

## WCO Conference & Networking Event

### - Fruit Attraction 2022 -

The World Citrus Organisation (WCO) would like to invite you to the **WCO Conference** and the **WCO Networking Event** taking place at **Fruit Attraction 2022** in Madrid, Spain.

The WCO Conference on 4 October will gather WCO members and non-members to discuss pertinent issues for the sector. This includes positioning citrus in the current trading and retail environment, communicating citrus, presentation of the WCO Strategy for 2022-2024 and the launch of a new Citrus Statistical Book with the latest citrus sector market data.

The WCO Networking Event on 5 October is also open to WCO members and non-members to discuss the latest sector and market developments in an informal setting.

### Registration

If you would like to attend the WCO Conference and/or the WCO Networking Event, please complete the [online registration form available here](#).

The deadline for registrations is 29 September 2022 COB.

### WCO Conference, 4 October 2022

The WCO Conference will take place on Tuesday 4 October 2022 in Room A10.13 at IFEMA, Fruit Attraction at 08:30-10:30 CET in Madrid.

**Location:** Room A10.13 at IFEMA, Fruit Attraction

**Time:** 08:30-10:30 CET

**Access:** All those with a pass (visitor or exhibitor) will be able to enter IFEMA to access the meeting room.

**Agenda:** the WCO Conference will proceed as follows:

**8:30-8:35** Welcome (*WCO Co-Chairs*)

**8:35-8:45** About WCO (*WCO Secretariat*)

**8:45-9:00** Presentation of WCO Strategy 2022-2024 (*WCO Secretariat & WCO Co-Chairs*)

**9:00-9:30** Launch of CIRAD Citrus Statistical Book (*CIRAD*)

**9:30-10:00** Positioning citrus in the current trading & retail environment (*Anders Lind, Coop Trading Denmark*)

**10:00-10:30** Communicating citrus (*Oscar Mozún, Tactics*)

**10:30-10:35** Close (*WCO Secretariat*)

## **WCO Networking Event, 5 October 2022**

The WCO Networking Event will take place on Wednesday 5 October at the Limón de España stand at IFEMA, Fruit Attraction at 18:00-19:00 CET in Madrid.

**Location:** Limón de España stand (hosted by Ailimpo), Stand 7E09, Hall 7.

**Time:** 18:00-19:00 CET

### **Queries**

For all queries regarding the WCO Conference or the Networking Event, please contact [wco@worldcitrusorganisation.org](mailto:wco@worldcitrusorganisation.org).

The WCO looks forward to seeing you at Fruit Attraction 2022.