

Ports of Genoa at Fruit Logistica 2022

08 April 2022



The Western Ligurian Sea Port Authority showcased its full range of port services and facilities at the world's leading event on international fresh produce trade, after a two-year stoppage due to the pandemic. Co-exhibitors of the Ports of Genoa featured Liguria Region/Liguria International, Promos Italia and CISCo.

The Ports of Genoa on-site international marketing activities took off, after two years of Covid-19 restrictions, in Berlin from 5 to 7 April 2022 at the 28th edition of Fruit Logistica, the top global exhibition and conference on the fresh produce industry, covering the full spectrum of the business and supply chain. The event featured 2,000 exhibitors from 87 countries, and attendance on the part of trade visitors was high. The Ports of Genoa stand was co-ordinated by the Port Authority, in cooperation with Liguria Region/Liguria International, Promos Italia (Italian Agency of Chambers of Commerce), and Cisco (Italian Shipping Container Thinktank).

The port clusters of Genoa and Savona-Vado Ligure capitalised upon the opportunity to illustrate the latest innovations and new solutions in the logistic supply chain services offered from Liguria in the fresh produce trade across the European marketplace. The Ports of Genoa continues to boost its leadership in Italy as centre of fruit and reefer cargo handling excellence (over 100,000 teus in 2021), bolstered by a range of dedicated terminals providing an extensive network of regular liner services connected with the shipping community worldwide.

The guest of honour, the Italian Minister of Foreign Affairs, Luigi Di Maio, attended the inauguration of the Italian Pavilion and visited personally the exhibiting companies, including the Ports of Genoa cluster. The Liguria Region presided with the participation of the Regional Councillor for Economic Development, Andrea Benveduti, who took part in the B2B meetings, consolidating the firm commitment of the Region in support of the Ligurian shipping community. The Port Authority also met with the President of the Italian Trade Commission, Carlo Maria Ferro, and the Director of the Berlin ITC, Francesco Alfonisi, to discuss the package of measures offered in support of the Italian companies operating in the Ligurian supply chain.