

fruit attraction

INTERNATIONAL TRADE SHOW FOR THE FRUIT AND VEGETABLE INDUSTRY

5–7
OCTOBER
2021

MADRID - SPAIN

*RE*CONNECTING
the World Fresh Produce Community

Access the largest professional social
network for the fruit and vegetable sector

fruit attraction
LIVE  Connect

CONNECT - KNOWLEDGE - EMPOWER - 365D

ORGANISED BY



Fruit Attraction 2021: far more than a face to face sector reunion

Fruit Attraction has become the **leading commercial** tool for the **WORLDWIDE marketing of fruit and vegetables**. Its ability to promote world exports in the sector makes it the **commercial nexus** for the whole group of professionals that make up the entire value chain, whilst consolidating its position as the **innovation stage for** the fruit and vegetable market.

Organised by **IFEMA and FEPEX**, Fruit Attraction will be holding **its in-person event from 5-7 October 2021** and will bring together the entire fruit and vegetable community **365 days a year through the Fruit Attraction LIVEConnect platform**; a digital platform that enhances and complements the in-person event with new functionalities.

**Be part of the great
professional fruit
and vegetable sector
commercial community**



Fruit Attraction is...

BUSINESS

Fruit Attraction is once again the **not-to-be missed event for planning campaigns** in a key month where operators and retailers from all over the world discover **new business opportunities and cement existing relationships**.

DIVERSITY

Fruit Attraction gathers the whole **VARIETY and DIVERSITY** of horticultural products for **RETAIL and INTERNATIONAL DISTRIBUTION CHANNELS** from around the world.

INNOVATION

All that is **innovative and avant-garde, new varieties and formats, trends, research** etc. is available at the Innovation Hub, Smart Agro, Biotech Attraction etc.

KNOWLEDGE

Discussion, spaces for inspiration and learning, training, knowledge, exchange of ideas... all in 3 days under one roof.



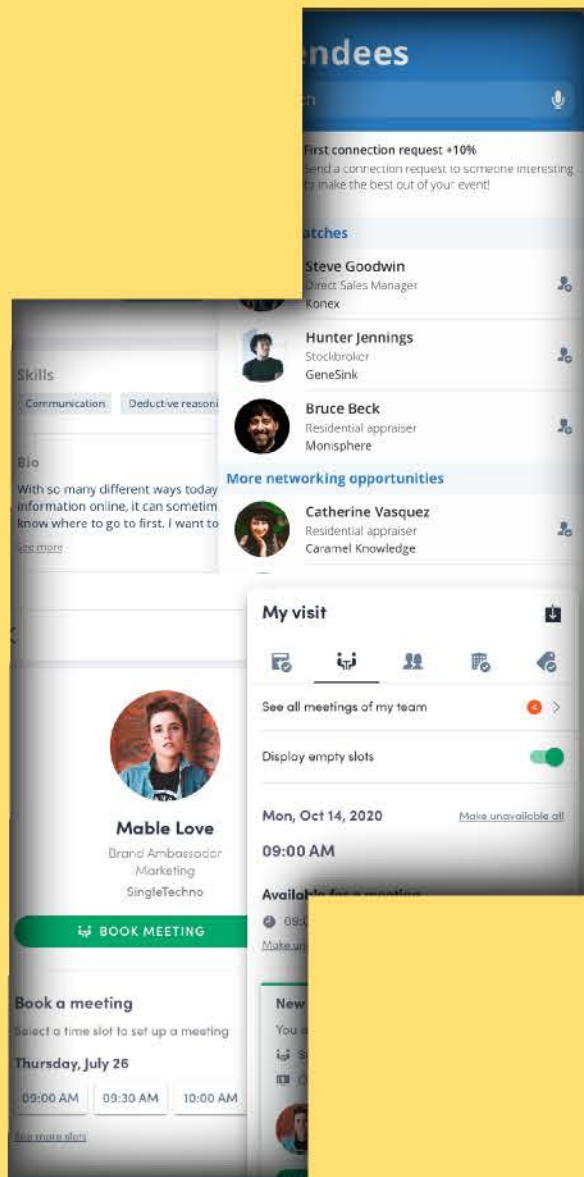
Fruit Attraction
has become the first
“PHYGITAL” event in
the world of
the agri-food sector



The world fruit and vegetable sector's largest community and social network

What is Fruit Attraction LIVEConnect?

