



25-26 June 2026 | Ferrara, Italy Programme

Updated 13/05/2026

WEDNESDAY 24 JUNE

7.00 pm | **Welcome cocktail** ([Streat Taglieri e Bicchieri](#))

THURSDAY 25 JUNE

Venue: CNA Conference Hall, Via Caldirolo 84, Ferrara. [Google Maps location](#)

Morning Session

08.30 - 09.00 | **Participant registration**

09.00 - 09.20 | **Opening remarks and institutional greetings**

09.20 - 10.20 | **1st PANEL: Pear production in 2025/2026 and initial production estimates for 2026/2027**, with representatives from Italy, Belgium, the Netherlands, France, Spain and Portugal

10.00 - 10.10 | **Sponsor:** BPER Bank

10.10 - 10.45 | **Coffee break**

10.45 - 11.45 | **2nd PANEL: Pear marketing, developments amid challenges and opportunities**, with representatives from Italy, Belgium, the Netherlands, France, Spain and Portugal

11.45 - 12.45 | **3rd PANEL: What are the drivers for promoting European pears?** with representatives from Italy, Belgium, the Netherlands, France, Spain and Portugal

12.45 - 12.55 | **Sponsor:** UNITEC

13.00 | **Lunch break**

Afternoon Session

14.30 - 15.10 | **Presentations by experts on:**

- Climate change and crop protection strategies
- The phytosanitary regulatory framework and innovation

15.10 - 15.20 | **SPONSOR:** CIV

15.20 - 16.00 | **Coffee break**

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16.00 - 16.40 | **Presentations by experts on:**

- NBTs: where do we stand?
- Reducing environmental impact and optimising resources: drones

16.40 - 17.15 | **4th PANEL: The producers' perspective**

17.15 | **Closing remarks**

20.00 | **Gala dinner** at Casa Colombani

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FRIDAY 26 JUNE

08.45 | Bus departs from Ferrara city centre

09.00 - 12.00 | **Technical visits**

12.00 | **Buffet**

13.00 | Bus departs for Ferrara city centre

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