



International Fair of the Fruit and Vegetable Sector

**We connect ideas, businesses and people.  
Proud to be Fruit Attraction.**



**04-06  
Oct  
2022**

**Recinto Ferial  
ifema.es**

LIVE  Connect

Coinciding with





# Boost your sales at Fruit Attraction 2022

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 MADRID and FEPEX**, Fruit Attraction will be holding **its in-person event from 4-6 October 2022** and will bring together the entire fruit and vegetable community **365 days a year through the Fruit Attraction LIVE Connect platform**; a digital platform that enhances and complements the in-person event with new functionalities.



**BE PART of Fruit Attraction and CONNECT with the great professional fruit and vegetable sector commercial community!**



# Fruit Attraction DNA

## Business and Opportunities

Your **must-attend event for campaign planning** in a key month with operators and retailers from all over the world. **Opening up business opportunities and building relationships.**

## Inspiration

**Ideas, solutions and unique experiences** to keep your business growing into the future.

## Innovation and trends

All the **innovation and the avant-garde**, new varieties and formats, trends, research... in an **event** aligned with new fruit and vegetable sector trends: Innovation Hub, Smart Agro, Biotech Attraction...

## Connection

At Fruit Attraction, relationships are built and enriched to generate links which can lead to future projects. The place to **connect interests, challenges, concerns, knowledge...**

## Diversity

Fruit Attraction brings together all the variety and diversity of fruit and vegetable products from all over the world aimed at the **RETAIL and INTERNATIONAL DISTRIBUTION CHANNEL.**

## Knowledge

**Debate**, spaces for inspiration and learning, training, knowledge, exchange of ideas...








**Connect with innovation and the future of the sector at FRUIT ATTRACTION**



# Connect with key decision-makers from across the fruit and vegetable community at Fruit Attraction

## Data and figures 2021

### Face-to-face appointment

-  **65,000** professional participants
-  **40,000** m<sup>2</sup> of exhibition space
-  **1,300** exhibiting companies from **43** countries
-  **65,000** professional visitors from **110** countries
-  **70** conferences and seminars and **180** speakers

### Average visit time

- 1.38 días** National
- 1.86 días** International

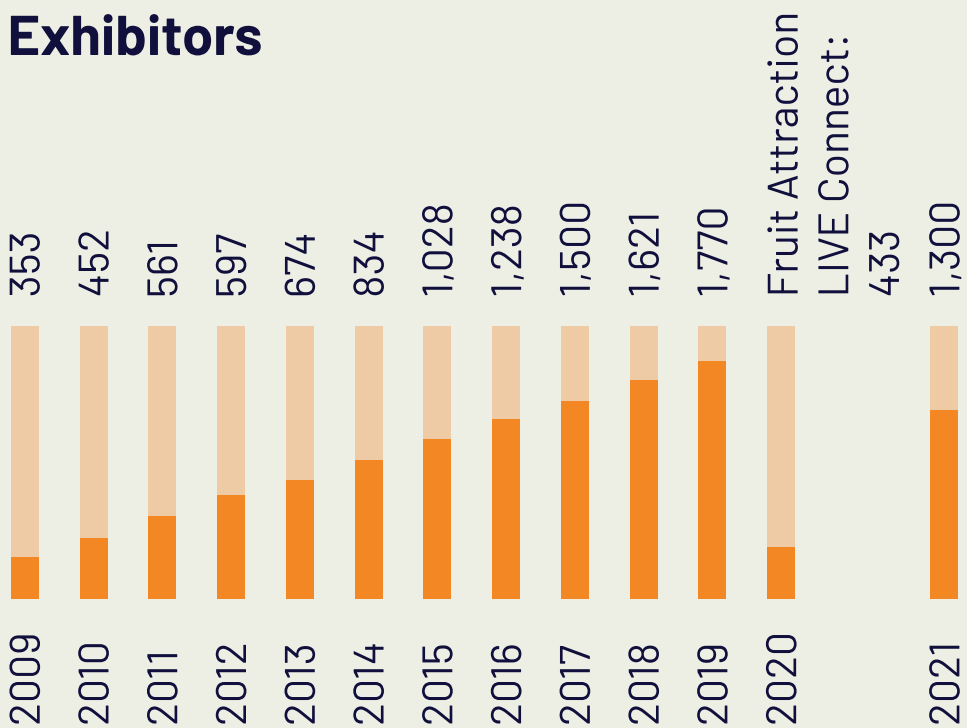
### LIVE Connect

(between October 1<sup>st</sup> and 31<sup>st</sup> 2021)