- The main tool to **enhance ROI** during the in-person event.
- An innovative technological platform designed to be the **meeting point** for all professionals in the sector, a space for **networking, education and training, promotion and generator of contacts and business opportunities** between the different guilds and associations.
- A new tool to boost the **visibility of the sector**, boosting its **commercial activity** among professionals from all over the world.
- A **new relationship model and permanent contact** between customers and suppliers from all over the world, achieving greater reach and market penetration beyond the visitors who come to your stand during the event.
- A **communication channel** at the forefront of modern times that will help drive the **digitalisation of the sector**, offering the latest news and exclusive content.
- An **advanced search engine** for products, services and professionals from around the world with **personalised recommendations** generated by an automatic matching system using artificial intelligence.
- A training space in which to organise and attend a large number of **sector-related activities**.

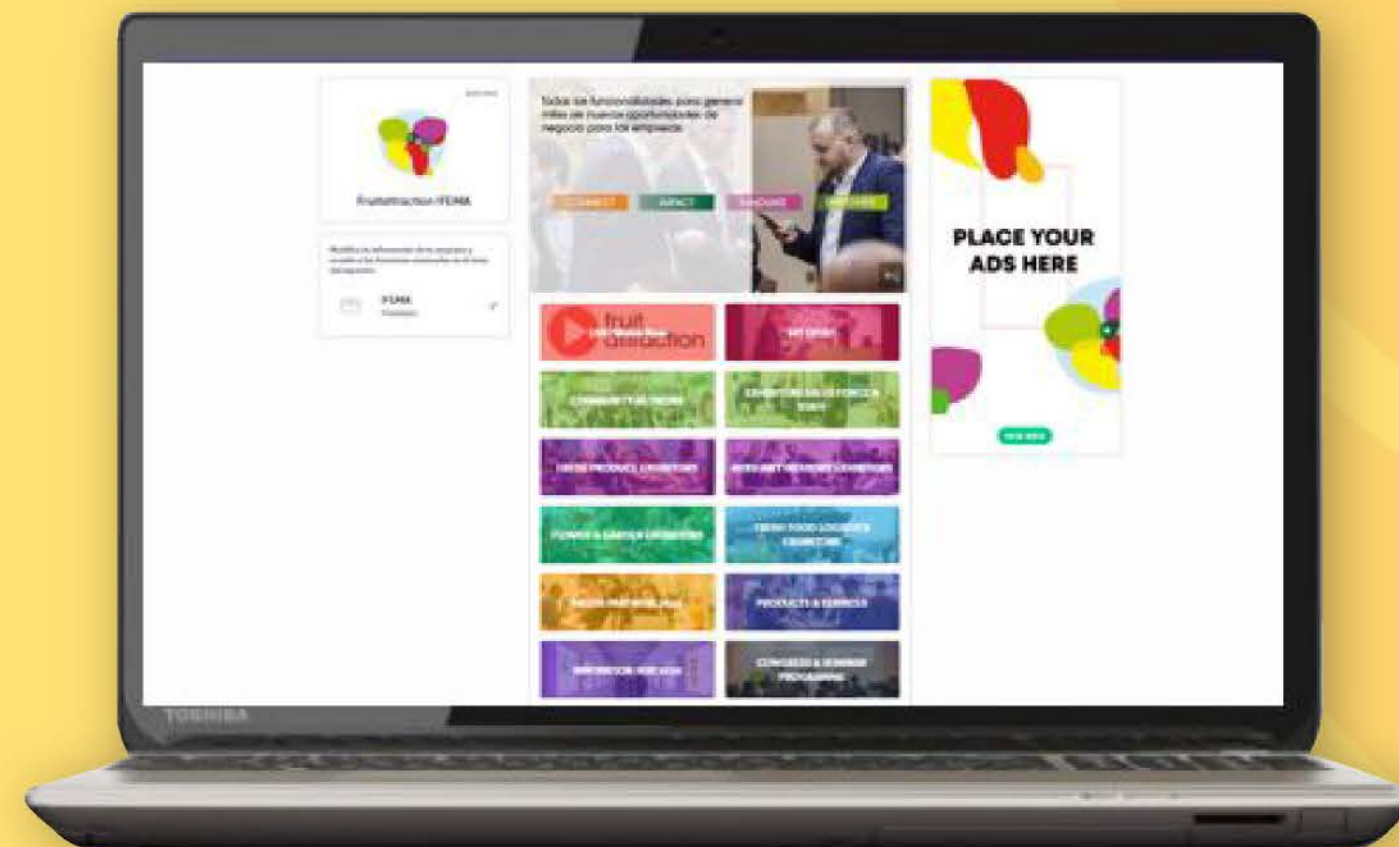


A **work tool** accessible **via APP and WEB** to connect to wherever and whenever you want

What can you achieve with Fruit Attraction LIVEConnect?

- Enhance and feed your sales team's **network of professional contacts** by qualifying leads from all over the world.
- Contact thousands of new potential customers through an **appointment management service, e-calls, live chat, Eb2b, messaging etc.**
- Attend **countless sessions, demonstrations, conferences, congresses, sector-based discussions** on specific market topics and product categories.
- Thousands of impacts and brand awareness with the entire community of participants.
