

Ambition Pioneer Development Growth.

Annual report 2024



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Leadership.

01.

Welcome to IFEMA MADRID.

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“IFEMA MADRID has established itself as a strategic engine for the economic development of the Community of Madrid”

Ángel Asensio Laguna

Chairman of the Governing Board of IFEMA MADRID*

2004 has been a year of consolidation, strong momentum and strategic vision for the future for IFEMA MADRID. As Chairman of the Governing Board, I am honoured to present this Annual Report, which accurately and clearly reflects the exceptional work of this institution and its impact on Madrid's economy and international profile.

In an uncertain and ever-changing global context, IFEMA MADRID has remained steadfast in its purpose: generating value for companies, being an engine of development for the city and the region, and consolidating its position as an international benchmark in the organisation of trade fairs, congresses and events. It has achieved this by reinforcing its vocation for public service, its operational autonomy, and its firm commitment to innovation and sustainability.

The figures in this report speak for themselves, with regards to trade fairs and congresses, as well as the hundreds of professional and cultural events, an activity that is growing in terms of visitors and exhibitors, and an increasing openness to new sectors and markets.

However, behind every piece of information lies a clear strategy, a highly committed team, and a shared vision: for IFEMA MADRID to be an institution that is prepared for the challenges of the present and the opportunities of the future.

During this period, the Governing Board has promoted key initiatives to strengthen the Institution's governance, consolidate its public-private partnership model, and focus its main lines of action on competitiveness, digitalisation, international reach, and sustainability.

IFEMA MADRID is, today more than ever, a driving force for the business community, the knowledge economy, and for the global positioning of Madrid as one of the great European capitals for business, innovation and culture.

IFEMA MADRID has established itself as a key player in business tourism and as a strategic driver for the economic development of the Community of Madrid. Its evolution over the past year and the continued institutional support it receives reflect its pivotal role in bolstering the region's international standing. Madrid has been recognised as the world's leading destination for congress tourism for the last five years, and IFEMA MADRID as the best convention centre in Europe, confirming its relevance as a benchmark in the sector.

Beyond business tourism, IFEMA MADRID acts as a catalyst for opportunities, serving as a privileged space for business generation, commercial exchange, and strategic agreements between national and international companies. Its ability to attract diverse sectors and to lead in adopting new trends and technologies makes it a magnet for investment and a global showcase for business innovation.

Fully integrated into Madrid's productive ecosystem, IFEMA MADRID actively contributes to boosting the local economy, creating jobs, and promoting competitiveness. Its alliances with institutions and its economic impact consolidate its role as one of Spain's and Europe's major business platforms.

I would like to congratulate and thank the Executive Committee, the management team, and everyone at IFEMA MADRID, as well as the thousands of companies and professionals who place their trust in us year after year. This report is, in short, an acknowledgement of their work, talent and efforts.



With our sights set on the major challenges of the future — internationalisation, the ecological transition, AI, diversification of the trade fair and events business, and Formula 1 — IFEMA MADRID will continue as a strategic ally in achieving sustainable growth and creating opportunities, as well as in working to extend Madrid's influence on the global stage.

* As of 31 December 2024.

“The Institution has surpassed all of its initial objectives in 2024, achieving a notable increase in economic and activity parameters”

José Vicente de los Mozos

Chairman of the Executive Committee of IFEMA MADRID

I am proud to present to you the contents of this Annual Report, which tell the story of an excellent year for IFEMA MADRID. It has been a year of extraordinary results and achievements, thanks to the dedicated efforts of a great team who are committed to continue making Madrid a global leader in the trade fairs, congresses, meetings and events sector.

The Institution has surpassed all of its initial objectives this year, achieving a notable increase in the economic and activity parameters. This has led to the best results in its history at the close of 2024, as can be seen in the figures we present to you, which build on the positive trend of previous years. Growth is always important, but even more so when built on solid foundations, as IFEMA MADRID has demonstrated in the expansion of its business, with a management model developed using criteria of competitiveness, profitability, financial solvency and diversification, which, in turn, are founded on internationalisation, digitalisation and innovation, our three main strategic areas.

From this perspective, 2024 proved to be the best exponent of our work. We have grown in terms of not only trade fair and congress activity and the number of companies and professionals participating in events at our venues, but also in terms of international activity. We have given our foreign business a significant boost, opening up new markets and replicating some of our major trade fairs in other countries. Of the four projects carried out abroad, I would like to highlight the highly successful first edition of **FRUIT ATTRACTION SÃO PAULO** in Brazil. Co-organised with Fiera Milano Brasil, it is the most far-reaching trade fair project in IFEMA MADRID's international history, and therefore a major milestone in the attainment of the Institution's internationalisation goal.

In addition to the very favourable evolution of the trade fair business, I would like to highlight the achievements made in our congress activity, attracting major congresses and professional meetings to Madrid ahead of other competitors and international cities. Thus, for yet another year, IFEMA MADRID has maintained its role as a leading venue for hosting large congresses and professional events for organisers from all over the world, especially from the medical-scientific sector.

Similarly, the diversification of our activity evolved significantly in 2024, with us attaining an outstanding position in the leisure and culture sector of Madrid. We have become a benchmark space in the city, with a high-quality programme that capitalises on the off-peak periods of our trade fair activity, and culminates during the Christmas season.

You will find the details of what I have outlined here in the following pages. It has been a year of successes that, together with the efficiency of our management and our lack of debt, give us the financial capacity to face the future with the greatest guarantees of success. We can take on ambitious projects, such as leading the return of Formula 1 to Madrid, for which we have all the professional and economic means at our disposal.

This ambition is also rooted in our sense of responsibility, deriving from our absolute awareness of IFEMA MADRID's pivotal role in driving Madrid's economy. In this regard, let me point out that the 2024 data reveal a boost in the total impact of our activity in Madrid to 5.779 billion euros, equivalent to 3.2% of the city's GDP and 2% of that of the region. This means that, in contrast to the pre-pandemic studies that we drew on, our capacity to generate resources in our environment has increased by more than 13%. And according to



the study prepared by PwC, we will maintain 47,691 jobs, which exceeds previous estimates by 21.3%.

Finally, I would like to express my gratitude to the thousands of companies and millions of professionals who participate in our activities and help make these magnificent results possible; to the exceptional IFEMA MADRID team of professionals, for their dedication and commitment to excellence; and to the four institutions that make up the consortium, for their continued support and trust.

Thank you very much.

Governing bodies.

Governing Board.

At 31 May 2025

CHAIRMAN

José Luis Martínez-Almeida Navasqués

DEPUTY CHAIRPERSONS

Isabel Díaz Ayuso
Ángel Asensio Laguna
Jesús Núñez Velázquez

MEMBERS

Autonomous Community of Madrid

Miguel Ángel García Martín
Rocío Albert López-Ibor
Mariano de Paco Serrano
Daniel Rodríguez Asensio
Luis Fernando Martín Izquierdo

City Council of Madrid

Engracia Hidalgo Tena
Juan Antonio Peña Ochoa
Marta Rivera de la Cruz
Almudena Maíllo del Valle
María Inmaculada Sanz Otero

Official Chamber of Commerce, Industry and Services of Madrid

Carlos Cabanas Godino
Miguel Garrido de la Cierva
Gabriel García Alonso
Eva Serrano Clavero

Fundación Obra Social y Monte de Piedad de Madrid

Amaya de Miguel Toral

Ministry of Industry, Commerce and Tourism (Spain)*

Pablo Garde Lobo

Chairman of the Executive Committee*

José Vicente de los Mozos Obispo

Executive Deputy Chairman*

Daniel Martínez Rodríguez

General Secretary*

Juan Saavedra Sánchez-Castillo

* Non-members according to the Articles of Association, who attend and can participate in meetings without voting rights.

Executive Committee.

CHAIRMAN

José Vicente de los Mozos Obispo

DEPUTY CHAIRPERSONS

Miguel Ángel García Martín
Engracia Hidalgo Tena
Jesús Núñez Velázquez
Ángel Asensio Laguna

MEMBERS

Autonomous Community of Madrid

Rocío Albert López-Ibor
Mariano de Paco Serrano

City Council of Madrid

María Inmaculada Sanz Otero
Inmaculada Sánchez-Cervera Valdés

Official Chamber of Commerce, Industry and Services of Madrid

Miguel Garrido de la Cierva
Alfonso Calderón Yebra

Executive Deputy Chairman*

Daniel Martínez Rodríguez

General Secretary*

Juan Saavedra Sánchez-Castillo

* Non-members according to the Articles of Association, who attend and can participate in meetings without voting rights.

Management bodies.

Management Committee.

At 31 May 2025

- Executive Deputy Chairman**
Daniel Martínez Rodríguez
- General Secretary and Legal Counsel**
Juan Saavedra Sánchez-Castillo
- General Director for Trade Fair and Congress Business**
Arancha Priede Leza
- Director of People, Quality, Sustainability and Compliance**
María Sánchez Sanz
- Director of Operations**
Carlos Jiménez Luque
- Economic-Financial Director**
Javier Bagües Oliver
- Director of Communications and Institutional Relations**
Raúl Díez Vázquez
- Marketing Director**
Juan Manuel Sánchez Martínez
- Director of MADRING - Formula 1 Spanish Grand Prix**
Luis García Abad

Management team.

At 31 May 2025

CENTRAL AND TECHNICAL AREAS

- Director of Corporate Communications**
Nuria de Miguel Villarrubia
- Director of Sponsorships**
María Aranguren Romeo
- Director of Institutional Relations**
Victoria Perezagua Antúnez
- Director of Management Control**
Javier Bagües Oliver
- Director of Procurement and Logistics**
Francisco José Monge Herrera
- Director of Quality, Sustainability and Compliance**
Santiago Quiroga Fernández-Ladreda
- Director of Information Technologies**
Rubén Rodríguez Casado
- Director of Security and Self-Protection**
Juan Manuel Uriarte Ruiz
- Technical Director**
Francisco Javier Martín Rodríguez
- Event Production Director**
Ángel Ballesteros Ballesteros

BUSINESS DIVISIONS

- Director of Planning and Control**
José Luis García Seijas
- Director of Trade Fair Group 1**
Ana Rodríguez Muñoz
- Director of Trade Fair Group 2**
David Moneo Vara
- Director of Trade Fair Group 3**
Alberto Leal Pablo
- Director of Trade Fair Group 5**
María Valcarce Rodríguez
- Director of Trade Fair Group 8**
Julia González Romo
- Director of Trade Fair Group 9**
Maribel López Zambrana
- Director of Trade Fair Group 12**
María José Sánchez Moncada
- Director of Trade Fair Group 13**
Asier Labarga Hermenegildo
- Director of Congresses and Conventions**
Belén Mann Cerdeira
- Director of Business Development and Innovation**
Lola González Barbado
- International Expansion Director**
Jaime Martín Bernad
- Director of Customer Services and Experience**
Marcela Lupi Biondini
- Director of Madrid Turismo by IFEMA MADRID**
Juan Manuel Sánchez Martínez

Ambition.

02.

IFEMA MADRID'S activity in 2024.

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Management report of the executive deputy chairman of IFEMA MADRID.

Daniel Martínez Rodríguez



IFEMA MADRID is an instrument essential to Madrid's economy and the revitalisation of our country's productive sectors. Given this responsibility, always present in the performance of our task, I am proud to present the year's results that clearly demonstrate the excellent work of this Institution's team. This enthusiastic work has boosted our turnover and activity, making 2024 our best year ever. These figures, as the PwC report has shown, have a significant impact on our region. We are well aware that for every euro of direct turnover attributable to the Institution, 25 euros are generated in economic activity in Madrid. Furthermore, for every job directly linked to IFEMA MADRID, around 102 jobs are created and maintained in the Madrid economy as a whole. This fundamental stimulus guides us and increases the value of all the figures that you will find below.

I recommend reading this report carefully to gain a detailed understanding of the key aspects of a truly significant year for the Institution and for Madrid.

The positive balance sheet for the 2024 financial year was underpinned by unprecedented figures: Revenues of 230.2 million euros, 30% higher than in 2023 and the highest turnover in the Institution's history; a net profit of 18.6 million euros, up 166% on the previous year and raising EBITDA to 48 million euros, 76% higher than in 2023.

