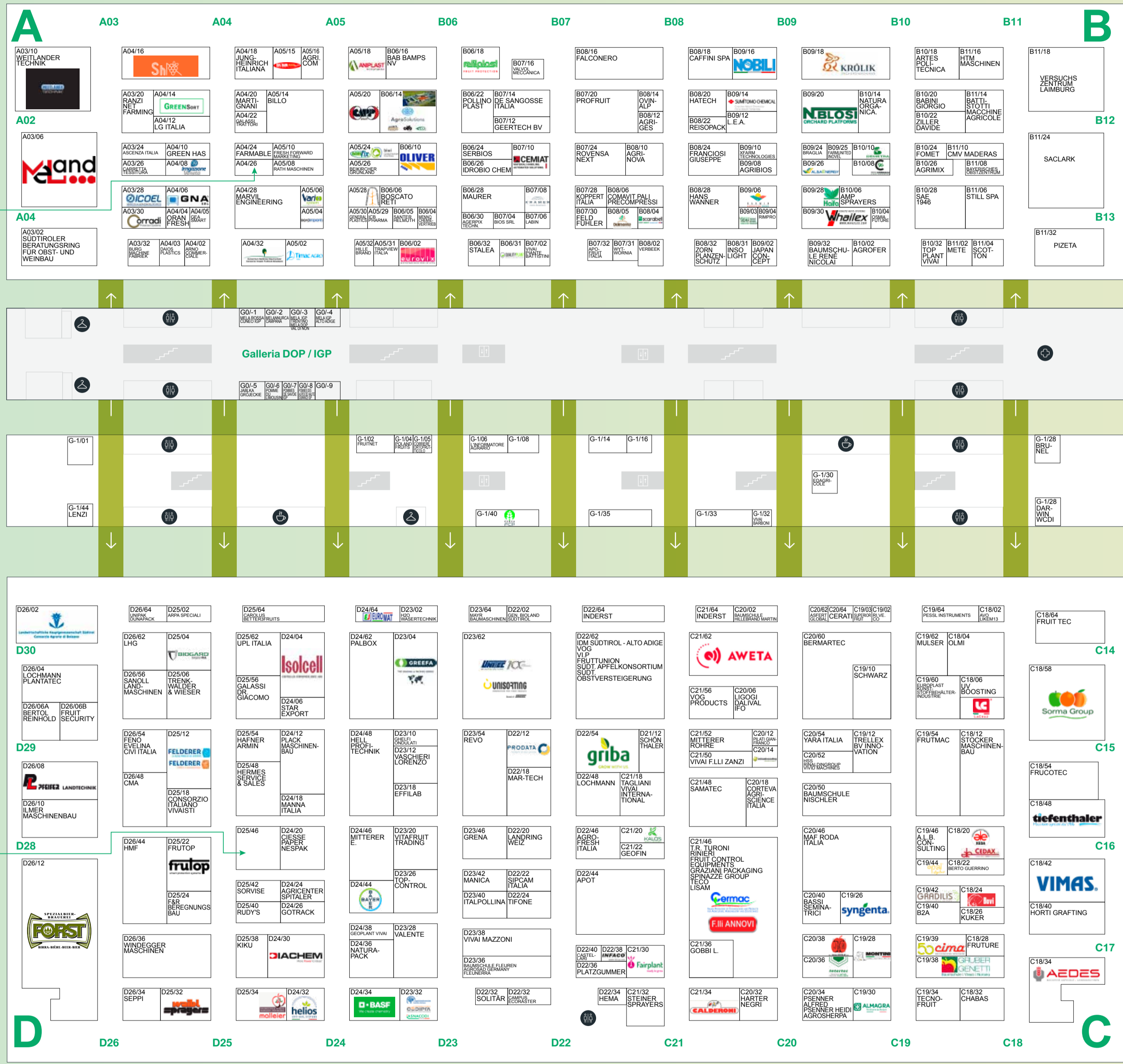
Main entry

- HT-1 connect, HT-2 hector, HT-3 wibac.com, HT-4 bio7, HT-5 rafidout, HT-6

WATERWAYS GROUP Stand Nr. A04/26

G-1

VIVI Stand Nr. D25/46



Südtirol Lounge, Rooms: Cevedale Tribunaun

GO

Detailed grid of booth numbers and names, including D26, D25, D24, D23, D22, D21, C20, C19, C18, C17, C16, C15, C14, C13, C12, C11, C10, C9, C8, C7, C6, C5, C4, C3, C2, C1, C0.

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FELDERER CLEAN PROCESS WATER TERRA LABORATORY Hall CD Stand 25/12

The Apples From Grojec PGI, The taste of beauty

OLIVER AGRICOLA FRUIT TREE NURSERY EQUIPMENT HALL AB STAND B06/10

WE CHANGE THE GAME, Costruire insieme un'Agricoltura Biorazionale

JAN nv Johan NICOLAI BELGIUM www.johan-nicolai.com Hall CD Stand C20/38