- Present and learn **about the entire range of products, solutions and services on offer and news** for 2021, through **demonstrations and data sheets.**

The Fruit Attraction LIVEConnect platform groups together content from sectors related to Fruit Attraction, Flower & Garden Attraction and Fresh Food Logistics.



CONTACT > IMPACT > INNOVATE > TRAIN



Fruit Attraction **2021** will be **hybrid** and “**phygital**”: welcome to the **new value proposition** that enhances the efficiency of the in-person meeting through technology



What can you do with LIVEConnect during the celebration of Fruit Attraction?

- Find your **access pass to the venue**.
- **Scan QR of visitor contacts** to include them in your networking.
- Manage and publish your available time slots to **schedule meetings**.
- **Find and contact** people who are at the fair.
- Manage your **programme and conference schedule**.
- **Attend conferences** and debates without leaving your stand.
- **Include QRs at the stand** linked to your company listing, sales staff and products or services.





Fruit Attraction **attracts the top decision-makers** from the entire fruit and vegetable community

Data and figures 2019

-  **89,390** professional participants
-  **55,938** m² of exhibition space
-  **1,770** exhibiting companies from **58** countries
-  **59,181** professional visitors from **127** countries
-  **56** conferences and seminars and **197** speakers

By sector

- 31.0%** Production - Industry - Transformed Produce
- 23.9%** Import - Export
- 17.7%** Services and others.
- 11.6%** Wholesaler - Trader - Import - Export
- 5.8%** Logistics and Transportation
- 3.3%** Retail - Point of Sale
- 1.9%** H&C

Visitor profile

- | | |
|---------------------------------|---|
| 29.9% Management - Owner | 6.5% Marketing and Communication |
| 28.6% Sales | 5.9% Logistics |
| 14.3% Production | 3.2% Quality - Laboratory |
| 10.1% Purchasing | 1.5% Maintenance - Plan |