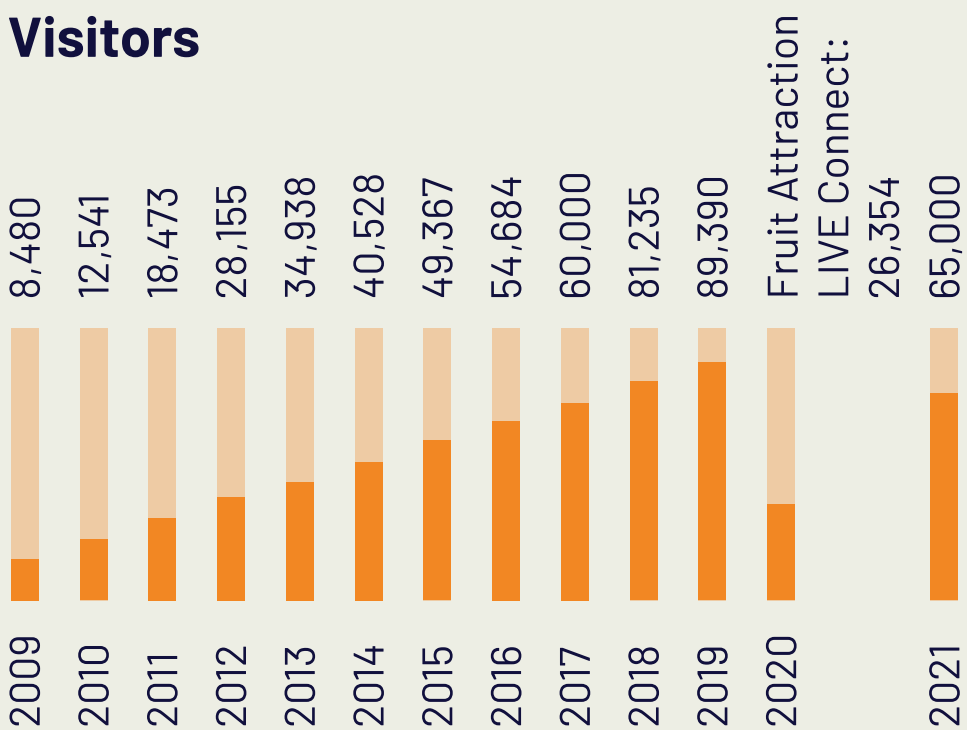
- 6,279** members
- 14,676** contacts
- 40,814** messages exchanged
- 500** meetings
- 186** video calls