Essential to achieving these figures, has been the evolution of the trade fair business as a fundamental driver for growth, and the strong performance of our major trade fairs, such as **FITUR**, **FRUIT ATTRACTION**, **GENERA**, **SICUR**, **EXPODENTAL** and **CONSTRUCTION WEEK**, which have made significant progress, with professional environments of significant professional and business value being set up around these events.

Trade fairs have evolved notably, as has the overall activity carried out in our facilities, with a 23.89% increase in the total number of meetings held. The Recinto Ferial and the Palacio Municipal hosted 740 events, of which 100 trade fairs and congresses, 58 musical, leisure and entertainment events, and 578 conventions and meetings. These spectacular figures reflect the increase in business participation and visitor attendance. In 2024, we brought together 34,468 companies and 4.06 million people – 6.8% more than in 2023. I would like to thank all of these companies and professionals for choosing IFEMA MADRID to strengthen their commercial position, as well as the public for having selected us from the wide range of entertainment available in Madrid.

For every euro of direct turnover attributable to the Institution, 25 euros are generated in economic activity in Madrid. Furthermore, for every job directly linked to IFEMA MADRID, around 102 jobs are created and maintained in the Madrid economy as a whole.

Another notable development in 2024 is our continued international expansion, which has enabled us to organise four trade fairs outside of Spain. This has opened up new horizons for our business, with a particular focus on Latin America and Portugal, and has allowed us to reproduce some of our fairs in collaboration with local operators. An example of this is the first edition of **FRUIT ATTRACTION SÃO PAULO**, IFEMA MADRID's most significant international project to date, which was co-organised with Fiera Milano Brasil; the third edition of **MOTORTEC CHILE**, together with the operator Espacio Riesco, and our Institution's participation for the second time in organising **ESS+** (International Security Fair of Colombia), already well-established in Latin America, under the brand powered by SICUR, the large security fair in Spain. **ARCOLisboa**, a well-established event with its own place on the international contemporary art circuit, was held once again this year.

I would also like to draw your attention to the outstanding development of the MICE (Meetings, Incentives, Conferences, and Exhibitions) sector at IFEMA MADRID in 2024. We held 16 large congresses, bringing together almost 83,000 attendees, primarily international, to the Recinto Ferial, once again confirming IFEMA MADRID's capacity to attract major congresses and Madrid's appeal as a destination for holding international meetings. Let me give you some examples of our congress activity in 2024: the **World Federation of Hemophilia Congress**, the **European Association for the Study of Diabetes (EASD) Congress** and the **International Continence Society Congress**, in the field of medicine; **FERMA FORUM**, in the Insurance sector, and the **National Environmental Congress, CONAMA**.

Alongside trade fairs, congresses and conventions — the core of our business — we continued to diversify our activity in 2024 with the programming of outstanding leisure events. This has enabled us to utilise our facilities more effectively during periods of the year when there is less trade fair activity. At the same time, we have provided operators in the entertainment sector with the indoor spaces

We continued to diversify our activity in 2024 with the programming of outstanding leisure events.

of our facilities, which are unique, and thus we have contributed to enriching Madrid's range of leisure activities.

Alongside these impressive business figures, it is worth mentioning the investments that IFEMA MADRID has made this year, especially in technological equipment, digitalisation, buildings and facilities. Our priority is to ensure that our fairs and events are always attractive spaces for the promotional and business activities and meetings of our clients and visitors, adapted to market demand, and where they can maximise the profitability of their participation and attendance. Specifically, 13.4 million euros was invested in 2024.

Finally, I would like to refer to two other pillars of our development: digitalisation and sustainability. These are essential to IFEMA MADRID's activity and have been the focus of important actions this year. As part of the Institution's digital transformation strategy, we continued to improve the functions of our LIVE Connect platform in 2024. During this period, the platform received 390,566 visitors, 34% higher than the previous year, and 25,701 exhibitors.

In terms of sustainability, we have made further progress with the implementation of an individualised analysis of the carbon footprint that is generated during our events. This progress is aimed at achieving scope 3 in the measurement of the carbon footprint, after having attained the "Calculo y reduzco" (Calculate and reduce) certification in scopes 1 and 2 in the last four consecutive years, with which we have managed to reduce the footprint by 91.88%.

In short, a magnificent year for IFEMA MADRID, as I said when beginning this summary of the management report, in which the financial solvency of the Institution has once again been demonstrated. This circumstance means that we have sufficient economic capacity to invest in all those projects we consider of interest to favour the impact on the city and the region of Madrid.

The encouragement and support that we have received from our consortium partners — the Community of Madrid, City Council of Madrid, the Official Chamber of Commerce and Industry of Madrid and the Fundación Montemadrid — together with the renewed commitment of the IFEMA MADRID staff, guarantees that this has been just one more step in achieving our ambition of contributing to Madrid's global leadership from our position.

We would also like to express our gratitude to all the suppliers who work alongside us, as well as to the broader ecosystem of sectors, including transport, hotels, shops and restaurants, that contribute towards making Madrid the best destination for business tourism.

Thank you all very much; we look forward to seeing you at IFEMA MADRID.

Regards.



On the path to excellence.

Record participation figures and new milestones.

In 2024, IFEMA MADRID enjoyed the best financial and business year in its history. Trade fair and congress events, along with leisure and cultural activities, reached record figures in terms of scope and participation, representing a qualitative leap coupled with a significant increase in economic impact.

Trade fair activity has remained the Institution's main driver of growth. Many of the in-house fairs achieved record levels of participation and attained their continuous improvement goals with regard to the presence and quality of professional visitors, with a significant increase in the number of international visitors. Among the main trade fairs that performed well were **FITUR**, **FRUIT ATTRACTION**, **GENERA**, **SICUR**, **EXPODENTAL**, **CONSTRUCTION WEEK** and **ENVIRONMENT WEEK**.

The novelties in this year's trade fair calendar were, at a national level, the first edition of **GUEXT - The International Trade Fair for Suppliers and Services of the Hospitality Sector**, which received a very positive assessment by the entire sector, and on an international level, **FRUIT ATTRACTION SÃO PAULO**, the Brazilian edition of the major event for the fruit and vegetable sector in Madrid. In its first edition, it has already become the fair co-organised by IFEMA MADRID abroad with the widest scope, marking a major milestone in the attainment of the internationalisation goal of the Institution's Strategic Plan.

Another outstanding line of action in 2024 was **Madrid Turismo by IFEMA MADRID**, which focuses on promoting Madrid as a tourist destination in long-haul markets.

Throughout the year, work has been carried out on disseminating the "Only in Madrid" campaign, contributing to the launch of the direct Madrid-Tokyo flight with Iberia, and developing an initiative to promote the wide choice of hotels Madrid has to offer. These actions have all highlighted the collaborative spirit of the initiative and its capacity for short-term impact.

The IFEMA MADRID LIVE brand, which brings together the Institution's range of cultural and leisure events, also reached important milestones this year, with record numbers of activities and attendees.

The Recinto Ferial is now a well-established venue for concerts and cultural and leisure events, offering the city a quality leisure programme. These include the second edition of the **STARLITE Christmas festival** and other musical, theatrical and exhibition events that establish IFEMA MADRID as a leading venue for year-round cultural and indoor leisure activities in Madrid, particularly during the Christmas period.

An important milestone in the diversification and internationalisation of IFEMA MADRID's activity was reached in January 2024 when the agreement to organise the Spanish Formula 1 Grand Prix between 2026 and 2035 was announced. This top-level organisational challenge that exemplifies the Institution's ambition and vision for the future constitutes a unique opportunity to promote the IFEMA MADRID brand globally and to increase the economic impact for Madrid.

In 2024, trade fair and congress events, along with leisure and cultural activities, reached record numbers in terms of scope and participation.





Full consolidation of the activity.

In 2024, IFEMA MADRID hosted a total of 84 trade fairs (46 organised by IFEMA MADRID and 38 by external organisers), 4 projects abroad, 16 congresses with trade fairs, 58 concerts and long-running events, and 578 congresses, conventions, and functions.

An analysis of the general indicators highlights once again the growth in business participation. Throughout the year, IFEMA MADRID attracted 34,468 exhibiting companies – a record for the institution, representing a 1.4% increase on 2023.

The number of visitors reached almost 4.06 million, 6.8% more than the previous year and the second best result in the Institution's history, surpassed only by the figure achieved in 2019.

These figures demonstrate the complete consolidation of the activity and reflect the constant increase in visitor numbers in recent years, driven by the intense trade fair programme.

By areas of activity, trade fairs related to consumer goods stood out (54%), followed by those related to the public (51%), to investment goods (26%) and services (20%).

The net area occupied by our in-house trade fairs was 582,895 square metres, 44% of the total, and that associated with external fairs was 319,154 square metres (24%).

Activity data for 2024.



84

trade fairs



4

projects overseas



1,317,503 m²

of occupied surface area

46

in-house trade fairs

16

congresses with trade fair

34,468

exhibiting companies

38

externally-organised trade fairs

578

congresses, conventions and functions

4.06

million visitors

58

concerts and long-running events

Volume of events.

	2022	2023	2024
In-house trade fairs	51	42	46
Externally-organised trade fairs	30	41	38
Projects overseas	5	4	4
Congresses with trade show	16	13	16
Congresses, conventions and functions	389	445	578
Concerts and long-running events	21	40	58
TOTAL	512	585	740

Distribution of trade fairs by sector.

	2022	2023	2024
Consumer goods	45%	41%	54%
Capital goods	40%	38%	26%
Public	36%	47%	51%
Services	15%	21%	20%

Occupancy data (net occupied surface area in m²).

	2022	2023	2024
Total	1,403,062	1,072,577	1,317,503

Distribution of occupied surface area.

	2022	2023	2024
In-house trade fairs	43%	39%	44%
Externally-organised trade fairs	26%	32%	24%
Congresses with trade show	10%	14%	13%
Concerts and long-running events	21%	15%	19%

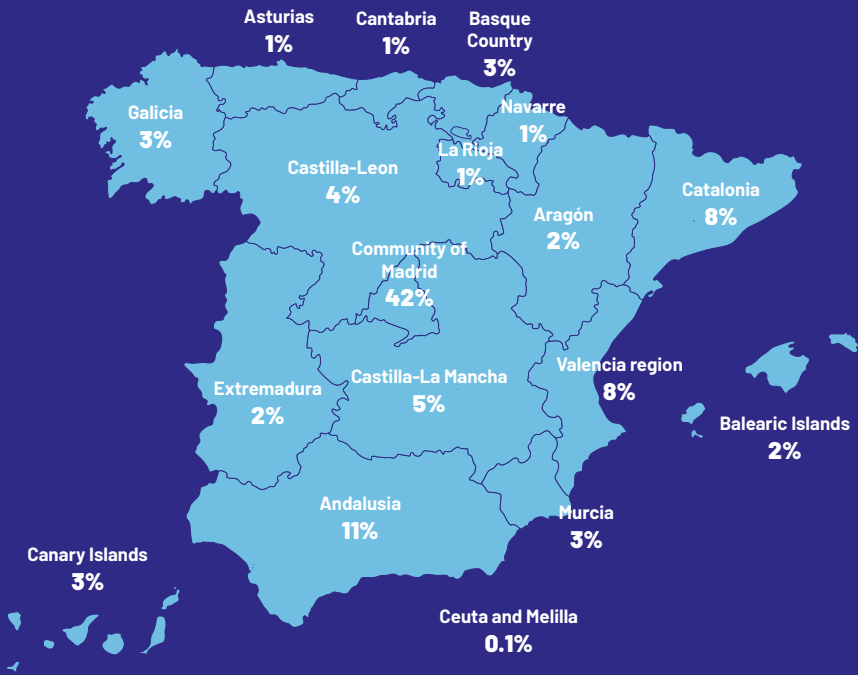
Exhibiting company details.

	2022	2023	2024
Exhibitors	21,360	33,978	34,468
Percentage of international participation of direct exhibitors at in-house trade fairs	17%	19%	19%

Visitor data.

	2022	2023	2024
Total	2,412,406	3,183,985	4,063,029

Origin of national professional visitors to trade fairs organised by IFEMA MADRID.



Origin of international professional visitors to trade fairs organised by IFEMA MADRID.



Trade fair activity, IFEMA MADRID's engine of growth.

