

The deadline is now open for participation in Fruit Attraction's 15th Anniversary

- From 3 to 5 October, companies from the fruit and vegetable industry once again have a date at the world's leading event for the marketing of fruit and vegetables.
- Brazil, the United States and Canada will be the invited importing countries in 2023 and lettuce will be the star product of this edition.

Madrid, February 2023. - Fruit Attraction, organized by IFEMA MADRID and FEPEX, is celebrating its 15th anniversary between the 3rd and 5th October. Under the "Growing together!" slogan, the major trade event for the fruit and vegetable industry is opening the deadline for the application to participate for all companies in the industry worldwide.

As a novelty in this 2023 edition, and in response to the demand of customers, a **preferential space reservation period will be opened for all exhibitors in 2022**. From that date onwards, all available spaces will be open for allocation to whichever companies may request them. The fair has enabled the following link to make the inscriptions: <https://www.ifema.es/fruit-attraction/expositores>

Fruit Attraction will celebrate its **15th anniversary** offering proposals to the whole industry that contribute to energize and **facilitate their commercial interaction**. The Fair has become in recent years a **reference point for the global fruit and vegetable trade**, where buyers and sellers meet at a key date for the sector and the annual planning of sales and exports.

On this occasion, the **powerful International Buyers Programme** will once again be joined by the **Guest Importing Countries** initiative, with **Brazil, the United States and Canada** taking centre stage. This will **promote trade relations between the countries of the European Union and these non-EU markets**, backed by a full programme of round tables, guided tours of the fair and B2B sessions. Moreover, **Madrid, which will once again become the world fruit and vegetable capital**, will welcome more than 1,000 buyers, retail purchasing managers, importers, and wholesalers from all over the world.

Fruit Attraction **will be held in halls 3, 4, 5, 6, 7, 8, 9 and 10 of IFEMA MADRID** where the entire range of Fresh Produce, Related Industry and Fresh Food Logistics will be on display. And it is once again committed to its areas of solutions and services related to innovation in the agricultural industry: **Biotech Attraction** (research and technological developments in plant genomics) and **Smart Agro** (ICT applied to the fruit and vegetable industry).

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It will also promote the classic **Ecorganic Market**, a specialized area for the marketing and export of organic products. **Lettuce will be the star product of Fruit Attraction 2023.**

Once again, **The Innovation Hub** and **Foro Innova** will be the areas dedicated to innovation and new business developments in the industry. Concerning this area, the fair will once again host the **Innovation Hub Awards**, which have become a fundamental event for supporting the business entrepreneurial commitment in the industry.

The gastronomic space within Fruit Attraction, **Factoria Chef**, will return with attractive demonstrations and showcooking.

As is now usual, the fair will become a knowledge centre for the fruit and vegetable industry with a **full programme of technical seminars** a programme of technical conferences sessions characterised by the great diversity of content, as well as the high level of the participants and speakers.

The fair, organised by IFEMA MADRID and FEPEX, will be held at the exhibition centre from Tuesday, 3 to Thursday, 5 October, from 9:30 to 19:00, and until 17:00 on the last day.

For more information, pictures and interviews:

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