## Evolution

### Exhibitors



### Visitors



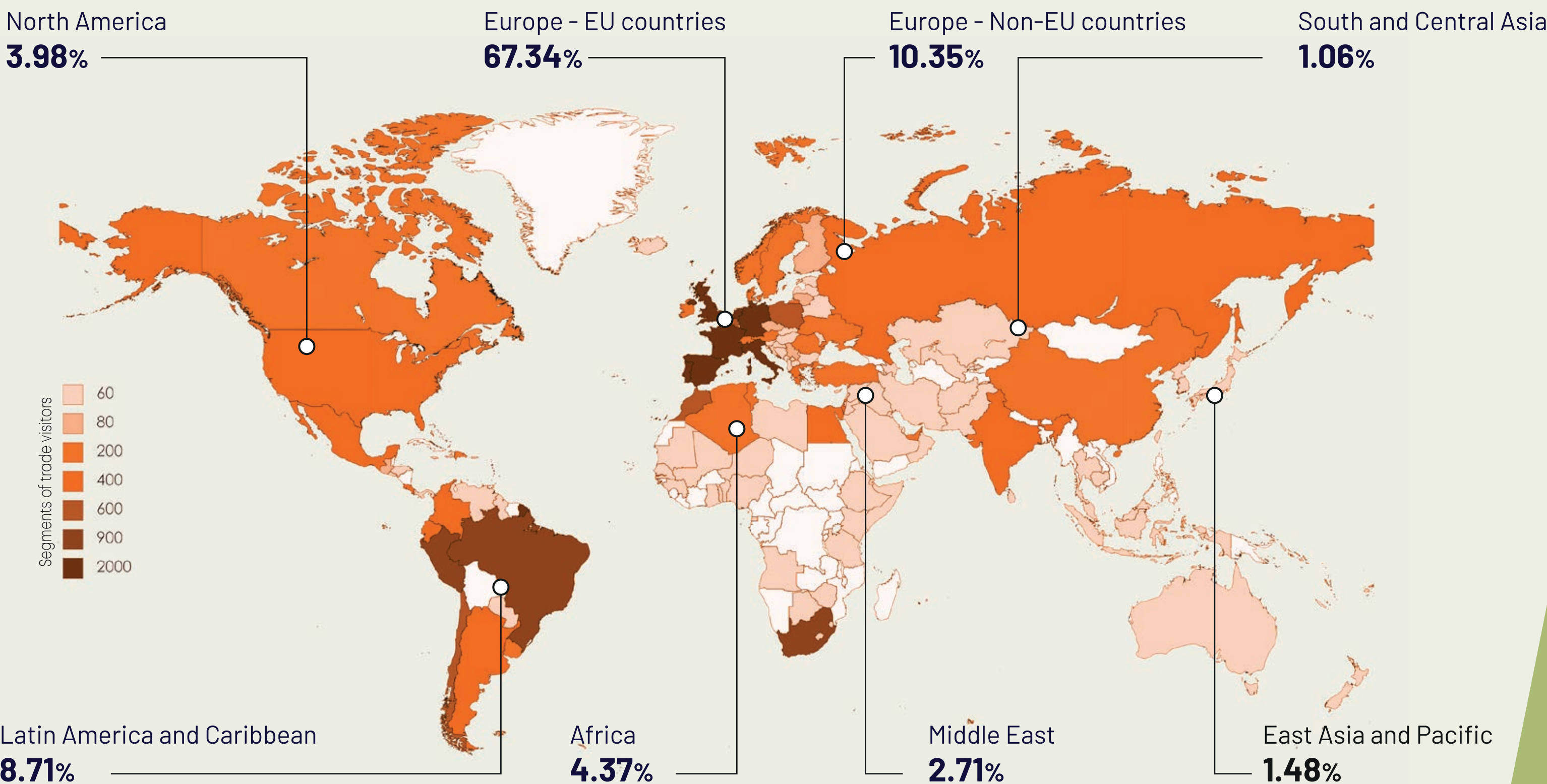
## Projections 2022

- 90,000** professional participants
- 1,800** exhibiting companies from **130** countries



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

65,000 professional participants



2021 Visitor data.

## By profile of the professional visitor

- 27.26% Production - Industry - Transformed products
- 25.6% Import - Export
- 14.1% Services and others
- 12.36% Wholesaler - Trader
- 7.10% Logistics and Transport
- 5.86% Retail - Distribution Chains
- 2.94% Retail - Point of Sale
- 1.86% Horeca

## By position of trade visitor

- 32.76% Sales
- 30.29% Management - Ownership
- 11.02% Production
- 9.6% Purchasing
- 6.66% Marketing and Communication
- 6% Logistics
- 2.78% Quality - Laboratory
- 0.88% Maintenance - Plant

Invited importing countries 2022:  
Canada, Saudi Arabia and UAE



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

## 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

## Startup's Hub

New dedicated area to newly created companies both in the Fresh Produce and Auxiliary Industry areas. This only applies to companies founded after January 1<sup>st</sup> 2021 and before September 1<sup>st</sup> 2022.

## Auxiliary Industry Area

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



**At Fruit Attraction  
we continue to grow together**



# Fruit Attraction is co-located with Fresh Food Logistics

Fresh Food Logistics, also organised by IFEMA MADRID, 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 remit

- 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 will showcase all transformation solutions achieved through innovation, sustainability and digitalisation


At Fruit Attraction you will be able to present all your solutions in three areas dedicated to **technological innovation** with their own identity:

## Smart Agro area

Innovative products that apply information technologies to the fruit and vegetable sector (apps, IoT, big data, ERPs, tracking, monitoring, automation, prediction, digitisation, and more).

## Biotech Attraction Area

Research and technological development in agrobiological and plant biotechnology. New technologies based on plant biology.

In collaboration with:  biovegen



**INNOVATION + SUSTAINABILITY + DIGITALISATION =  
PROFITABILITY + GROWTH + FUTURE**



# 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.

## Conferences at LIVE Connect

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

## Strawberry: Fresh&Star

Strawberry will be the **star product** of Fruit Attraction 2022, with specific activities to promote the **opening up of markets, development of promotion strategies** for companies.



**Connect with the future of the fruit and vegetable sector at Fruit Attraction**



# 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 world's main operators and retailers**.
- 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!

[Make your own Budget](#)

[Application form](#)

[Contact](#)

**+ More than 90,000 professionals from the fruit and vegetable sector will attend Fruit Attraction**





# Stay connected with the fruit and vegetable sector 365 days a year

## What is Fruit Attraction LIVE Connect?

- 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 for constant 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 digitisation 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**.

The Fruit Attraction LIVE Connect platform brings together content from sectors related to Fruit Attraction and Fresh Food Logistics.