This year, the Institution further consolidated its leadership in Spain in the production of its in-house trade fairs. The 46 fairs organised by IFEMA MADRID in 2024 all demonstrated the recovery of their respective sectors of activity, the participating companies' increasing contribution to internationalisation, and their commitment to generating debate and reflection on the future challenges.

In this regard, two cross-cutting themes, sustainability and innovation, were present at most of the events, with artificial intelligence and its various applications being the most frequently discussed topic at the different forums for discussion and knowledge exchange.

The success of attendance and participation in the trade fairs, both quantitatively and qualitatively, as well as the positive reception of the accompanying activities, have demonstrated IFEMA MADRID's successful commitment to organising events that comprehensively engage each sector's value chain, backed by strong institutional support and a commercial focus, with initiatives aimed at generating business.

Building on this successful formula, in 2024, IFEMA MADRID continued to advance forward in its digital transformation strategy through the contact and networking opportunities offered by the LIVE Connect platform. The number of users visiting the platform grew by 34% throughout the year.

In the digital sphere, the increasing use of social media as a channel for dissemination also stood out, such as the live following of events at the Recinto Ferial and the creation of specific content.

Record attendance figures were achieved at most events

The first event on the IFEMA MADRID trade fair calendar in 2024 was **PROMOGIFT**, held in mid-January, with a high level of activity that demonstrated the strong momentum of the promotional gift sector. The meeting closed with a record number of participants: 7,000 trade visitors from 34 countries and 162 exhibiting companies.

The 44th edition of **FITUR** also achieved excellent attendance figures, with more than 250,000 visitors (153,000 professionals and 97,000 of the general public) and an increase of 13.7% compared to 2023. The **International Tourism Fair** achieved record indicators in terms of exhibition space (nine halls, one more than the previous edition) and participation (9,000 companies, 152 countries and 96 official representations). This level of activity generated 430 million euros for the Madrid economy.

In qualitative terms, the consolidation of the fair's global influence was highlighted, thanks to the unanimous backing of the sector and strong institutional support. The fair was inaugurated by Their Majesties, the King and Queen of Spain, and the event was attended by more than 400 top-level government authorities, headed by Daniel Noboa, President of Ecuador, the partner country of this edition, and Pedro Sánchez, President of the Spanish Government.

The professionals in attendance demonstrated the dynamism of the sector through numerous business operations, increased networking and the exchange of best practices and knowledge. In this regard, the work of the FITURNEXT Observatory in promoting **FITUR**'s commitment to sustainability is noteworthy.

Internationalisation, a cross-cutting challenge

The international nature of this edition, the strong institutional support and Spain's leading role in developing sustainability and renewable energies worldwide were also decisive factors in the success of **GENERA, the International Energy and Environment Trade Fair**.

The fair welcomed more than 43,000 participants, marking a 24% increase on the previous edition and a 17% increase in international visitors. In this way, it established itself as Europe's leading platform for energy and the environment. Parallel activities included the celebration of the 40th anniversary of the IDAE (Institute for Energy Diversification and Saving), which is part of MITECO, Spain's Ministry for the Ecological Transition and the Demographic Challenge.

At the beginning of February, the **INTERGIFT, BISUTEX, MADRIDPLATA Y MÁS BY MADRIDJOYA** and **MOMAD** fairs were once again jointly organised, bringing together various specialities of the lifestyle sector on the same dates. The four events received a very positive overall assessment, with a significant presence of international visitors and exhibitors, and confirmed the reactivation of the sector. In all, there were 31,500 attendees and almost 800 brands exhibiting.



The 46 fairs organised by IFEMA MADRID in 2024 all demonstrated the recovery of their respective sectors.



Growing presence in social media

MERCEDES-BENZ FASHION WEEK MADRID, Spain's most important fashion event, stood out for its diverse activities and its significant social and media impact. A total of 31 designers presented their collections at fashion shows held at IFEMA MADRID and at various iconic venues in the city.

Notable new developments included the launch of the "Vive la moda desde el corazón" (heart-based fashion) social media campaign, which generated 50 million impressions, and the inaugural CibelfEST event, featuring music and live performances in the social area of the "Cibelespacio".

Social media positioning was also one of the main focuses of **InterSICOP, the International Show for Bakery, Confectionery and Coffee**. The meeting shared real-time content of presentations and championships, as well as interviews and the highlights of each day, on its social media profiles.

A record number of participants attended the show, with 16,062 professionals from 61 countries in attendance. They were able to see the latest products from 175 exhibiting companies from 18 countries. For the first time, **InterSICOP** coincided with **CoffeeFest**, the biggest event for coffee lovers and professionals, at IFEMA MADRID.

February came to a close with **SICUR**, the **International Security Exhibition**, another long-standing sectoral event at the Recinto Ferial, which reaffirmed its popularity, attracting more than 650 exhibitors across four halls, and over 46,000 professionals from 80 countries. The meetings held alongside the trade fair attracted around 2,300 people.

The 43rd edition of **ARCOmadrid** was held in the first week of March. The **International Contemporary Art Fair** once again stood out for the high quality of the content offered, confirming its status as an essential event in the global art scene. It was inaugurated by Their Majesties, the King and Queen of Spain, and received a total of 95,000 visitors, 38,000 of whom were professionals.

ARCOmadrid coincided with **SEMANA DE LA EDUCACIÓN (EDUCATION WEEK)**, whose theme was "Encouraging reading. Reading in the 21st century". Attendees showed a particular interest in university education, master's degrees, postgraduate courses, lifelong learning, vocational training courses and studying abroad. The event welcomed 119,000 visitors and 230 exhibiting companies and organisations from 10 countries.

In the second half of March it was the turn of **IBERZOO + PROPET**, the **International Pet Trade Fair**, which is now fully consolidated as a global benchmark in the sector. This new edition closed with 21,200 professional visitors, a 12% increase on 2023, and more than 240 exhibitors in attendance.

Parallel activities included various presentations that demonstrated the sector's strong momentum, as well as activities such as dog styling and grooming stages and workshops.

The final event in March was **EXPODENTAL**, a biennial trade fair that brought together 375 exhibitors and 30,000 visitors, which was a 15% increase on the 2022 edition, and 50% of whom were international. Highlights included the impact of the 40 presentations and professional talks organised, as well as the Speaker's Corner dedicated to disseminating new products and training. Italy was the guest country.

MERCEDES-BENZ FASHION WEEK MADRID, Spain's most important fashion event, stood out for its diverse activities and its significant social and media impact.

ANTIK Almoneda, Antiques, Art Galleries and Collectors Fair, attracted 16,000 visitors to what was a public event that recorded nearly 5,000 sales. Significantly, 20% of visitors were attending for the first time, demonstrating the interest of new collectors. The activities held in the "Time Capsule", an experiential space dedicated to the 1980s, contributed to the success of this edition.

Another notable fair in 2024 was **EXPOÓPTICA**, which saw a 30% increase in both professional visitors (8,350) and exhibiting companies (130) compared to 2022. For the second consecutive edition, the meeting dedicated a space to the audiology sector.

Experiential encounters

The month of May saw the first edition of **MADRID CAR EXPERIENCE**, created with the intention of revolutionising the concept of classic car shows, and offering a new experiential space for the sale and promotion of cars.

Its 50,000 visitors enjoyed the latest motor industry launches from the 28 participating brands and had the opportunity to test drive the models on display. In total, more than 1,200 new vehicles were sold. The event also showcased electrified models and demonstrated the brands' commitment to sustainable mobility, in line with market trends.

ORGANIC FOOD IBERIA and **ECO LIVING IBERIA** once again coincided at the beginning of June as key professional events for the organic sector at an international level. The joint event brought together around 300 exhibitors and welcomed more than 2,100 visitors.

For its part, the **SALÓN DEL VEHICULO DE OCASIÓN** once again proved to be the largest sales platform for the pre-owned and second-hand vehicle market in Spain, with 22,000 visitors and 1,700 purchase transactions, representing respective increases of 10% and 13% compared to the previous edition. The show also highlighted sustainable alternatives, such as vehicles with "O" and "ECO" labels, confirming the sector's strong momentum.

The last meeting before the summer break was the **ENVIRONMENT AND SUSTAINABILITY FORUM (FSMS)**, which achieved its best figures in the last 10 years, with 14,500 professional visitors, 20% more than the previous edition held in 2022, and 187 exhibiting companies, an increase of 8%. The event included the Foro de las Ciudades de Madrid (Madrid Cities Forum), a space for debate and the exchange

of knowledge, which organised 32 round tables featuring 190 international speakers.

Maximum activity at the Recinto Ferial

September kicked off with the autumn edition of the multi-sectoral event made up of **INTERGIFT**, **BISUTEX**, **MADRIDJOYA** and **MOMAD**, which on this occasion attracted 27,400 visitors.

The lifestyle shows coincided with a very special edition of the **MERCEDES-BENZ FASHION WEEK MADRID**, which celebrated its 80th anniversary with 35 new fashion parades. The show recalled its origins in 1985 and thanked L'Oréal Paris for 25 years of official sponsorship.

October was one of the busiest months at IFEMA MADRID, with high-profile trade fairs such as **FRUIT ATTRACTION**, one of the shows with record participation in the 2024 trade fair calendar. The event attracted 117,400 visitors from 145 countries, surpassing the attendance figures from 2023 by 13%. The quality and professionalism of the international visitors, whose numbers grew by 24% and who accounted for 49% of the total number of attendees, was significant.

October was one of the busiest months at IFEMA MADRID, with high-profile trade fairs such as FRUIT ATTRACTION, one of the shows with record participation in the 2024 trade fair calendar.



For the first time, the event took place in 10 halls, with more than 2,200 exhibitors from 59 countries, and an intensive programme of additional activities. One of the most notable new features was the Innova&Tech space, which focused on innovation, research, and technological development companies.

Throughout October, **ESTAMPA**, **SALÓN LOOK**, **GUEXT** and **FIAA** were also held. In its 32nd edition, the contemporary art fair **ESTAMPA** welcomed 17,000 visitors and 98 galleries, with Alberto García-Alix as guest artist. The sales by 263 artists confirmed its ability to boost the Spanish art market.

Meanwhile, **SALÓN LOOK** received a total of 41,000 trade visitors, marking a 75% increase in international attendance. The professional profile of attendees was one of the aspects most highly valued by exhibitors.

The first edition of **GUEXT - the International Fair for Suppliers and Services of the Hospitality Sector**, the main new event in IFEMA MADRID's 2024 national trade fair calendar, was held from 18-21 October and was very well received by the sector (see full information in the box on the following page).

The month ended with the biennial **FIAA - International Bus and Coach Trade Fair**, which attracted over 11,000 trade visitors, 57% more than in 2022. This edition demonstrated the recovery of the road passenger transport sector and showcased its significant capacity for innovation.

GUEXT

GUEXT, a new benchmark event in the hospitality sector.

The main new event in the 2024 national trade fair calendar was the first edition of **GUEXT - the International Fair for Suppliers and Services of the Hospitality Sector**, organised by IFEMA MADRID and FELAC (Spanish Federation of Associations of Manufacturers of Machinery for the Hospitality and Catering Industry).

Held every two years, the show took place from 18-21 October and featured 130 exhibiting companies, attracting nearly 7,000 professionals from 42 countries. Those responsible for the show gave a very positive final assessment, reflecting the strength of Spain's tourism and hospitality industry, as well as Madrid's position as a strategic hub for the sector.

The event was notable for the high representativeness of exhibitors from across the entire sector value chain, with a very diverse range of participants, including a significant presence from the distribution channel, as well as from the hotel and catering equipment sectors.

Activities included a full programme of buyers and B2B meetings; the GUEXT Forum space, organised in collaboration with the Hospitality and Tourism School of the Madrid Chamber of Commerce, which hosted around 40 conferences, round tables and workshops; and the CoffeeXperience area, reflecting the growing importance of coffee in the industry.

Two awards were presented at **GUEXT** to recognise excellence in the hospitality sector: the "Toda una Vida" lifetime achievement award for Excellence in Hospitality Distribution and the 2024 GUEXT Award for Excellence in Hospitality Innovation.

