

Press Release

Fruit Attraction records an 80% occupancy rate five months before its 15th anniversary celebration

The Embassy of Brazil hosts the presentation of the 2023 edition on the occasion of its participation as Noted Importing Country, along with Canada and the United States.

The Fair, which is organised by IFEMA MADRID and FEPEX and scheduled to take place from 3 to 5 October in the Spanish capital, consolidates its leadership with 1,800 companies from 55 countries, more than 58,000 m2 of fruit and vegetable supply and an expected attendance of 90,000 professionals from 130 countries.

Andalusia will play a major role as Guest Region at Fruit Attraction 2023.

Madrid, 10th May 2023.- Fruit Attraction, organised by **IFEMA MADRID** and **FEPEX**, will celebrate its **15th anniversary from 3 to 5 October**. Five months before the start of the fair, it has recorded an **80% occupancy rate**, as stated today by its director, **María José Sánchez**, at the presentation of the 2023 edition, which took place at the **Brazilian Embassy** on the occasion of its participation as a **Noted Importing Country**. **Jorge F. Brotóns**, president of FEPEX, and **Orlando Leite Ribeiro**, Brazilian ambassador in Spain, also took part.

So far, **46,602 m2 of exhibition space has been allocated, an increase of 8% compared to the same time last year**. All in all, **the forecasts for the next edition are optimistic, with 1,800 participating companies from 55 countries, more than 58,000 m2 of fruit and vegetable produce on offer and an expected attendance of 90,000 professionals from 130 countries**.

Up to today, the fair has confirmed the participation of practically all the **production areas and Autonomous Communities of Spain, as well as the international participation of 45 countries**, which demonstrates the whole industry's firm commitment to the project in this new edition of the Fair.

Fruit Attraction 2023 will occupy eight halls at the IFEMA MADRID exhibition centre - 3, 4, 5, 6, 7, 8, 9 and 10 - making the city the world epicentre for the marketing of fresh produce, with innovation, quality and diversity as the main attributes of this major business centre, recognised by operators and retailers from all over the world as essential for planning their campaigns at a key time such as October.

Andalusia, Guest Region at Fruit Attraction 2023

Iciar Martínez de Lecea
Jefa Prensa
Tel.: 627 706 089
iciarm@ifema.es

Helena Valera
Prensa Internacional
Tel.: +34 629 644 208
evalera@ifema.es

Begoña Jiménez
Comunicación FEPEX
Tel.: +34 91 319 10 50
bjimenez@fepex.es

Press Release

As **Fruit Attraction 2023's Guest Region, Andalusia** will be given a **prominent role and strategic visibility to promote the wealth of fruit and vegetables found in all its provinces and the extraordinary quality of its produce to the whole world.**

Specific areas

Featuring its slogan **"Growing together!"**, the fruit and vegetable industry's major trade event will be organised around six exhibition areas. The most widely represented will once again be **Fresh Produce**, with the full range of fruit and vegetable products, in addition to **Related Industry**, which brings together the entire value chain of the industry, and **Fresh Food Logistics**, the space for logistics, transport and cold chain management for foodstuffs.

In addition, Fruit Attraction is once again committed to transformation solutions through innovation, sustainability and digitalisation with **Smart Agro**, an area specialising in innovative products that apply ICT to the fruit and vegetable industry, and **Biotech Attraction**, a specialised space for research and technological development in plant genomics. **Ecorganic Market** once again steps up, as the exclusive space for the marketing and export of organic products continues to gain momentum. Additionally, **lettuce** stands out as the **star product** of Fruit Attraction 2023.

In its next edition, the fair will continue to implement initiatives aimed at favouring sales, promotion, development and growth of exhibiting companies. In regard to this, the powerful **International Buyers Programme** will once again be joined by the **Noted Importing Countries** initiative, with **Brazil, Canada and the United States** 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.

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

It will also once again become a knowledge centre in the Forums with a complete **programme of technical conferences** made up of sessions characterised by a wide **variety of content**, as well as the **high level of the participants and speakers.**

And the gastronomic space within Fruit Attraction, **Factoría Chef**, will return with attractive demonstrations and cooking shows. **A one-of-a-kind setting for promoting fruit and vegetable producers on the international channel**, in order to highlight the quality and excellence of these foods, as well as the countless ways that the hotel, restaurant and catering channel proposes for eating them.

Iciar Martínez de Lecea
Jefa Prensa
Tel.: 627 706 089
iciarm@ifema.es

Helena Valera
Prensa Internacional
Tel.: +34 629 644 208
evalera@ifema.es

Begoña Jiménez
Comunicación FEPEX
Tel.: +34 91 319 10 50
bjimenez@fepex.es