

39^a
edizione

APIMELL

3-4-5 marzo 2023

Mostra Mercato
Internazionale di Apicoltura,
dei Prodotti e delle
Attrezzature Apistiche

23,000 VISITORS FOR THE 2023 EDITION OF APIMELL, SEMINAT E BUON VIVERE

Piacenza, 5 March 2023 - Piacenza Expo with the 2023 edition of Apimell, Seminat and Buon Vivere is once again approaching pre-Covid numbers. The three early spring events organised by the Le Mose exhibition company closed today with a final balance of 23,000 visitors, a highly positive figure that marks a 15% increase compared to last year's edition.

Apimell, now in its 39th edition, remains the jewel in the crown of this important triptych; not only because of its tried and tested habit of bringing to Piacenza Expo the main innovations linked to technological innovations and breeding techniques, but also for its ability to attract the attention of institutional representatives from the world of agriculture, as witnessed by the presence at the speakers' table of the Undersecretary for Agriculture with responsibility for the beekeeping sector, Luigi D'Eramo, the Director of the European Policies Department of the Ministry of Agriculture.

"The political and institutional world," highlighted the President of the Piacenza Beekeepers' Association, Ernesto Torretta, "has responded in a very difficult moment for our sector, with drastically reduced yields, also due to continuous climate change". The involvement of the Ministry and the Region gives us hope; we need concrete measures to relaunch this important sector, which also has positive effects on the environment.

An edition with important numbers that confirm Piacenza Expo as an authentic added value on the national territory. The organisational machine worked perfectly also on this occasion, in a particularly intense period characterised by a very rich trade fair calendar for the Piacenza district. "There has been a good resumption of trade fair activity," added Director Sergio Copelli, "we are finally getting back to full swing. In spite of a very costly economic situation, the exhibition has developed a high number of movements and transactions, both for professional operators and the end consumer market".

Apimell therefore looks forward to the October edition, which has been held in Piacenza every two years since 2015.