Ψ4

SEMANA INTERNACIONAL DE LA CONSTRUCCIÓN (INTERNATIONAL CONSTRUCTION WEEK) also demonstrated the recovery of another key sector in the Spanish economy. The event brought together the **CONSTRUTEC, VETECO, SMART DOORS** and **PISCIMAD** shows, and coincided with **MATELEC, the International Exhibition of Solutions for the Electrical and Electronics Industry**. Together, they attracted more than 70,000 visitors and 1,100 exhibiting companies. Once again, it is worth highlighting the importance of international participation, with a strong presence of Latin American visitors.

In November, **ACCOUNTEX ESPAÑA**, the benchmark event for firms, consultancies and companies, held its third edition, addressing the challenges that will shape the future of the sector, namely the implementation of electronic invoicing and the role of artificial intelligence. The meeting brought together 9,250 professionals, the highest attendance of its three editions to date.

In mid-November, the third edition of **GLOBAL MOBILITY CALL** was held. This event was visited by 8,000 people and boosted its digital presence, with a 20% increase in online visitors.

The congress space organised 115 round-table discussions and presentations, attended by 450 national and international opinion leaders and personalities. The meeting concluded with a call for governments, businesses and stakeholders in mobility design to redouble their efforts and work together for a more sustainable future.

SIMO EDUCACIÓN celebrated its tenth edition, reaffirming its position as the leading event for innovation and technology in education. The three days of its trade show brought together more than 10,000 visitors and 140 exhibiting companies. The high attendance in the conference rooms, workshops and round tables was particularly notable, with more than 90 experts participating and with artificial intelligence present as a theme in most of the programmed activities.

The last event in the 2024 fair calendar was **FERIARTE**, aimed at art and antiques lovers. It received more than 18,000 visitors and presented proposals from over 60 exhibitors and gallery owners. The central theme was the Spanish Golden Age, which was the focus of the lectures in the Foro Arte (art forum) space.

INTERNATIONAL CONSTRUCTION WEEK showcased the recovery of a vital sector of the Spanish economy.

It reinforced the global leadership in congresses and professional events.

IFEMA MADRID once again maintained its position as a leading venue for large-scale congresses and professional events, attracting organisers from all over the world.

The MICE (Meetings, Incentives, Conferences and Exhibitions) sector: a total of 16 events were held in 2024, bringing together almost 83,000 attendees in the various trade fair venues managed by the Institution. These included several significant international congresses in the medical-scientific field, such as the **World Federation of Hemophilia Congress** and the **European Association for the Study of Diabetes Congress**.

IFEMA MADRID once again maintained its position as a leading venue for large-scale congresses and professional events, attracting organisers from all over the world.



The most significant events were:

- Madrid Fusión (29-31 January).**
 Considered one of the most important gastronomy congresses at a global level, it closed its 22nd edition with a record number of participants (1,800 from 53 countries) and visitors (25,800). The programme included 184 presentations and round tables on its six official stages.
- EXPOCIDA IBERIA (15-16 February).**
 International meeting of reference for professionals linked to pest management and environmental health. It attracted more than 2,700 trade visitors and 550 congress attendees.
- ASLAN Annual Congress (17-18 April).**
 Convened by @aslan, a non-profit association of technology companies, it addressed the sector's main challenges (cybersecurity, digital jobs, and data management through artificial intelligence), bringing together 1,600 people.
- WFH World Congress (21-24 April).** The World Federation of Hemophilia (WFH) congress, the leading international event on bleeding disorders, attracted more than 3,000 delegates from 135 countries in its first fully in-person event since 2018.
- ISSVA World Congress (7-10 May).**
 World Congress of the International Society for the Study of Vascular Anomalies (ISSVA) which brought together 550 participants and developed a scientific programme oriented towards presenting the latest advances in research and science in this field.
- EHA Hybrid Congress (12-16 June).**
 The European Hematology Association (EHA) Congress received 18,000 visitors in one of the most attended events on the IFEMA MADRID MICE calendar in 2024.
- XX International Botanical Congress Madrid (22-27 July).** Twentieth edition of the congress, organised by SEBOT, the Spanish Botanical Society, and the Real Jardín Botánico (Royal Botanical Garden), with the presence of 2,700 professionals from all over the world.
- 60th EASD Annual Meeting (9-13 September).** Organised by the European Association for the Study of Diabetes (EASD), it brought together more than 12,000 visitors from 130 countries and 130 exhibitors.
- FERMA FORUM (20-22 October).**
 Meeting of the Federation of European Risk Management Associations (FERMA), which celebrated the 50th anniversary of the organisation, with nearly 4,000 visitors.
- ICS MADRID (23-25 October).**
 The annual congress of the International Continence Society (ICS), which brought together 2,200 professionals from the sector.
- AVEPA-SEVC National Congress (24-26 October).** National meeting of AVEPA, the Small Animals Veterinary Association of Spain - Southern European Veterinary Conference (SEVC). It was attended by more than 2,600 visitors and around 70 exhibitors.
- National Environmental Congress - CONAMA (2-5 December).** Main meeting in Spain to address issues related to sustainability and the environment. Organised by the CONAMA Foundation, it attracted more than 7,000 visitors.

Consolidation of IFEMA MADRID LIVE as a reference for leisure and culture.

IFEMA MADRID created the IFEMA MADRID LIVE brand in 2021 to bring together and promote the programme of cultural activities in the spaces managed by the Institution: the Recinto Ferial and the Palacio Municipal.

Four years later, the goal of establishing a regular cultural programme has been achieved. This programme responds to two main objectives: diversifying the activity (one of the pillars of IFEMA MADRID's Strategic Plan) and making the facilities more profitable during periods when trade fairs and congresses are not taking place.



IFEMA MADRID LIVE in figures.



58

major leisure events: shows, musicals, festivals, concerts and exhibitions



1.8

million visitors

The IFEMA MADRID LIVE brand has consolidated itself thanks to its diverse cultural offerings for all audiences, which make full use of the Institution's facilities. This offer combines different types of events:

- Long-running stage shows and complex productions, with hits such as **MALINCHE EL MUSICAL** and the show **WAH MADRID**.
- Large-scale exhibitions, such as **MARVEL: UNIVERSE OF SUPER HEROES**, **MUNDO PIXAR** (Pixar World) and **JURASSIC WORLD BY BRICKMAN®**, aimed at family audiences and with very high attendance figures.
- The Christmas programme is constantly updated with events such as the **STARLITE Christmas** and **MUSIC HALL** festivals, as well as shows aimed specifically at family audiences.
- Concerts, conferences and other events of a more intimate format, held at the IFEMA MADRID Palacio Municipal.

The variety and quality of the events offered has allowed IFEMA MADRID LIVE to reach new record figures in 2024, with 58 major events and 1.8 million visitors.

Festivals of various styles

The music calendar kicked off at the beginning of February with **CIRCOLOCO** (16,000 attendees), one of the most popular underground electronic music festivals on the island of Ibiza. This was the festival's second edition in Madrid.

Another event that made the most of the Recinto Ferial's potential was **BLACKWORKS** (26,000), an international benchmark for the most powerful electronic music, with an innovative stage design, state-of-the-art visual effects and a high-fidelity sound system.

April's events showcased the variety of events on the IFEMA MADRID LIVE calendar. The month began with **SCRAPWORLD** (9,800 attendees), a unique event combining fashion, music, art and urban trends. Next came **HORTERIALIA MADRID** (6,000 attendees), considered "the most fun festival in the world" thanks to its commitment to partying and having fun, with popular musical hits from the past.

The month came to a close with two distinct experiences of electronic music: the **ELROW TOWN** festival (53,000 attendees), offering two days of immersion with more than 100 DJs and 450 performers; and **OUTWORLD KLANGKUNSTLER** (5,700 attendees), in which a rising star of the underground scene transformed an IFEMA MADRID hall into a German techno club.



Leisure in spring and summer

In June, three festivals were held at the IFEMA MADRID Recinto Ferial: the second edition of **I LOVE REGGAETON** (23,500 attendees), with more than 30 artists on three stages; **LOVE THE 90's** (31,400 attendees), with the greatest hits of the 1990s, and **LOVE THE TWENTIES** (33,600 attendees), the millennial event with themed stages (Dance, Pop and Beach) and 12 hours of non-stop music.

BBF MADRID (11,200 attendees) was the first Madrid edition of this EDM (Electronic Dance Music) festival, held in Barcelona since 2014 and which brought together a selection of the best DJs in the world.

At the end of August, another significant new event took place: the **KALORAMA MADRID** festival (35,300 attendees), which on its three days brought together international stars such as **SAM SMITH**, **MASSIVE ATTACK** and **PEGGY GOU**.

September saw the second edition of **BRAVA MADRID** (38,000 attendees), a fusion of music, fashion and fantasy with theme parties, and a new date with urban music at **MADRID SALVAJE** (47,000 attendees), which sold out weeks before it took place.

In the last quarter, IFEMA MADRID also hosted the launch of new festivals in the city: **TIME WARP SPAIN** (17,400 attendees), two days dedicated to techno music in two halls; **JACKIES** (4,900 attendees), focused on house music, and **NOSTALGIA MILENIAL FEST** (16,200 attendees), aimed at the millennial generation, with Spanish and Latin American artists. Also, in October, the return of the South African artist **BLACK COFFEE** at a **BRUNCH ELECTRONIK** session (15,500 attendees).

Alongside the massive events at the Recinto Ferial, the IFEMA MADRID's Palacio Municipal hosted concerts throughout the year by top artists in their respective genres, including the Russian singer of Georgian origin **VALERY MELADZE**, the **HOMENAJE A ANTONIO VEGA** tribute tour coinciding with the fifteenth anniversary of his death, the folk duo **ANGUS & JULIA STONE**, and the **RUMOURS OF FLEETWOOD MAC** tribute band. The concerts at the Palacio Municipal attracted 3,900 spectators.



Christmas for the whole family

IFEMA MADRID's Christmas season was the most complete in the Recinto Ferial's history thanks to 19 leisure events that attracted over 597,000 attendees. Once again, the variety of the events offered, aimed at audiences of all ages, must be highlighted.

The second edition of **STARLITE Christmas** in Madrid welcomed major international artists such as **ALEJANDRO FERNÁNDEZ**, **CAMILO**, **BLACK EYED PEAS**, **II DIVO**, **HOMBRES G** and **ISABEL PANTOJA**, among others, and attracted 55,900 attendees.

On the same dates, another cycle of indoor concerts was produced and promoted by **MUSIC HALL**, with **THE DIRE STRAITS EXPERIENCE**, **GIPSY KINGS** and **SACRO BY MESTIZA**, among others, attended by a total of 23,600 people.

Another highlight was the return of **ORO VIEJO BY DJ NANO**, who once again surprised everyone with a unique visual and musical show based on the most iconic songs of the last few decades. This was attended by 12,200 people.

Along with the musical offerings, Christmas at IFEMA MADRID featured **GAMERGY**, the major event for e-sports enthusiasts; the traditional **CHILDREN'S AND YOUNG PEOPLE'S LEISURE FAIR**, **JUVENALIA**, and the immersive exhibition **MARVEL: UNIVERSE OF SUPERHEROES** immersive exhibition (35,200 visitors in 2024), which was extended until the first quarter of 2025.

IFEMA MADRID's Christmas season was the most complete in the Recinto Ferial's history thanks to 19 leisure events that attracted over 597,000 attendees.



Large-scale exhibitions and impactful shows

IFEMA MADRID's range of leisure events is complemented by the exhibitions and shows hosted in the Recinto Ferial throughout the year, establishing it as a key cultural hub for locals and visitors alike.

The event with the largest number of attendees was **MUNDO PIXAR**, which featured scenes from some of the most famous films by the Pixar animation studio. It was inaugurated in 2023 and remained in hall 5.1 of IFEMA MADRID until May 2024, receiving 579,000 visitors.

The same space also hosted **JURASSIC WORLD BY BRICKMAN®**, featuring more than 50 large dinosaurs made from LEGO® pieces. This exhibition attracted over 127,500 visitors in 2024.

Two long-running shows that have enjoyed repeated success stood out: **MALINCHE**, the musical by Nacho Cano, which in its second full year of performances (it premiered in September 2022) brought together more than 114,000 spectators; and **WAH MADRID, a musical and gastronomic show**, which attracted around 127,200 people.

Children enjoyed **EL SHOW DE BLUEY**, the theatrical adaptation of the successful animated series Bluey, which

received 10,600 people across various performances, as well as **LA GRANJA ZENON** (Zenon Farm), a theatrical and audiovisual production with 4,900 attendees.

