

Ports of Genoa: optimal route for fresh produce

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The 2025 edition of Fruit Logistica, hosted in Berlin, provided the Ports of Genoa and Savona-Vado Ligure with a unique platform to showcase the full range of dedicated port and supply chain services offered across the international fresh produce industry. A single stand, coordinated by the Liguria Region, grouped together the Eastern Ligurian Sea Port Authority, Società Gestione Mercati Genova and the terminal operators PSA Genova Prà, Vado Gateway - Reefer Terminal, Gruppo Messina (IMT and Terminal San Giorgio), Spediporto and Tarros Group

The 31st edition of Fruit Logistica has firmly established its ranking as the leading trade fair worldwide on the fresh produce business, bringing together over 2,600 exhibitors and 63,000 visitors from 140 countries, with a focus on innovation and diversity, and new solutions to boost the global perishable product supply chain industry.

Attendance at Liguria's stand, *The Fruitful Hub*, was consistently high, and guests of honour included the Italian Minister for Agriculture Francesco Lollobrigida, the President of the Italian Trade Agency Matteo Zoppas, and Arne Weverling Minister of the Region of South Holland, who underlined his unwavering support for close cooperation between European logistic hubs. Within this framework, it is important to note that both the Port of Rotterdam and the Ports of Genoa play a major role as, respectively, northern and southern maritime gateways of the EU's North Sea - Rhine - Mediterranean Corridor, strategic axis of the TEN-T Trans-European Transport Network and one of Europe's busiest freight routes.

The port cluster of Genoa and Savona-Vado capitalised upon the opportunity to illustrate the major infrastructure works underway across the port in a 3-billion euro capital plan designed to consolidate its leadership as premier southern maritime gateway into Europe, and to redress the balance between traffic across the Northern and Southern Range ports with the objective of improving sustainability and the carbon footprint across the transport supply chain industry.

The Ports of Genoa terminals have today assumed their rightful role as a leading Mediterranean reefer hub for refrigerated containers from across the globe, in excess of an annual 100,000 TEUs, offering a total of over 4,000 reefer plugs. In addition, 235,000 tons of palletized fresh produce are handled in Vado Ligure, bolstered by the modern facilities and know-how at Reefer Terminal which guarantees the fast and meticulous handling of perishable products for maximum freshness, serving Italy and Southern Europe overall.