



Prognosfruit 2011 Slovenia



WAPA PRESS RELEASE

21 June 2011

PROGNOSFRUIT 2011 – ONLY TEN DAYS LEFT AT THE PREFERENTIAL RATE!

PROGNOSFRUIT 2011 is organised this year by WAPA (the World Apple and Pear Association) from 4th to 6th August 2011 in Ljubljana (Slovenia). There are now only ten days left to benefit from the preferential registration rate for the conference by logging onto the conference website at www.prognosfruit.eu.

The latest programme updates for the conference can be found in the website. PROGNOSFRUIT will unveil the 2011/2012 apple and pear production forecast and will review market trends in the EU for the category. International developments will also be provided. This year, the conference will also count with presentations on the apple juice market, energy optimisation during fruit storage, an overview of the Slovenian and Balkan fruit production and trade, as well as the presentation by Andrejz Gazowski from the Polish Permanent Representation on the priorities of the EU Polish presidency of the EU during the second semester of 2012. The conference will be opened by the Slovenian State Secretary for Agriculture Tanja Strnisa.

Besides the business programme, PROGNOSFRUIT offers several opportunities for networking, including a welcome cocktail at the Town Hall of Ljubljana, a gala dinner in the Museum of Modern Art, and a technical visit to the region of Krško, including visits to apple and pears orchards and facilities, with lunch at a local winery.

PROGNOSFRUIT is this year taking place for the first time ever in Slovenia. Hans Van Es, COPA COGECA, co-organiser 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 is innovative as a venue for the conference and will allow delegates to discover a new apple and pear destination within the European environment.*"

****ENDS****

CONTACT: M. Philippe BINARD / Mrs. Raquel IZQUIERDO DE SANTIAGO – WAPA

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.

WORLD APPLE AND PEAR ASSOCIATION

av. de Broqueville 272 bte 4 • 1200 Brussels • Belgium • Tel: +32 2 777 15 80 • Fax: +32 2 777 15 81 • e-mail: wapa@wapa-association.org

www.wapa-association.org