There was once again space for circus art this year with two **Circlassica** shows (**GRAN CIRCO MUNDIAL**, in January, and **LA HISTORIA MUNDIAL CONTINUA** (the continuing history of the world), in November and December), and the production **RÉQUIEM. SINFONÍA FINAL (Final Symphony)** of **El Circo de los Horrores (The Circus of Horrors)**, which marked the retirement of the creator and master of ceremonies Suso Silva after almost 20 years on stage. The three circus events attracted 268,000 people.

Finally, it is worth mentioning the multicultural offering of IFEMA MADRID's Palacio Municipal, an ideal venue for events requiring greater proximity to the audience.

This is the case of the **PRESIDENTE** conferences, by the presenter, actor, producer and influencer **Dante Gebel** (4,500 attendees), and **ASCENDER**, by the writer **Daniel Habif** (1,100 people), as well as the original comedy show **DEYUNSHE TALK SHOW** (1,400 attendees).

The IFEMA MADRID Palacio Municipal also hosted the presentation of the **PREMIOS DE LA ACADEMIA DE LA MÚSICA DE ESPAÑA** (Awards of Spain's Academy of Music) (1,000 attendees).



The leisure event with the largest number of attendees was **MUNDO PIXAR**, which featured scenes from some of the most famous films by the Pixar animation studio.



Madrid Turismo by IFEMA MADRID continues to grow with new initiatives.

In its second full year of activity, Madrid Turismo by IFEMA MADRID has developed new actions to further its goal of promoting Madrid (the city and the region) under a single brand.

These include extending the “Only in Madrid” campaign, launched in 2023; launching a new direct air connection between Madrid and Tokyo, made possible by an agreement with Iberia; and creating a specific campaign to promote Madrid’s hotels. As an example of the impact of these various actions, it is worth noting that its promotional campaigns reached more than 3 billion impressions by the end of the year.

Madrid Turismo by IFEMA MADRID was initiated in the last quarter of 2022 through the collaboration of the Community of Madrid, the City Council, and IFEMA MADRID. This is the first time that the Community and the City Council have collaborated to promote Madrid as a tourist destination, focusing particularly on attracting high-impact visitors from non-European countries such as America, Asia, and the Middle East.

IFEMA MADRID is responsible for managing the initiative that was set up in 2023 by the Mesa de Expertos del Turismo de Madrid (Madrid Tourism Board of Experts), an advisory body for the project comprising the main tourism associations in Madrid. It also launched the “Only in Madrid” campaign, which continued to expand in 2024 with new initiatives.



In its second full year of activity, Madrid Turismo by IFEMA MADRID introduced new initiatives to further its goal of promoting Madrid (the city and the region) as a single brand.

Development of thematic content and new microsites

FITUR hosted the presentation of the “Only in Madrid” video, the central focus the campaign. This audiovisual piece celebrates the style and pace of life of Madrid’s inhabitants and conveys the main values we wish to communicate to our audience: Madrid’s unique compendium of leisure, art, culture and gastronomy, setting it apart from other competing destinations.

Alongside the launch of the video, in 2024, new campaigns focusing on the content of most interest to each market and target audience were designed and launched: gastronomy, sports, culture, art, shopping, picturesque villages, nightlife and active tourism.

This has mainly been developed through 10 microsites in nine different languages, targeting 15 of the 16 target markets.

The only exception is China, for which a separate strategy has been implemented to address its particular socio-cultural characteristics. This strategy includes a digital marketing campaign on the XHS (Xiaohongshu) social media platform and landing pages linked to comarketing actions carried out with local companies.



The new Madrid-Tokyo air connection

Also within the framework of the promotional actions of Madrid Turismo by IFEMA MADRID, we must highlight the launch of the new direct air route between Madrid and Tokyo, operated by Iberia and inaugurated at the end of October.

This new route aims to boost the numbers of Japanese tourists visiting Madrid and bring to life the promotional campaigns carried out in the main Asia-Pacific markets (Japan, Singapore, China, Indonesia, Malaysia and Thailand).

Alongside these initiatives, the "Only in Madrid" campaign's other actions continued in 2024, with a 360° vision. These include disseminating sponsored content in some of the world's most prestigious media; collaborating with Asian and American influencers, and carrying out co-marketing actions with companies from various sectors (financial, travel apps, travel agencies, etc.) to directly reach the target audience. Travel agents in Asian, Middle Eastern and Brazilian cities have also been trained on what Madrid has to offer.

Unique hotel experiences in Madrid

One of the actions carried out under the "Only in Madrid" umbrella was the implementation of a digital campaign showcasing Madrid's hotels. The aim was to raise awareness of the city's and region's accommodation portfolio, with a particular focus on four- and five-star hotels and the unique experiences that can be enjoyed only in Madrid's hotels.

The campaign was run between August and November 2024 in collaboration with the AEHM (the Madrid Hotel Business Association), the Madrid Tourism Board of Experts by IFEMA MADRID, and 36 of Madrid's hotels.

The target markets were Argentina, Brazil, Colombia, Mexico, China, Japan, South Korea, the Middle East (with a focus on Saudi Arabia), the United States and Canada.

New milestones in the internationalisation strategy.

The 2024 financial year saw significant progress in IFEMA MADRID's international expansion strategy, one of the Institution's three main goals. This goal is pursued through three main lines of action:

- **Attracting major international events**, including holding benchmark global congresses, and expanding the range of IFEMA MADRID LIVE events with festivals and world-renowned artists.
- **The implementation of expansion projects**, both through organising trade fairs in collaboration with local operators and through strategic consultancy projects for creating and managing trade fair venues outside of Spain. In this area, the organisation of the first edition of **FRUIT ATTRACTION SÃO PAULO** and the strategic agreement signed with the Korean operator BEXCO were notable achievements in 2024.
- **Attracting the interest of foreign companies and international visitors** to the fairs organised by IFEMA MADRID, through initiatives such as the Buyers Programme.

IFEMA MADRID also has an international sales network, responsible for publicising the Institution's work and activities, attracting visitors to events and identifying other business opportunities. At the end of 2024, this network comprised 13 delegations in 28 countries.

Projects abroad

In addition to the first edition of **FRUIT ATTRACTION SÃO PAULO**, other outstanding events organised abroad include the consolidation of fairs in Portugal, Chile and Colombia in collaboration with local entities.

FRUIT ATTRACTION SÃO PAULO (16-18 April) inaugurated the international trade fair calendar of IFEMA MADRID, demonstrating the huge potential of the Brazilian fruit and vegetable sector.

Co-organised with Fiera Milano Brasil, the event brought together the entire production chain of this industry and was attended by representatives from 45 countries and eight Brazilian states, as well as 12,000 visitors. More than 300 exhibiting brands from 15 countries also attended, reinforcing the international character of the event and the attractiveness of the local market.

In its first edition, the extension of the **FRUIT ATTRACTION** project in Brazil positioned it as the leading international trade fair for the fruit and vegetable market in the southern hemisphere, just as **FRUIT ATTRACTION** in Madrid is the leading event of that sector in the northern hemisphere.

The fair also became the most far-reaching trade fair project in IFEMA MADRID's international history, marking a significant milestone in achieving this strategic goal of the Institution.



The seventh edition of **ARCOLisboa** (23-26 May), co-organised with the Câmara Municipal de Lisboa (Lisbon City Council), closed another successful year, revalidating the attendance record of its previous edition with over 13,000 visitors. ARCOLisboa, the **International Contemporary Art Fair** in Lisbon brought together 84 galleries from 15 countries, showcasing artistic works of great interest to collectors who value quality.

The third edition of **MOTORTEC CHILE, International Automotive Aftermarket Trade Fair**, was held in Santiago de Chile in June (27-29 June), and was co-organised with the Espacio Riesco exhibition centre. More than 5,500 professionals had the opportunity to learn about the latest technological advances, solutions and proposals on the market from over 150 exhibiting companies. Of particular note was the event's capacity for business and professional interaction, thanks to an extensive networking programme that facilitated over 260 B2B meetings.

Partnership with Korean operator BEXCO to boost business in Asia.

In 2024, IFEMA MADRID signed a collaboration agreement with BEXCO, South Korea's leading exhibition and convention centre, located in Busan. The agreement aims to boost cooperation between the two operators in promoting and developing trade fairs and events.

The agreement also seeks to foster and expand business opportunities between the clients of both operators, as well as to promote Madrid and Busan in their respective countries.

Through this collaboration, IFEMA MADRID and BEXCO will explore new business

opportunities, including the possibility of co-organising events in key technical sectors of the current economic landscape, such as aerial mobility, drones, robotics, autonomous mobility, and geospatial mobility, among others.

This agreement is a significant step forward in IFEMA MADRID's internationalisation strategy, opening up new avenues for collaboration and the promotion of its fairs and events in Asia.



The final event in the international calendar was **ESS+ POWERED BY SICUR** (21-23 August), held at the CORFERIAS exhibition centre in Bogotá, Colombia. With a track record of 30 editions, this is the second edition of the fair in which IFEMA MADRID has participated under the name of **SICUR**, the Spanish security fair.

The Institution's involvement in the event has boosted its international impact, as evidenced by the participation of over 300 exhibitors from 26 countries and more than 15,600 visitors. IFEMA MADRID's collaboration in **ESS+ POWERED BY SICUR** is part of the agreement signed in 2022 with CORFERIAS, Colombia's leading trade fair operator, and renewed in 2023 with the incorporation of ProColombia.

Buyers Programme

As well as holding fairs in new countries, IFEMA MADRID continues to organise the annual Buyers Programme, aimed at promoting the fairs that the Institution organises internationally and attracting potential foreign importers.

The number of trade fairs that incorporate this service has increased year on year, with 24 events having been held by 2024, hosting a total of 2,309 buyers from over 65 countries.

The participation of 41 international buyers in the first edition of **FRUIT ATTRACTION SÃO PAULO** was particularly significant, enabling more than 1,000 meetings to be organised between importers and exhibiting companies.

Furthermore, the **FRUIT ATTRACTION** edition held in Madrid attracted the largest number of international buyers of the entire programme, with 665 professionals from 64 countries attending.

The Buyers Programme is usually implemented in collaboration with associations, exhibitors, and economic promotion agencies abroad. This joint effort enables the fairs to establish themselves as major international references in their respective sectors.

The involvement of the international promotion agency ICEX España Exportación e Inversiones and MAPA (Spain's Ministry of Agriculture, Fisheries and Food) in attracting buyers and promoting the leading agri-food trade fairs at IFEMA MADRID internationally is a good example of this. These include **FRUIT ATTRACTION** and **MEAT ATTRACTION**.

Other IFEMA MADRID fairs that incorporated this service include **FITUR**, **PROMOGIFT**, **INTERGIFT**, **BISUTEX**, **MADRIDJOYA**, **MOMAD**, **GENERA**, **ARCOmadrid**, **ARCOLisboa**, **GLOBAL MOBILITY CALL** and **SEMANA INTERNACIONAL DE LA CONSTRUCCIÓN (INTERNATIONAL CONSTRUCTION WEEK)**, which brought together more than 200 buyers from 27 countries.

IFEMA MADRID has made the return of Formula 1 to Madrid a reality.

One of the main milestones in IFEMA MADRID's activity in 2024 was the announcement of the agreement reached with Formula 1 to host the Spanish Grand Prix as of 2026. The official announcement was made in January and, throughout the year, the Institution has been working on various aspects involved in organising an event of this size and impact.

The agreement between IFEMA MADRID and Formula 1 includes hosting the event for 10 years, from 2026 to 2035. Among other advantages, this long-term contract offers the time frame necessary to guarantee the return on investment and promote the project's economic viability.

A new paradigm of sporting experience and event

In its bid to become the venue and promoter for the Spanish Grand Prix, IFEMA MADRID has proposed a new model that combines sport and spectacle to create an unforgettable experience for fans and participating teams.

The bid approved by Formula 1 also highlights IFEMA MADRID's proven ability to host major global events, its organisational flexibility, financial stability, and the versatility and location of the venue, among other significant competitive advantages.

