



Fakultät für Naturwissenschaften und Technik
Facoltà di Scienze e Tecnologie
Faculty of Science and Technology

Register now for the Interpoma Award 2022

Fiera Bolzano, in cooperation with the Faculty of Science and Technology of the Free University of Bolzano and the Italian Society for Horticultural Science (SOI), presents the Interpoma Award 2022.

The Interpoma Award 2022 aims to honor smart and innovative technologies that enable outstanding progresses in the water management in apple orchards, allowing water saving and improving yields or fruit quality, according to the “*more crop per drop*” approach.

Competition Rules

For the Interpoma Award 2022, a selection committee (jury) will judge the speculative applications. Two prizes are awarded: one for companies and individuals and one for start-ups.

The participants will be assessed based upon their products or services (e.g., machines, systems, components, devices) entered competition.

The jury will make its selection based upon an assessment of the submitted documents and a targeted questioning of the listed contacts.

Companies, individuals, and start-ups, worldwide working in the field of water technology and water saving for the apple industry, can submit their application for the prize (max. one submission per participant). The following application form must be filled out in English and submitted within September 30th, 2022 to the organization office:

Fiera Bolzano Exhibition Center
Evi Götsch – Brand Manager Interpoma
Email: interpoma@fieramesse.com
Tel. +39 0471 516019

The Jury

The jury is composed of the following experts:

- Massimo Tagliavini (Jury-President), Italian Society for Horticultural Science and Free University of Bolzano/Bozen, Italy
- Francesco Comiti, Free University of Bolzano/Bozen, Italy
- Brunella Morandi, University of Bologna, Italy
- Luca Testi, Institute for Sustainable Agriculture, Spanish National Research Council, Sevilla, Spain
- Martin Thalheimer, Laimburg Research Centre, Italy
- Robert Wiedmer, South Tirolean Advisory Service for Fruit Trees and Viticulture, Italy



Jury members will carefully examine the submitted information and data before shortlisting the candidates. The jury will then choose one winner for each category: companies/individuals and start-ups. The jury can also select up to four honorable mentions, two in each category. The jury's decisions are definitive and incontestable.

Prizes and Honorable Mentions

The jury's final selections will be mentioned during the Interpoma opening ceremony, which takes place on the eve of Interpoma, Wednesday evening (CET), November 16th, 2022. Afterwards, the guests will have the opportunity to have some drinks together, enjoy apple snacks and talk with the jury members and other experts.

The two winners in the two categories of the Interpoma Award 2022 will receive a marketing and communication "prize package" worth EUR 5,000, which is composed as follows:

1. Mention of the winners in an official press release about the Interpoma Award, sent out to the entire database of international fruit and agriculture trade media.
2. A professional video about the Interpoma Award with involvement of the winners (if on site during the fair), which will be made available to the winners and published on Facebook and YouTube.
3. A professional photo shoot with the winners and of the award ceremony and the awarded products/services (if on site during the exhibition), which will be made available to the winners and excerpts of which will be used to communicate the award to the international press.
4. Mention of the winners in a dedicated Interpoma Award newsletter sent out to the Interpoma community.
5. Posts with tags about the winners on the main social media channels (Facebook, Instagram, LinkedIn) of Fiera Bolzano Exhibition Center.
6. A story (article) with photos and link about the winners published on the homepages of Interpoma and Fiera Bolzano Exhibition Center.

Application Deadline

Speculative applications for the Interpoma Award 2022 will be accepted until September 30th, 2022. Late applications will only be accepted by the jury in exceptional and justified cases.