



fruit attraction

International Trade Show for the Fruit and
Vegetable Industry

LIVE  Connect



**Connecting ideas,
businesses and people.
GROWING TOGETHER!**



**03-05 Oct
2023**

Recinto Ferial

ifema.es


FEPEX


**IFEMA
MADRID**

2023 will be a great year for Fruit Attraction.

Fruit Attraction is celebrating its **15th anniversary**. We would like to **commemorate it with you, the trade professionals** who attend this great commercial fruit and vegetable event and the brands and companies that have chosen it as the platform to present their innovations to the whole world.

There are many **new features** which Fruit Attraction 2023 will be offering to the whole industry to continue **powering and facilitating their business interactions**.

We hope you can join us for this year's exhibition so we can keep growing together... Fruit Attraction is the **world's epicentre** for the **commercialisation of fresh produce**, where **innovation, quality and diversity** are key factors influencing **operators and retailers from all over the world** to plan their campaigns at just the right time.





GROWING TOGETHER!

**We connect ideas,
businesses and people.**

- **Brazil, EEUU and Canada** will be guest importer countries.
- **Specialisation and clear segmentation of product areas:**



- **Fresh&Star:** Lettuce will be the star product.
- **Activity program** and sector knowledge: **Grape Attraction, Biofruit Congress, Fresh Food Logistics The Summit, Innovation Hub, Factoria Chef...**
- **An increased number of services** for participating companies: **LIVE Connect, B2B, VIP Card, Fruit Attraction News...**

Fruit Attraction 2022 in figures.

The last edition of Fruit Attraction was **the largest and most inclusive event held to date:**



89,535 trade professionals from



137 countries.



1,740 exhibitors from



57 countries.



58,300 m² of fruit and vegetables displayed within **8** halls.



669 top buyers from



65 countries.



3 congresses, **84** presentations and **196** speakers.

THANK YOU for being part of the #FruitAttraction family.

Watch video >>>>



Contact us:

Av. del Partenón, 5
28042 Madrid. Spain
+34 91 722 30 00
fruitattraction@ifema.es

Feel the inspiration.