A circuit around the IFEMA MADRID Recinto Ferial

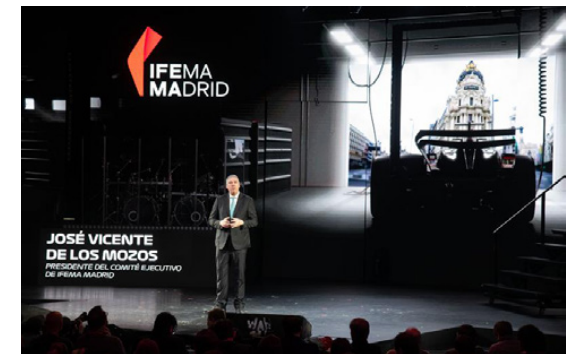
The technical draft of the circuit and its facilities comprises a 5.474-kilometre route with 22 bends, which will use the roads of IFEMA MADRID – both the current Recinto Ferial and the Valdebebas site.

The agreement between IFEMA MADRID and Formula 1 includes hosting the Grand Prix for 10 years, from 2026 to 2035.



A carbon-neutral Grand Prix

The Grand Prix development project has prioritised sustainability and accessibility to minimise environmental impact. In this way, the Grand Prix will exceed the Formula 1's sustainability requirements, offering a carbon-neutral event that is fully aligned with Formula 1's sustainability, diversity and inclusion policy.



Another notable feature is the event's accessibility: the track's location will make the Spanish Grand Prix the competition event most accessible by public transport, with the venue being just five minutes from the airport and having access to an efficient transport network (metro, suburban trains and city buses). It is estimated that up to 90% of F1 fans will access the track by public transport.

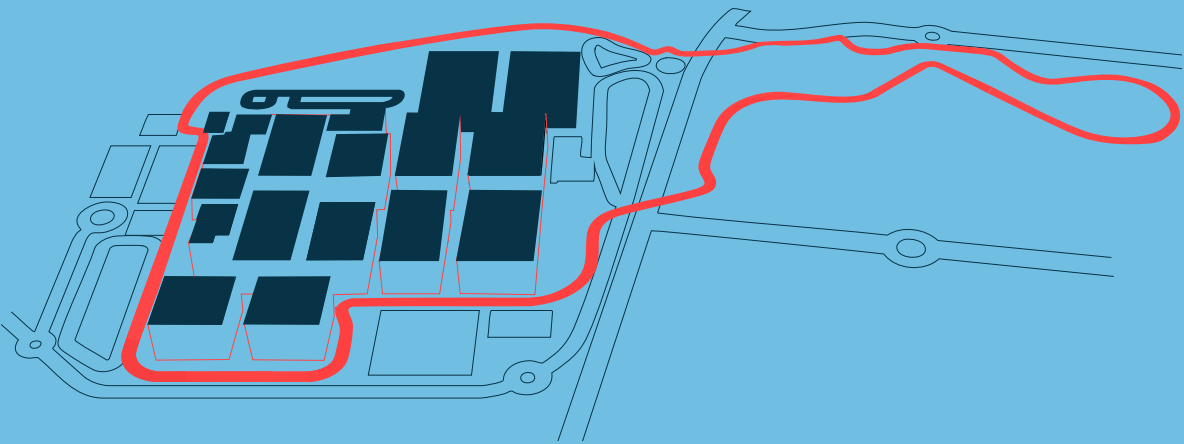
Following the January presentation, other important news relating to the Grand Prix emerged throughout 2024. For example, the agreement to host the FIA Formula 2 and FIA Formula 3 championships, which are held on the same weekend as the Formula 1; and the collaboration with the specialist company MATCH Hospitality to design the event's products and experiences, as well as operate the VIP areas and hospitality together with IFEMA MADRID.

Extension of halls 1 and 2.

The Grand Prix will make use of IFEMA MADRID's entire infrastructure, including more than 200,000 square metres of covered exhibition halls, 10,000 square metres of multipurpose meeting spaces, and 10,000 parking spaces.

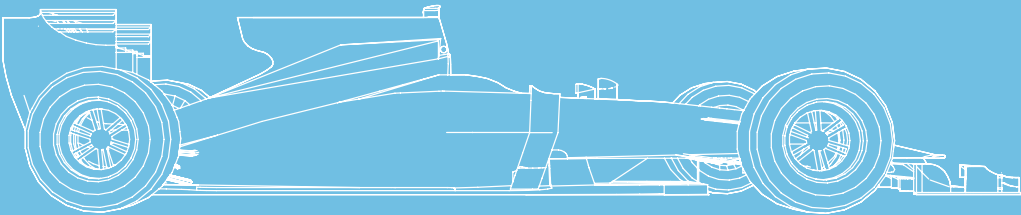
These facilities will make it possible to create novel spaces in the competition, such as a covered and air-conditioned paddock or large areas for experiences with the F1 fans.

New constructions are also planned, such as two buildings that will extend halls 1 and 2, the smallest halls on the current Recinto Ferial. The new spaces will house the garages and technical offices of the Formula 1 teams, as well as the VIP area of the Paddock Club.



Forecast annual impact of the Formula 1 Grand Prix in Madrid.

120,000 daily spectators*	€450 million
85,000 tourists	8,200 jobs



* Expansion to 140,000 spectators is envisaged from the fifth year onwards.

Note: economic and employment impact data taken from a preliminary study by the Deloitte consultancy firm.



Socio-Economic and Fiscal Impact Report.

One of the founding objectives of IFEMA MADRID is the vocation to become a hub for generating wealth and boosting employment, as well as the international projection of the entire Madrid region.

In 2024, the trade fairs and congresses, together with significant leisure and cultural events, enabled the Institution to consolidate its position as a key driver of economic, social and cultural development, surpassing its contribution levels prior to the COVID-19 pandemic.

The *Report on the Socio-Economic and Fiscal Impact of IFEMA MADRID on the region and the city of Madrid* (for its English translation), prepared by PwC, has quantified this contribution, analysing IFEMA MADRID's volume of activity and job creation capacity in 2024.

The results show that the Institution generated 5.779 billion euros of economic activity in all of the productive sectors combined, whilst creating and maintaining 47,691 jobs.

These indicators represent a significant increase on the results seen in 2019, prior to the pandemic: a 13.2% increase in economic activity and a 21.2% increase in employment.

A detailed analysis of this contribution puts the economic impact for each new national visitor at 809 euros, rising to 1,582 euros for foreign professionals. For exhibitors, the impact amounts to 50,352 euros per national exhibitor and 73,568 euros per international exhibitor.

One of the most notable aspects of IFEMA MADRID's impact is its indirect benefit on a wide range of sectors. The sectors that benefit the most in terms of economic volume are the hotel and catering industry, the manufacturing industry, and the transport and storage sector.

Resultados 2024

EBITDA

48.0 M

Economic impact of IFEMA MADRID's activity.



5.779

billion euro impact on economic activity

3.2%

of GDP of the City of Madrid

2%

of GDP of the Community of Madrid



47,000

jobs

Source *Report on the Socio-Economic and Fiscal Impact of IFEMA MADRID on the region and the city of Madrid* (2024), prepared by PwC for IFEMA MADRID (May 2025).

Madrid, the region with the most trade fair activity in Spain

The report's analysis of the trade fair sector in Spain also confirms Madrid's leadership in this field.

The Community of Madrid hosts one in five of the trade fairs held in Spain, accounting for almost 40% of the sector's turnover and employment, with IFEMA MADRID as the main player in the community.

From a qualitative perspective, it highlights that Madrid is one of the most dynamic regions in the sector.

Economic impact of IFEMA MADRID on the different sectors.



€M: million euros.

Awards and recognitions.

Once again, IFEMA MADRID's efforts to achieve excellence in the organisation of events and the execution of activities has been rewarded with prestigious awards.

The Madrid Open City awards went to the Formula 1 project and the MERCEDES-BENZ FASHION WEEK MADRID

IFEMA MADRID's Formula 1 project and the MERCEDES-BENZ FASHION WEEK MADRID were winners in the "Sport" and "Fashion and Design" categories, respectively, at the second edition of the Madrid Open City Awards.

These awards, presented by the non-profit association Madrid Open City, recognise those initiatives, ideas, projects or careers that have notably contributed to improving and enhancing Madrid's international visibility, image and presence.



Once again, IFEMA MADRID's efforts to achieve excellence in the organisation of events and the execution of activities has been rewarded with prestigious awards.

Inauguration of the Adrián Piera roundabout.

In October, IFEMA MADRID inaugurated the new roundabout at the entrance to the Recinto Ferial, named after Adrián Piera, in homage to the man who was the driving force behind the project to create the Institución Ferial de Madrid (Madrid Trade Fair Institution), now IFEMA MADRID.

The Mayor of Madrid, José Luis Martínez-Almeida, officiated at the ceremony, which was attended by Adrián Piera's family and friends, as well as representatives from various administrations and entities of Madrid.

Adrián Piera was the first chair of the Institution's Executive Committee, a position he held for 20 years (1978-1998), firmly convinced that he would convert Madrid into a city renowned for organising trade fairs.



Trade fair and event activity in 2024.

In-house trade fairs.

Dates held	Name	Description	Format	Net surface area	Total exhibitors	In-person and virtual visitors
16/1/24-18/1/24	PROMOGIFT	International Trade Fair for Promotional Gifts and Personalisation Machinery	Hybrid	5,434	162	6,966
24/1/24-28/1/24	FITUR	International Tourism Trade Fair	Hybrid	74,337	9,000	250,000
06/2/24-8/2/24	GENERA	Energy and Environment International Trade Fair	Hybrid	24,779	500	43,292
07/2/24-10/2/24	INTERGIFT (1st ed.)	International Gift and Decoration Fair	Hybrid	20,568	400	22,950
07/2/24-10/2/24	BISUTEX (1st ed.)	International Fashion Jewellery and Accessories Trade Fair	Hybrid	7,468	400	9,068
08/2/24-11/2/24	MADRIDPLATA Y MÁS BY MADRIDJOYA	International Silver Jewellery and Trends Fair	Hybrid	3,099	81	4,870
09/2/24-11/2/24	MOMAD (1st ed.)	International Fashion, Footwear and Accessories Trade Show	Hybrid	7,404	300	8,997
15/2/24-19/2/24	MERCEDES-BENZ FASHION WEEK MADRID (1st ed.)		In-person	6,343	31	3,772
17/2/24-20/2/24	INTERSICOP	International Bakery, Pastry, Ice Cream, Coffee and Equipment Exhibition	Hybrid	7,451	175	16,062
27/2/24-1/3/24	SICUR	International Security Fair	Hybrid	32,639	654	48,274
06/3/24-10/3/24	ARCOmadrid	International Contemporary Art Fair.	In-person	20,821	205	95,000
06/3/24-10/3/24	SEMANA DE LA EDUCACIÓN	Aula (Classroom) International Educational Opportunities Exhibition	Hybrid	12,749	231	118,996
		Congreso Red + Interdidac				
		Higher education and ongoing training fair				
		Schools Day				
		Madrid is Science				

● In-person trade fairs and events ● Hybrid (in-person + digital) trade fairs and events

In-house trade fairs.

Dates held	Name	Description	Format	Net surface area	Total exhibitors	In-person and virtual visitors
13/3/24-15/3/24	IBERZOO + PROPET	International Trade Fair for Pet Professionals	Hybrid	8,217	240	21,257
14/3/24-16/3/24	EXPODENTAL	International Dental Equipment, Supplies and Services Show	Hybrid	23,605	375	37,378
06/4/24-14/4/24	ANTIQU ALMONEDA	Antiques, Art and Collectors Fair	In-person	4,070	80	16,000
12/4/24-14/4/24	EXPOÓPTICA	International Optics, Optometry and Audiology Fair	Hybrid	6,336	130	8,350
22/5/24-26/5/24	MADRID CAR EXPERIENCE		In-person	12,972	28	50,000
04/6/24-5/6/24	ORGANIC FOOD IBERIA / ECO LIVING IBERIA	International Trade Fair for the Organic Sector in the Iberian Peninsula / International Trade Fair for Natural, Ethical and Sustainable Cosmetics, Fashion and Houseware in the Iberian Peninsula	Hybrid	3,673	192	2,147
11/6/24-16/6/24	SALÓN VO	Second-hand and Semi-new Vehicle Fair	Hybrid	20,325	33	22,000
18/6/24-20/6/24	TECMA	International Urban Planning and Environment Fair	Hybrid	11,976	187	14,548
	FORO DE LAS CIUDADES	Urban Spaces for Well-being and Sustainability	Hybrid			
	SRR	International Recycling and Recovery Trade Fair	Hybrid			
11/9/24-14/9/24	INTERGIFT (2nd ed.)	International Gift and Decoration Fair	Hybrid	17,764	400	17,527
12/9/24-15/9/24	BISUTEX (2nd ed.)	International Fashion Jewellery and Accessories Fair	Hybrid	6,685	400	7,646
12/9/24-15/9/24	MADRIDJOYA (2nd ed.)	Urban and Trendy Jewellery and Watch Exhibition Fair	Hybrid	6,044	230	10,510

● In-person trade fairs and events ● Hybrid (in-person + digital) trade fairs and events

In-house trade fairs.