Average visit time

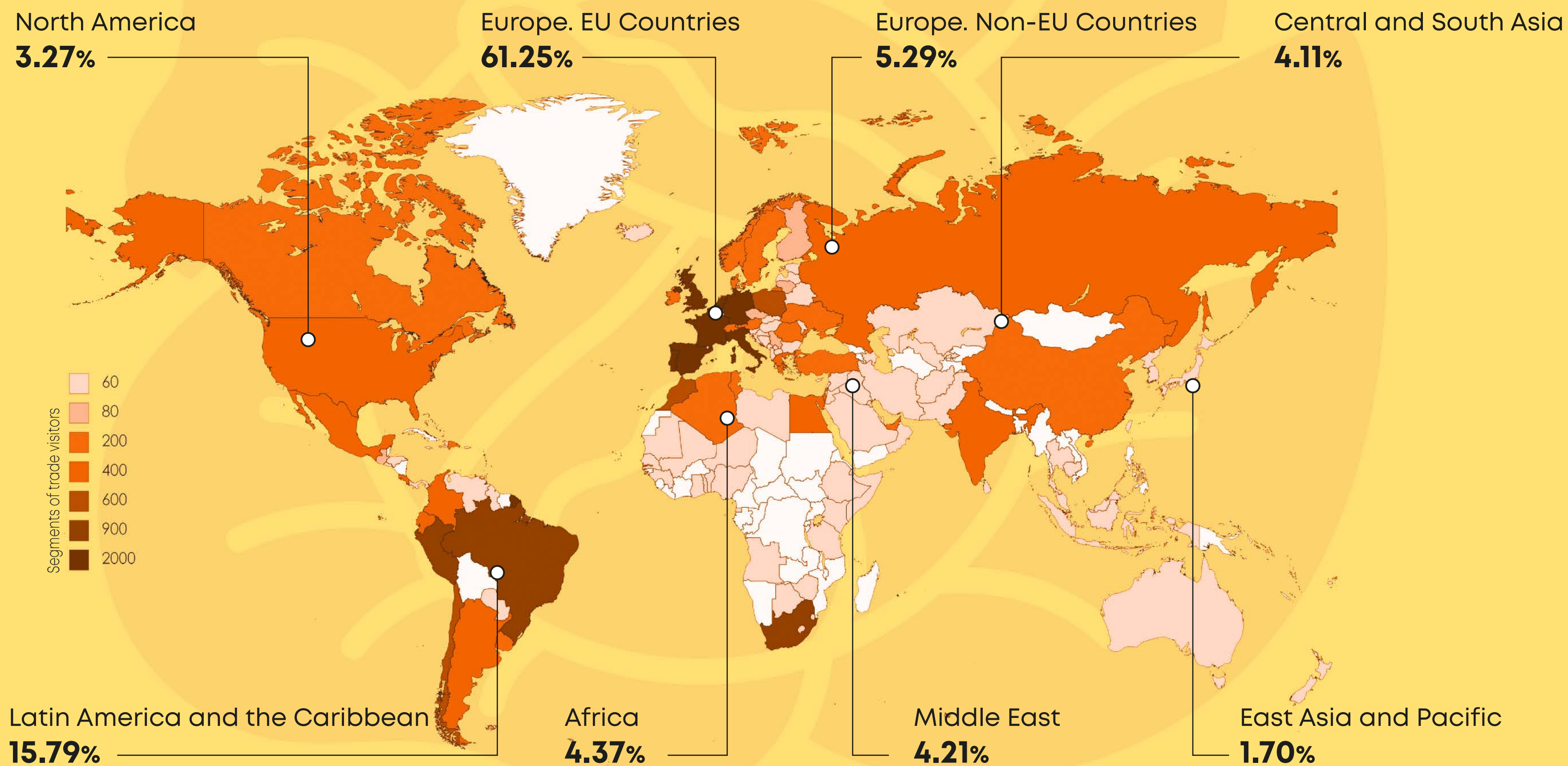
- 1.43 days** National
- 1.84 days** International



The event for **fruit and vegetable professionals** from around the world



Spain: 36,727 (62.24 %) **International: 22,280 (37.76%)**



2019 visitor data



Fruit Attraction once again brings together the entire value chain of the sector

Fresh Produce Area

- Fresh fruit
- Fresh vegetables
- Herbs and spices
- Fresh cut and catering products
- Nuts Hub
- Ecorganic market
- Processed F&V (frozen, canned, concentrated, dehydrated, etc.)
- Organisms and Associations
- Nurseries

Auxiliary Industry Area

- Seeds
- Fertilisers, agro-nutrients, plant protection
- Pre-harvest
- Transport & Logistics
- Packaging & Labelling
- Post-harvest
- Smart Agro (ICT for the Horticultural Sector)
- Ecorganic market
- Point of Sale
- Services (consultancy firms, certification firms, financial institutions, TEA's, training, etc.)
- NEW** · Biotech (research and technological development in plant genomics)



Fruit Attraction is held alongside Fresh Food Logistics



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THE LATEST COLD-CHAIN SOLUTIONS DELIVERING
THE FRESHEST GOODS WHATEVER THE DISTANCE



