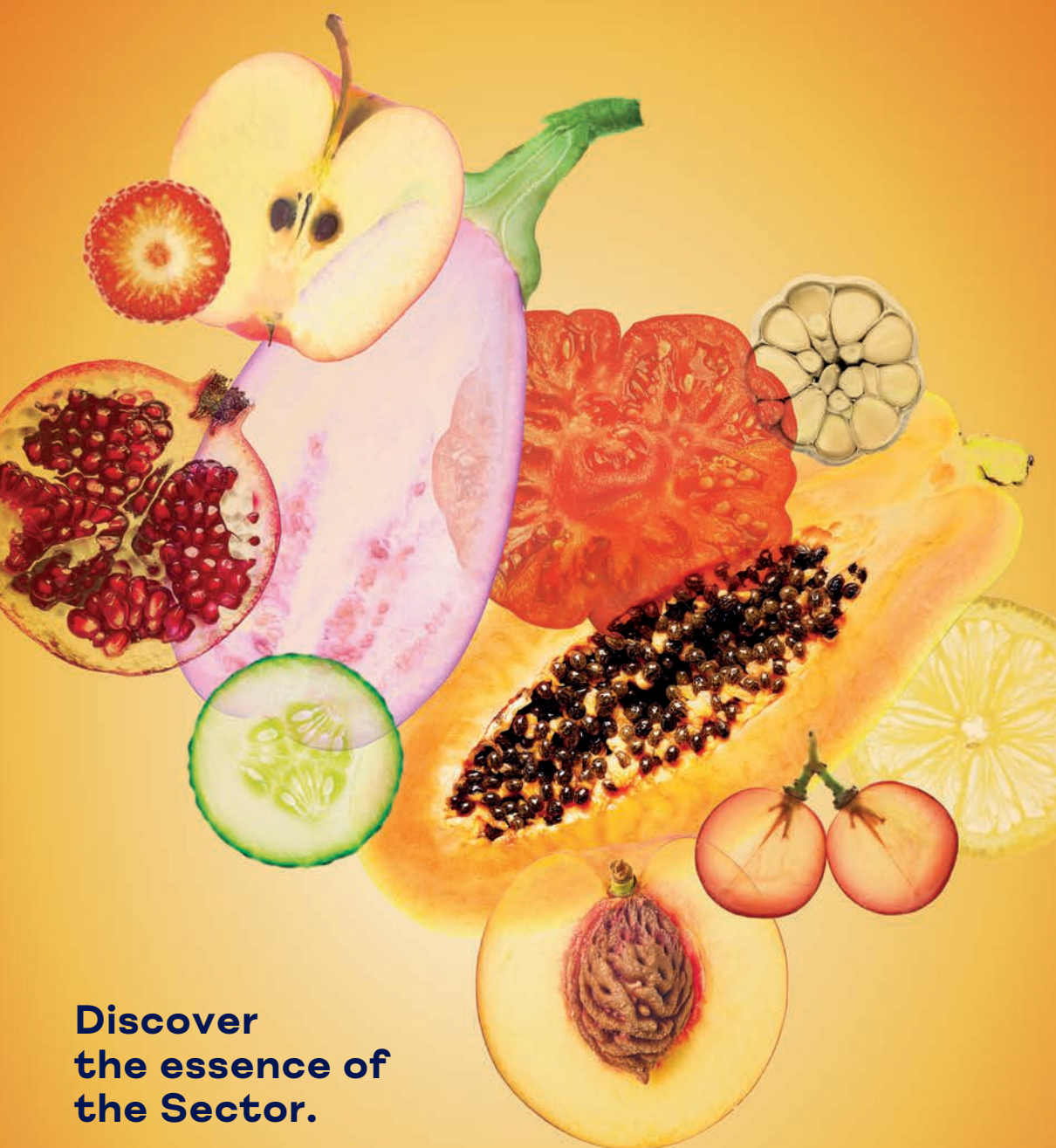




fruit attraction

LIVE  Connect
365D IMPACT · CREATE COMMUNITY · GROW

International Trade Show for the Fruit and Vegetable Industry



Discover
the essence of
the Sector.

30 Sept
02 Oct

2025

ifema.es



Fruit Attraction Madrid, your reliable business partner worldwide.

Fruit Attraction is the **global reference event** for fruit and vegetable marketing. Its capacity to promote exports in the sector not only makes it the **commercial connection point** for all sector professionals from the entire value chain, but also has led to its consolidation as the framework for innovation in the fruit and vegetable market.

FOR THREE DAYS EVERY YEAR, MADRID BECOMES THE WORLD FRUIT AND VEGETABLE CAPITAL PAR EXCELLENCE



2024 in figures.

117,370

participants from

145

countries

2,201

exhibitors

70,254

net sqm.

700

hosted buyers

85

congresses and conferences

TAKE A LOOK AT EVERYTHING WE ENJOYED AT 2024



The world's epicentre for fresh produce trading in 4 main areas.





It's better to experience it rather than hear about it!

More than 70.000 sqm in 10 pavilions at IFEMA MADRID to present your products, solutions, new varieties and formats, research, trends and innovations.

FRUIT ATTRACTION PRESENTS A NEW HALL DISTRIBUTION AND SECTORISATION BY GEOGRAPHICAL AREAS



Fruit Attraction offices around the world.



OUR GLOBAL TEAM ARE READY
TO DRIVE YOUR SUCCESS



**Relate, negotiate
and innovate at the greatest
professional trade fair for
fruit and vegetable sector.**

Book your space for 2025!

I WANT
TO EXHIBIT



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the next edition!**

Feel the inspiration.