Dates held	Name	Description	Format	Net surface area	Total exhibitors	In-person and virtual visitors
13/9/24-15/9/24	MOMAD (2nd edition)	International Fashion, Footwear and Accessories Trade Show	In-person	6,181	300	4,490
12/9/24-16/9/24	MERCEDES-BENZ FASHION WEEK MADRID (2nd ed.)		In-person	7,835	36	7,506
08/10/24-10/10/24	FRUIT ATTRACTION	International Fruit and Vegetable Sector Fair	Hybrid	71,939	2,201	117,370
17/10/24-20/10/24	ESTAMPA	Contemporary Art Fair	In-person	5,294	263	17,000
18/10/24-20/10/24	SALON LOOK	International Image and Integral Aesthetics Exhibition	Hybrid	9,521	500	41,000
18/10/24-21/10/24	GUEXT	Trade fair for suppliers and services for the Hospitality sector	Hybrid	6,932	130	7,000
22/10/24-25/10/24	FIAA	International Bus and Coach Trade Fair	Hybrid	15,072	100	11,045
05/11/24-8/11/24	INTERNATIONAL CONSTRUCTION WEEK	CONSTRUTEC	Hybrid	5,814	1,100	70,000
		SMART DOORS	Hybrid	3,422		
		MATELEC	Hybrid	16,515		
		PISCIMAD	Hybrid	1,274		
		VETECO	Hybrid	32,667		
06/11/24-7/11/24	ACCOUNTEX	The future of Accounting and Business Management	In-person	5,926	178	9,350
19/11/24-21/11/24	GLOBAL MOBILITY CALL	Connecting the Sustainable Mobility Ecosystem	Hybrid	5,632	50	8,000
19/11/24-21/11/24	SIMO EDUCACIÓN	International Exhibition of Education Technology and Innovation	Hybrid	3,192	140	10,000
23/11/24-1/12/24	FERIARTE	Antiques and Art Galleries Fair	In-person	3,045	70	18,000

● In-person trade fairs and events ● Hybrid (in-person + digital) trade fairs and events

Externally-organised trade fairs.

Dates held	Name	Description	Net surface area	Total exhibitors	Visitors
29/1/24-31/1/24	MADRID FUSION	Food from Spain	15,876	134	25,812
07/2/24-9/2/24	KM0 MODA	A Trade Fair Meeting to Facilitate 360º Services for the Textile and Fashion Sector	360	27	727
17/2/24-18/2/24	JAPAN WEEKEND MADRID (1st ed.)	Manga, Anime and Japanese Culture Fair	15,420	20	15,000
17/2/24-20/2/24	COFFEE FEST	The Biggest Event for Coffee Lovers and Professionals	1,356	80	
19/2/24-21/2/24	HIP - HOSPITALITY INNOVATION PLANET	Professional Exhibition for the Horeca Sector	16,879	415	49,137
26/2/24-27/2/24	WORLD OLIVE OIL EXHIBITION	World Olive Oil Exhibition	1,161	62	1,607
14/3/24-17/3/24	CINEGÉTICA	Passion for the Countryside and Hunting	8,413	250	20,000
15/3/24-17/3/24	INTEROCIO	Choose Your Own Adventure	2,838	56	12,540
19/3/24-21/3/24	REBUILD	Showroom and National Congress on Advanced Architecture and Construction 4.0	9,971	282	25,597
19/3/24-21/3/24	INFARMA	European Pharmacy Meeting, consisting in the European Congress of Community Pharmacy and the Medicine and Parapharmacy Exhibition	18,000	300	25,462
22/4/24-25/4/24	SALÓN GOURMETS	International Trade Fair for Quality Food and Drink	30,175	2,000	70,000
26/4/24-27/4/24	ZURICH ROCK 'N' ROLL RUNNING SERIES MADRID RUNNERS FAIR		10,200	100	21,098
07/5/24-9/5/24	FERIA INTERNACIONAL DEL JUEGO International Gaming and Gambling Trade Show		1,137	77	8,000
08/5/24-9/5/24	ARCHITECT@WORK MADRID	Architects Meets Innovations	5,288	153	2,000
20/5/24-21/5/24	DESTILA MAD	Drinks, Mixology and More	1,288	51	953
22/5/24-25/5/24	SIMA	Madrid Real Estate Exhibition	12,505	162	24,950
18/9/24-22/9/24	MADRID EXPO CAMPER & CARAVAN	Feel the Caravaning Experience	8,865	55	25,267
21/9/24-22/9/24	JAPAN WEEKEND MADRID (2nd ed.)	Manga, Anime and Culture Festival	31,200	18	15,000

Externally-organised trade fairs.

Dates held	Name	Description	Net surface area	Total exhibitors	Visitors
25/9/24-26/9/24	FARMAFORUM	Pharmaceutical, Biopharmaceutical and Laboratory Technologies Industry Forum	10,000	270	7,200
	BIOTECHFORUM				
	COSMETICAFORUM				
	LABFORUM				
27/9/24-29/9/24	FISIO EXPO	Professional Physiotherapy Trade Fair for Spain and Portugal	6,451	111	3,300
16/10/24-17/10/24	MADRID TECH SHOW	Cloud Expo, Cyber Security World, Data Centre, Big Data & AI, ESHOW, TFM	9,082	311	22,000
27/10/24-28/10/24	BODAEVENTOS MADRID		1,298	87	7,400
16/11/24-17/11/24	MI BEBÉ Y YO	The Baby Show - Pregnancy, Baby & New Families Fair	1,300	60	5,000
19/11/24-21/11/24	INTERIHOTEL		7,645	250	10,000
20/11/24-21/11/24	ADVANCED MANUFACTURING SHOW	Part of Advanced Manufacturing Madrid The Future of Performance Metal Working Industrial	16,790	640	13,003
	COMPOSITES MADRID	Part of Advanced Manufacturing Madrid The Future of Composites Engineering, Materials & Technology			
	ROBOMÁTICA MADRID	Part of Advanced Manufacturing Madrid The Future of Industrial Automation & Robotics			
21/11/24-24/11/24	BIOCULTURA	Organic products and Responsible Consumption Trade Fair	3,638	394	33,605
27/11/24-28/11/24	EMPACK MADRID	The Future of Packaging Technology	3,771	157	5,510
27/11/24-28/11/24	LOGISTICS & AUTOMATION	The Biggest Meeting Point for Logistics and Transport in Spain	6,727	254	5,445
	LOGISTIC & INDUSTRIAL BUILD	The Only Event for Building, Logistics and Industry			
29/11/24-1/12/24	IFEMA MADRID HORSE WEEK	Multidisciplinary equestrian event	27,800	40	15,000
29/11/24-1/12/24	RETROMÓVIL	18th International Vintage, Classic and Collectors' Car Show	12,738	138	26,340
13/12/24-15/12/24	GAMERGY	E-sports & Gaming Festival	7,431	67	73,871
20/12/24-4/1/25	JUVENALIA	Children's and Young People's Leisure Show	23,045	74	78,348

International projects.

Dates held	Name	Description	Country	Net surface area	Total exhibitors	Visitors
16/4/24-18/4/24	FRUIT ATTRACTION SÃO PAULO	International Fruit and Vegetable Fair	Brazil	4,659	300	12,000
23/5/24-26/5/24	ARCOlisboa	International Contemporary Art Fair.	Portugal	3,914	88	13,000
27/6/24-29/6/24	MOTORTEC Santiago de Chile	International Aftermarket Exhibition Aimed at Chilean and Latin American Professionals	Chile	1,594	150	7,000
21/8/24-23/8/24	ESS+POWERED SECURITY FAIR by SICUR Colombia	International Security Trade Fair	Colombia	5,259	300	15,612



Congresses.

Dates held	Name	Organiser	Net surface area	Total exhibitors	Visitors
15/2/24-16/2/24	EXPOCIDA IBERIA	ANECPLA (National Association of Environmental Health Companies)	7,850	50	2,400
05/3/24-6/3/24	FACONAUTO CONGRESS	FACONAUTO	10,000	75	2,000
17/4/24-19/4/24	ASLAN CONGRESS	ASOCIACIÓN @ASLAN	1,589	50	1,600
22/4/24-24/4/24	WFH WORLD CONGRESS	WORLD FEDERATION OF HEMOPHILIA	9,493	40	3,500
22/5/24-25/5/24	AEDV - 51 CONGRESO NACIONAL DE DERMATOLOGÍA Y VENEREOLOGÍA	SPANISH ACADEMY OF DERMATOLOGY AND VENEREOLOGY	947	50	2,500
05/6/24-7/6/24	34 JORNADAS NACIONALES DE ENFERMERAS GESTORAS (34 th national conference of nurse managers)(FERPUSER)	ANDE (Spanish National Association of Nursing Executives)	10,000	50	1,000
12/6/24-16/6/24	EHA HYBRID CONGRESS	INTERPLAN AG	45,121	84	18,000
22/7/24-27/7/24	IBC - XX INTERNATIONAL BOTANICAL CONGRESS MADRID	SOCIEDAD BOTÁNICA ESPAÑOLA - SEBOT	6,956	23	2,700
09/9/24-13/9/24	EASD - 60TH ANNUAL MEETING OF THE EUR. ASS. STUDY OF DIABETES	EUROPEAN ASSOCIATION FOR THE STUDY OF DIABETES	39,419	130	12,000

Congresses.

Dates held	Name	Organiser	Net surface area	Total exhibitors	Visitors
19/9/24-20/9/24	IV SMART CITY CONGRESS	FEMP, RECI, MADRID CAPITAL DIGITAL AND SPAIN'S MINISTRY FOR DIGITAL TRANSFORMATION AND THE PUBLIC SERVICE	1,065	24	600
25/9/24-28/9/24	CONGRESS OF THE SPANISH SOCIETY OF OPHTHALMOLOGY (SEO)	SEO (SPANISH SOCIETY OF OPHTHALMOLOGY)	1,500	50	1,500
17/10/24	CONGRESO AECOC GRAN CONSUMO (AECOC Mass Consumption Congress)	AECOC	10,000	—	1,000
21/10/24-22/10/24	FERMA FORUM	FEDERATION OF EUROPEAN RISK MANAGEMENT ASSOCIATIONS	10,697	51	4,000
23/10/24-25/10/24	ICS MADRID	KENES INT. ORG. OF CONGRESSES ISRAEL	1,000	32	1,800
24/10/24-26/10/24	AVEPA NATIONAL CONGRESS - SOUTHERN EUROPEAN VETERINARY CONFERENCE	AVEPA	10,139	68	2,600
02/12/24-5/12/24	CONAMA - 17 TH NATIONAL ENVIRONMENTAL CONGRESS	FUNDACION CONAMA	726	32	7,000

Concerts and long-running events.