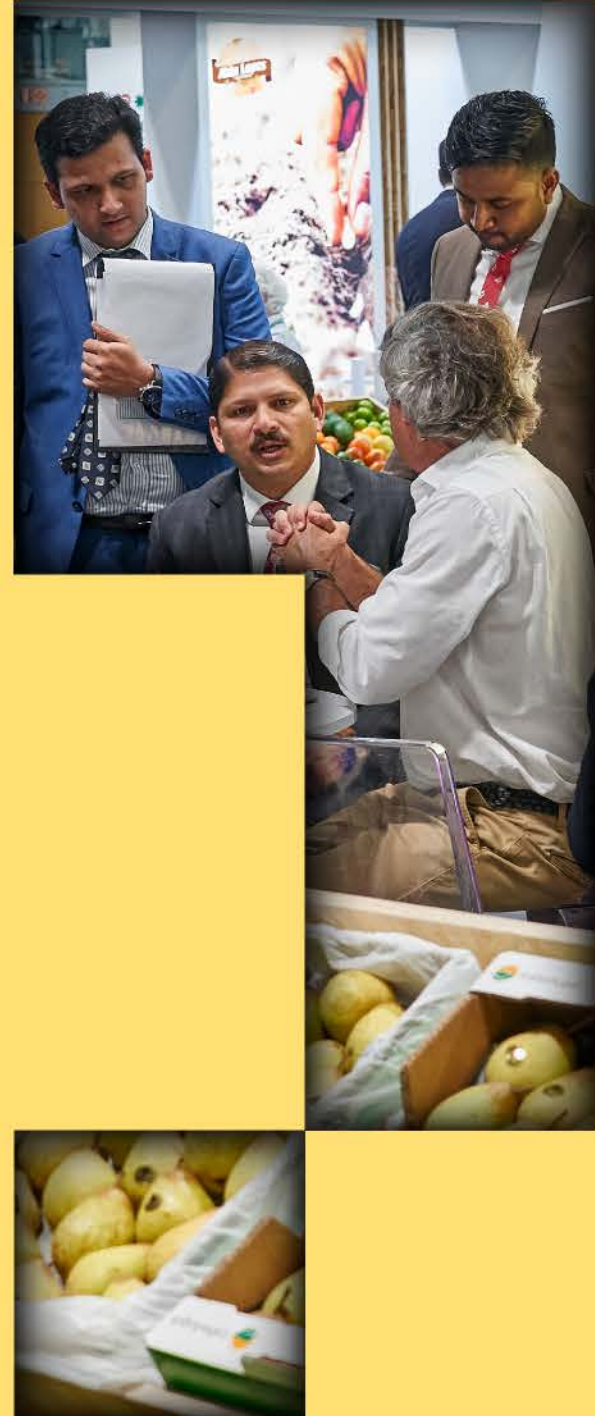
ifema.es/fresh-food-logistics-fair

Fresh Food Logistics, organised by IFEMA, is the new sector platform at the service of **logistics, transport and cold chain management for fresh food.**

A **unique event in the European Union**, professional and hyperspecialised, which brings together **all the main players from the cold chain management process**; from storage at source, logistics and transportation to cold solutions for retail, last mile and e-commerce.

Exhibition range

- Climate control solutions and preservation and storage facilities
- Climate controlled, isothermal and refrigerated containers
- Fresh food processing, handling and packaging systems
- Services & logistics operators with cold supply chain for the food industry
- Temperature control systems for cold chain transport
- Refrigerated transport and cold chain equipment (Land, sea and air. Short and long haul)
- Cold technologies & automation
- Quality control equipment and systems
- Cold and chilled facilities and temperature control equipment for retail
- Transport solutions for food-delivery and food e-commerce
- Other related services



Fruit Attraction is held together with Flower and Garden Attraction



Flower & Garden Attraction, organised by IFEMA and FEPEX; is the **BOUTIQUE EVENT** for companies that produce and sell **flowers, plants and garden care products**, looking to reach European retail and distribution channels.

The **leading European platform** for the flower and plant sector, presents the strength of our product offering and the quality and diversity of our suppliers to international distribution channels.

Exhibition portfolio

- Flowers
- Plants
- Auxiliary industry flowers and plants sector

A WHOLE “GARDEN” EXPERIENCE



Fruit Attraction, **knowledge and innovation** centre for the sector

Conferences and Seminars

A complete programme of conferences has made Fruit Attraction the **knowledge centre for the sector**, with activities and events characterised by the wide variety of content, as well as the high calibre of participants and speakers.



