



Prognosfruit 2011 Slovenia



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PROGNOSFRUIT 2011 – REGISTRATIONS OPEN!

The World Apple and Pear Association (WAPA), is pleased to announce the opening for registrations of the Prognosfruit 2011 conference through its website: www.prognosfruit.eu. PROGNOSFRUIT is a world's leading annual event for the fruit industry. This year the conference will take place on the 5th of August, for the first time ever in Slovenia. Hans Van Es, COPA COGECA, coorganiser of the conference, stated: *"Prognosfruit is a well established event on the agenda of the European apple and pear production. Prognosfruit is celebrating this year its 35th edition, demonstrating the tradition and excellence of this unique conference. Slovenia as a venue is innovative for Prognosfruit and will allow delegates to discover a new apple and pear destination within the European environment."*

At this conference, WAPA announces the apple and pear production forecast and fruit market trends in the EU and outside are discussed. The Prognosfruit conference also addresses some of the topical issues for the sector. Philippe Binard, WAPA's Secretary General, stated: *"WAPA is pleased to be actively collaborating to the success of Prognosfruit, not only by elaborating the forecast, but also by being more involved in the preparation of the conference and event as a whole. This further reinforces the role of WAPA internationally."*

The conference brings together growers, processors and traders from across Europe and beyond, and is also a networking opportunity for decision makers which attend the conference. Besides the professional part of the conference, there is also a technical visit and several social events to reinforce the networking and contact among the European apple and pear community. Bostjan Kozole, from Evrosad, partner of the conference, said *"I am delighted to welcome Prognosfruit for the first time ever in my own country, Slovenia. While I have been attending the conference for many years, I am honoured that Prognosfruit will take place in Ljubljana next August."*

****ENDS****

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WAPA was founded in August 2001 with the objectives of providing a forum for discussion on matters of interest to the apple and pear business and initiating recommendations to strengthen the sector. The current President of the Association is Kevin Moffit of USA Pears, while Peter Beaven of Pipfruit New Zealand is Vice-President. WAPA membership includes the following countries: Argentina, Australia, Austria, Belgium, Brazil, Chile, France, Germany, Italy, the Netherlands, New Zealand, Poland, Scandinavia, South Africa, the UK, Ukraine and the USA.

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