**Fruit Attraction LIVE Connect, the world's largest community and social network connecting the entire fruit and vegetable sector**



# Committed to sustainability

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 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 AMDRID 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
- “Hubs” stands for startup’s
- Ecorganic market
- Startup’s Hub

## Social commitment

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



**FRUIT ATTRACTION, committed to the sustainable development goals**



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



**María José Sánchez**  
Agrifood Events  
Director  
(+34) 689 27 87 64  
mjs@ifema.es



**María Martínez de Velasco**  
Commercial Manager  
Fresh Produce Area  
(+34) 687 40 49 73  
mariamv@ifema.es



**Asela González**  
Secretary  
(+34) 619 42 34 88  
asela.gonzalez@ifema.es



**Iciar Martínez de Lecea**  
Press Officer  
(+34) 627 70 60 89  
iciar.martinez@ifema.es



**Olga Berrendo**  
Commercial Manager  
Auxiliary Industry Area  
(+34) 681 10 61 89  
berrendo@ifema.es



**Laura Francos**  
Secretary  
(+34) 618 99 01 25  
lfrancos@ifema.es



**Helena Valera**  
International Press Office Head  
(+34) 629 64 42 08  
evalera@ifema.es



**Natividad López**  
Commercial Manager Smart  
Agro, Biotech Attraction and  
Fresh Food Logistics  
(+34) 676 18 01 91  
nlopez@ifema.es



**Esther Morales**  
Advertising and marketing  
(+34) 689 27 87 64  
esther.morales@ifema.es



# International representation

## EUROPE

### **Germany, Austria, Switzerland**

José Antonio Rodríguez Priego  
(+49) 162 295 17 51  
ifema@messe-madrid.de  
ifema@gmx.de

### **Belgium, Netherlands, Luxembourg**

Ton Willemse  
(+31) 624896682  
info@intraservice.nl

### **Francia**

Sibylle Courtois  
(+33) 156951736 - (33) 614876147  
Sibylle.Courtois@otsa.net

### **Greece, Albania, Bulgaria, Cyprus, Serbia**

Konstantina Bouman  
(+31) 624 797659  
konstantinagiannoutsou@yahoo.com

### **Italy and San Marino**

Giorgio La Ferla  
(+39) 366 3596779  
fiere@paralleli.eu  
la.ferla@paralleli.eu

### **Portugal**

Nuno Almeida  
(+351) 91 87 47 524  
info@ifem

### **United Kingdom, Ireland**

Louisa Criscenti-Brown  
(+44) 0 7971 280870  
louisa@elsieb.co.uk

## AFRICA

### **Morocco, Algeria and Tunisia**

Dalila Riadi  
(+212) 661 209 194  
ifemamaroc@h2gconsulting.com  
driadi@h2gconsulting.com

## AMERICA

### **Brazil**

Jordi Solé  
(+55 11) 98756 0063  
brazil@ifema.es  
ifemabrasil@h2gconsulting.com  
jsol@h2gconsulting.com

### **Chile**

Osvaldo Cabrera  
(+56) 9 95350861  
ifemachile@portocs.cl

### **Colombia**

Pamina González  
(+57) 300 267 0793  
ifemacolombia@h2gconsulting.com  
pgonzalez@h2gconsulting.com

### **Mexico**

Patricia Moreno  
(+32) 485 517 266  
patricia.moreno@tradenex.eu

### **Perú**

Pamina González  
(+57) 300 267 0793  
ifemacolombia@h2gconsulting.com  
pgonzalez@h2gconsulting.com

## ASIA

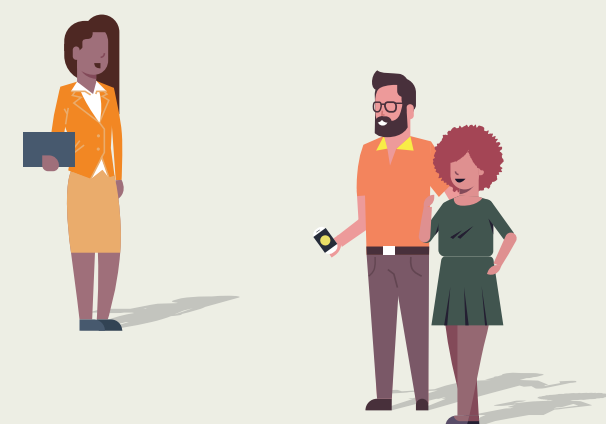
### **China, South Korea, Hong Kong, Japan, Singapore, Taiwan**

Susana Fernández Pérez  
(+86) 189 303 161 25  
ifema.china@madridinternational.cn

### **India**

Mukesh Arora  
(+91) 9967357443  
mukesh.arora@wisitex.in





**FRUIT ATTRACTION, your key appointment in 2022  
for a future full of business opportunities**

**Feel the inspiration.**