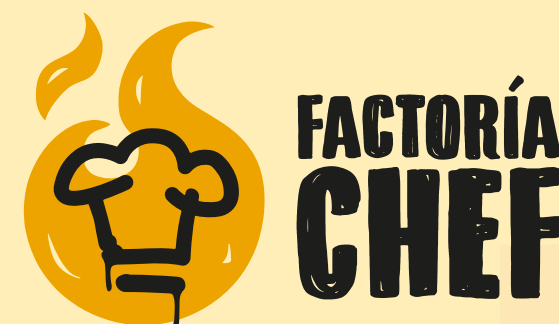
Innovation Hub

The platform where you can **present news** to the industry as a whole and help **facilitate commercial interaction between exhibitors and visitors**. All products presented in the Innovation Hub are eligible for the Innovation Hub Awards for innovation and entrepreneurship.



Factoría Chef

Cooking demonstration space which aims **to disseminate, innovate and interpret fruit and vegetables** to publicise the culinary opportunities and gastronomic innovation, quality, variety and versatility offered by these products.



Conference at LIVEConnect

Technical conferences, debates, sessions and monographic congresses on a great diversity of topics: **product categories, international market opportunities, topics of maximum sectoral interest, etc.**



AVOCADO: Fresh&Star

Avocado will be one of the **star products** of Fruit Attraction 2021, with specific activities to promote the **opening up of markets, development of promotion strategies for companies, #avoforum... and a big surprise in Hall 10!**



If it can't be **seen**, it can't be **sold**...
If it isn't **shown**, it isn't **known**...

The 10 main reasons to participate as an exhibitor at Fruit Attraction

- 1** Consolidate and open up **export markets**.
- 2** Hold **in-person meetings with the main operators and retailers in the world**.
- 3** Generate and spark mass **sales opportunities**.
- 4** **Build loyalty and centralise meetings** in one place with regular customers.
- 5** Expand and enhance **personal networking**.
- 6** **Brand positioning and visibility of new products**
- 7** **Show and explain the products**, formats and services in person.
- 8** Maintain and build **sectoral authority**.
- 9** Be part of the relationship between **suppliers and retailers** around the world.
- 10** ...you surely have others!

92% of exhibitors intend to participate in the next edition*

98.4% are very satisfied and intend to visit Fruit Attraction again*

79.7% would recommend Fruit Attraction to another professional in the sector*

Fruit Attraction has exceeded the expectations of visitors*

* Data based on random surveys carried out at the fair with the visitors in 2019.



How can I **participate as an exhibitor** at Fruit Attraction 2021?

A In-person with Stand + Fruit Attraction LIVEConnect (Recommended)

B In-person with Stand

C Online through the Fruit Attraction LIVEConnect platform



First time exhibitor?

For all those companies that are going to **exhibit at Fruit Attraction for the first time** and need **special and personalised advice** from the sales team.

Be part of the largest commercial platform in the professional fruit and vegetable community and boost your sales in 2021

JOIN US! JOIN THE CHANGE



Participation in LIVEConnect



BENEFITS		PARTICIPATION OPTIONS			
		Standard	Prime	Only in-person participation 5-7 Oct	Co-exhibitor
Platform visibility		6 - 12 months	6 - 12 months	Sep-Feb	Sep-Feb
Positioning in the Companies directory and searches		standard	preferential	standard	standard
Exhibitor staff members		3	unlimited	1	1
Access to Community Network contacts		✓	✓	–	–
Registration of products/services		unlimited	unlimited	5	5
Register products in Innovation Hub		2	2	–	–
Document registration in the exhibitor file		unlimited	unlimited	5	5
Access to chat & videocalls services		✓	✓	–	–
Inviting participants to scheduled meetings		✓	✓	–	–
Invitations access to LIVEConnect		20	unlimited	20	20
Sean Data Badge on Show		✓	✓	–	–
Organisation of sessions at AF LIVEConnect	Live	2	10	–	–
	Prerecorded	✓	✓	–	–



FEES		STANDARD			
	Registration Fee	Mar - Aug	Sep - Feb	Annual	Upgrade To Prime
	€500	€1,000	€1,500€	€2,000	€2,000



Fruit Attraction in the **media**



Media impact

 **22,906** impacts in the media

 **1,526** press

 **39** radio

 **23** TV

 **4,153** internet

 **17,175** Social Media

Accredited Media and Journalists


 **500** media outlets

 **691** journalists


A **trade community** great


Fruit Attraction on Social Media

 **55,739** followers

 **15,556** followers

 **6,967** followers

 **4,823** followers

 **584** subscribers

JOIN UP!



