

# Press Release n.8/2014 – Cremona Livestock Exhibitions more international than ever. Delegations of professionals from all over the world.

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- **Companies are increasingly focused on foreign markets and in Cremona they found the right target professionals.**
- **The change of date (for the first time we started on Wednesday and ended on Saturday) facilitated the arrival of foreign professionals.**
- **The boom of Social media: the International Livestock Exhibitions adopted the most innovative communication strategies and immediately received thousands of contact requests on Facebook, Twitter and Instagram**

**Cremona, October 25, 2014** – Four days of intense business relations, ideas and strategic solutions for the future of the agricultural and livestock fields have just ended in Cremona. The future of the sector is still full of uncertainties but also characterized by interesting opportunities especially on increasingly dynamic foreign markets.

Companies are now mainly focused on foreign markets and this year, in Cremona, had the opportunity to meet the most interesting partners to develop new international business relations.

In addition to the presence of official delegations from 13 countries, directly managed by CremonaFiere, thousands of foreign professionals attended the exhibition, considered one of the major events at global level for the livestock industry.

Antonio Piva, President of CremonaFiere, pointed out “We achieved a very good result in terms of foreign visitors. This was also due to our choice of presenting together the major national agri-food supply chains (dairy and cheese making industry and pig and poultry sectors) within the Cremona International Livestock Exhibitions. Such an extensive and quality offer attracted over 3,700 foreign professionals from 20 different countries”.

The effects were immediately visible on the exhibition floor. The official language was often the English language and there was strong satisfaction among exhibitors who had the opportunity to share views and meet the right people (a total of 61,537 visitors).

The programme of conferences and seminars was also a success with 53 events dealing with the most recent topics of the agricultural world at the presence of the major Italian institutions of the field. Today, Maurizio Martina, the Minister of Agriculture, Food and Rural Affairs has visited the exhibition to express all his support and meet field representatives and listen to their requests.

This year’s exhibitions confirmed the success of an innovative formula which combines an international

exhibition with real solutions to help agricultural and breeding companies overcoming a crisis which still slows down a sector with a huge business potential especially on foreign markets.

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