Committed to **sustainability**



IFEMA, committed to the sustainable development goals



As part of its **quality and sustainability policy**, Fruit Attraction has established the objective of developing proactive good practices that contribute to promoting social, environmental and economic sustainability.

Environment

- Dissemination of code of good practices for users of the venue
- Recyclable modular stands
- LED lighting in halls and on modular stands
- Waste management plan for assembly - dismantling
- Recycling bins
- Promotion of public transport
- Recycling of passes
- Digital signage
- Conference on water management, sustainable packaging
- Free WIFI and charging points in halls
- Geothermal technology in IFEMA office building
- Charging points for electric vehicles
- All printed material is FSC
- Access to the venue with e-pass

Promotion of economic development

- Innovation Hub
- “Hub” stands for start ups
- Ecorganic market

Social commitment

- Collection of surpluses by the Madrid Food Bank
- Accessible venue
- Accessible website



A safe place to meet

HEALTH AND SAFETY PROTOCOLS AT IFEMA

For the safety of all participants, IFEMA has developed its Contingency Plan including action protocols relating to: Activity, IFEMA staff, cleaning and disinfection, communication and continuity plan.

Likewise, it has published on its website - www.ifema.es - the regulations applicable to exhibitors, visitors and external operators, which are mandatory.



- All the processes implemented by IFEMA have different certifications that guarantee their suitability to create a **safe space** when holding fairs and events:
 - AENOR Certification against Covid 19
 - Madrid Guarantee Seal.
 - Safe Travel stamp guide WTTC (World Travel & Tourism Council)
- Exhibitors and visitors must respect the mandatory **safety measures**:
 - Permanent use of face masks
 - Safety distance
 - Frequent hand washing
 - Use of hydroalcoholic gel
 - Respect for capacity



Likewise, IFEMA incorporates **other measures aimed at increasing this level of safety**:

- Temperature control at the entrances to the venue
- Conveniently signposted interior routes
- Methacrylate screens at service desks
- Payment by credit card
- Eticket

IFEMA makes available to exhibitors and stand-builders the **guide on recommendations for the design and construction of custom designed stands**, providing guidelines that ensure they are adapted to health indications.

All **catering services** will be carried out, strictly respecting the measures legally established for hospitality establishments: The service will be provided at tables that accommodate a maximum of four people respecting an established safety distance of 1.5m and the occupants must remain seated. Specifically appointed staff will serve the food. Bar services and the organisation of cocktail-type events associated with trade fair activity are not allowed.

IFEMA has a **medical service** on hand to attend to any detections that may occur, in optimal safety conditions, both for the affected party and for the rest of the attendees.



A team of knowledgeable advisers to help you ensure a **successful participation**



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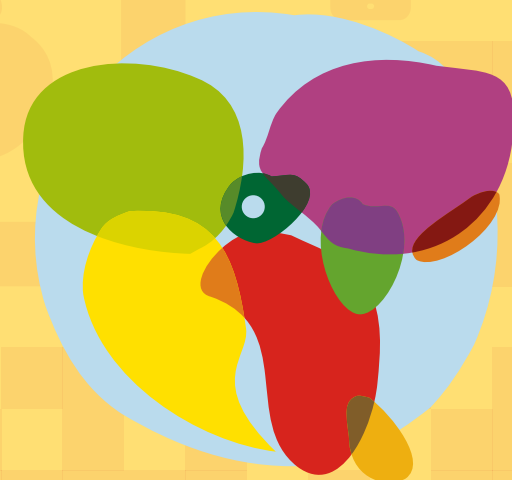
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ORGANISED BY



FEPEX



IFEMA
Feria de
Madrid

COINCIDING WITH



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ffl Fresh
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