Dates held	Name	Name of the external co-organiser/ organiser	Total gross surface area	Visitors
01/1/24-28/01/24	CIRCLASSICA, EL GRAN CIRCO MUNDIAL (The Great World Circus)	PRODUCTORES DE SONRISAS	3,644	48,565
01/1/24-26/5/24	JURASSIC WORLD BY BRICKMAN	PROACTIV	665	127,630
01/1/24-26/5/24	MUNDO PIXAR	PROACTIV	972	578,809
01/1/24-31/12/24	WAH MADRID	PIM BRANDS, S.L.	5,085	127,171
01/1/24-31/12/24	MALINCHE THE MUSICAL	MALINCHE THE MUSICAL SPAIN, S.L.	4,263	114,561
03/02/24	CIRCOLOCO	TE HACEMOS BAILAR S.L.	4,320	16,516
22/3/24-23/3/24	BLACKWORKS FESTIVAL	BW MUSIC S.L.	8,370	25,824
04/04/24	VALERY MELADZE	BRAVO EVENTS S.L.	641	844
13/4/24-14/4/24	SCRAPWORLD	SCRAP WORLD S.L.	8,051	9,839
20/04/24	HORTERALIA	HORTERALIA EVENTS AND PRODUCTIONS S.L.	4,860	5,789
27/4/24-28/4/24	ELROW TOWN MADRID	ENTRETENIMIENTO MUSICAL, S.L	20,712	57,626
30/04/24	OUTWORLD KLANGKUENSTLER	PRODUCCIONES INVERSA S.L.	3,240	5,692
11/5/24-11/5/24	DEYUNSHE TALK SHOW	RAZON TOUR S.L.	641	1,435
12/05/24	HOMENAJE A ANTONIO VEGA	LA GRAN BELLEZA PRODUCCIONES S.L.	641	1,042
17/05/24	ANGUS AND JULIA STONE	BIG TOUR S.L.	641	1,023
08/06/24	I LOVE REGGAETON	CONTEMPORANEA MUSIC CONCERTS & FESTIVALS IAE	20,874	25,995
10/06/24	PREMIOS DE LA ACADEMIA DE LA MÚSICA	ACADEMIA DE LA MÚSICA	641	1,045
21/6/24-23/6/24	DANTE GEBEL	PLANET EVENTS S.L.	641	4,555
22/06/24	LOVE THE 90's	SHAREMUSIC CONCERTS S.L.	20,874	34,980
29/06/24	LOVE THE TWENTIES	SHAREMUSIC CONCERTS S.L.	20,874	34,980
14/07/24	BBF MADRID	LIVE NATION S.L.	8,640	11,224
29/8/24-31/8/24	KALORAMA	LAST TOUR (MIDDLE GROUND S.L.)	19,212	35,311
20/9/24-21/9/24	BRAVA MADRID	THE MUSIC REPUBLIC	17,934	38,832

Concerts and long-running events.

Dates held	Name	Name of the external co-organiser/ organiser	Total gross surface area	Visitors
27/9/24-28/9/24	MADRID SALVAJE	THE MUSIC REPUBLIC	17,934	51,014
04/10/24-5/10/24	TIME WARP FESTIVAL	PRODUCCIONES INVERSA S.L.	8,640	17,368
07/10/24	RUMOURS OF FLEETWOOD MAC	FUN HOUSE PRODUCTIONS, S.L.	641	990
19/10/24	JACKIES FESTIVAL	GMC WORLDWIDE PRODUCTIONS S.L.	4,860	4,892
24/10/24-31/12/24	RÉQUIEM: SINFONÍA FINAL	PRODUCTORES DE SONRISAS	2,661	55,978
26/10/24	NOSTALGIA MILENIAL FEST	SHAREMUSIC CONCERTS S.L.	4,320	16,198
31/10/24	BLACK COFFEE	CENTRIS EVENTS S.L.	4,320	15,493
31/10/24-31/12/24	CIRCLASSICA, LA HISTORIA DEL CIRCO MUNDIAL CONTINÚA	PRODUCTORES DE SONRISAS	3,644	163,435
01/11/24-03/11/24	EL SHOW DE BLUEY	PLANET EVENTS S.L.	641	10,628
09/11/24	DANIEL HABIF	PLANET EVENTS S.L.	641	1,130
15/11/24-31/12/24	MARVEL: UNIVERSE OF SUPERHEROES	SOLD OUT A.I.E	2,460	72,968
07/12/24	THE DIRE STRAITS EXPERIENCE	BCLEVER	1,620	3,061
12/12/24-31/12/24	STARLITE CHRISTMAS	BENDEUS	8,640	55,930
13/12/24	SACRO BY MĚSTIZA	BCLEVER	1,620	3,863
14/12/24	THE DOMINGUEROS	BCLEVER	1,620	4,669
14/12/24	ORO VIEJO BY DJ NANO	DISORDER EVENTS S.L.	4,860	12,223
19/12/24	GIPSY KINGS	BCLEVER	1,620	4,669
19/12/24	ANTIDOTO	BCLEVER	1,620	1,852
21/12/24	ORO VIEJO TARDEBUENA	BCLEVER	1,620	3,089
22/12/24	ROCK EN FAMILIA	BCLEVER	1,620	2,028
27/12/24-29/12/24	LA GRANJA ZENON	GREY CODA S.L.	641	4,852
28/12/24-29/12/24	KISS FM FAMILIAR	BCLEVER	1,620	834
31/12/24	PADANA	BCLEVER	1,620	3,208

Transcendence.

03.

Communication strategy.

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Media presence.

In 2024, IFEMA MADRID further consolidated its position as a key provider of information and its solid reputation in the communications sector. The institution has featured prominently in various traditional and digital media outlets through an effective strategy that integrates dissemination and impact generation. IFEMA MADRID's communication indicators have maintained an upward trend, reaching pre-pandemic levels once again.

Investment in various digital channels, including the corporate website and various social media platforms, resulted in significant audience shares and media influence throughout the year. These results support the recognition of IFEMA MADRID as a benchmark in the trade fair and congress sector.

The communication strategies implemented have resulted in extensive media coverage, with a total of 541,209 impressions registered in national and international media. This information activity has reached a potential audience of 278,838 million individuals and has generated an economic valuation of over 1.836 billion euros.

In 2024, IFEMA MADRID's communication indicators maintained an upward trend, reaching pre-pandemic levels once again.

This year, **FITUR, the International Tourism Trade Fair**, has distinguished itself once more as the event with the greatest media impact. The event received 53,484 media mentions, reaching an audience of 62,202 million people, resulting in an economic value of 426.6 million euros.

Second place went to **FRUIT ATTRACTION, the International Fruit and Vegetable Trade Fair**, which obtained 6,112 media hits, reached an audience of 30.5 million people and generated an economic value of 29.2 million euros.

Third place went to **ARCOmadrid, the International Contemporary Art Fair**, which registered 5,142 news items and reached an audience of 9.012 million people and an economic valuation of over 85 million euros.

MERCEDES-BENZ FASHION WEEK MADRID, a leading event in the fashion industry, generated 2,359 media reports in its February edition, with an audience of 5.385 million people and an economic valuation of 46 million euros. To these figures must be added the 3,309 impacts, audience of 8.540 million, and 76.1 million euros of the September edition.

Other events of significant media interest for IFEMA MADRID during 2024 were the **SEMANA INTERNACIONAL DE LA CONSTRUCCIÓN**, with 2,987 impacts, an audience of 811 million people and an economic valuation of 7.9 million euros, and **GLOBAL MOBILITY CALL**, with 1,567 news items, audience of 2.379 million and 19.4 million euros.



Impact of IFEMA MADRID in the media.

News items:

541,209

Audience:

278,838.5 M

Economic valuation:

€1,836 M



Accredited journalists.

In 2024, the various fairs and events organised by IFEMA MADRID attracted the media interest of 16,310 journalists, representing an increase of 15.6% compared to the previous year. Of the total number of accredited communications professionals, 1,057 came from other countries, demonstrating the international scope of the Institution's activities.

FITUR, the International Tourism Trade Fair, stood out as the event with the highest media attendance, bringing together 7,655 journalists. **ARCOmadrid, the International Contemporary Art Fair**, is next in line, with the 1,796 professionals accredited.

The third event with the highest media coverage was **MERCEDES-BENZ FASHION WEEK MADRID**, which was attended by 1,301 journalists in February and 1,130 in September. **FRUIT ATTRACTION, the International Fruit and Vegetable Trade Fair**, with 669 accredited professionals, and **MADRID CAR EXPERIENCE**, with 408, also rank amongst the events with the highest number of registered communication professionals.



Figures of accredited journalists at IFEMA MADRID.

Total journalists:
16,310
(+15.6% compared to 2023)

National journalists:
15,253

International journalists:
1,057



Growth on social media.

IFEMA MADRID's digital community has experienced sustained growth in 2024, with social media consolidating itself as an essential tool for communication and interaction with its audience. Adopting a social media content strategy tailored to the specific features of each online platform has been crucial to achieving this.

By the end of the year, IFEMA MADRID was managing a total of 45 X (formerly Twitter) accounts, 41 Facebook profiles, 35 YouTube channels, 41 Instagram accounts, six TikTok accounts and 38 LinkedIn profiles.

Overall, the Institution's global digital community has grown to reach 2,141,357 followers on social media, achieving more than 167 million views and over 1.5 million interactions.

In terms of individual event channels, the **MERCEDES-BENZ FASHION WEEK MADRID** maintained its leadership position with 386,436 followers, followed by **FITUR, the International Tourism Trade Fair**, with 319,247 users; **ARCOmadrid, the International Contemporary Art Fair**, with 246,516, and **FRUIT ATTRACTION, the International Fruit and Vegetable Trade Fair**, with 130,256.

IFEMA MADRID's corporate channels on Facebook, Twitter, Instagram, YouTube and LinkedIn have a combined total of 256,309 followers.



Data from IFEMA MADRID's social media.



Number of profiles on Facebook, X, Instagram, LinkedIn, TikTok and YouTube:

206

Total followers:
2,141,357

Total impressions:
167,047,195

Total interactions:
1,563,611

A window to the outside world.

In 2024, IFEMA MADRID continued to improve its digital environments so as to optimise the user experience, facilitate access to information on all its portals and guarantee content accessibility.

This sustained effort has resulted in the addition of new functionalities and a significant upgrade in the design and structure of its websites.

Notable new features include an interactive exhibitor map, which allows users to easily locate a stand of interest to them within the fair and plan their visit more effectively, and a trade fair chatbot, an automated customer service tool that provides real-time support on key aspects such as registration, access, opening hours and the location of services.

In addition, continuous improvements related to user experience and interface design have been implemented, including:



New information architecture, allowing for more intuitive navigation and a clearer content structure for exhibitors, visitors and other audiences. In addition, the navigation menus of all websites have also been redesigned.



New, more visual headers, designed to enhance the identity of each event, guarantee graphic continuity across all media and improve the visual impact of the home pages. Specific adaptations have also been made on an event-by-event basis to strike a balance between standardising portals and preserving the unique identity of the events.



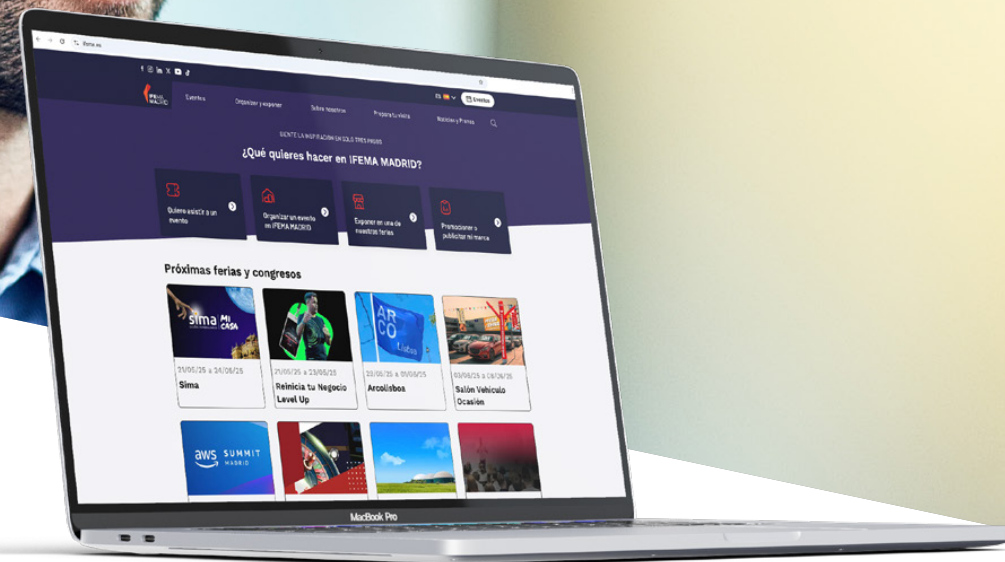
New login interface, which improves the user experience and provides accurate information about the registration process within the ecosystem of applications.



In-depth review of key sections, such as the ifema.es events page or the exhibitor catalogues, adapting their designs and functionalities to meet the current needs of users.

All these improvements reinforce IFEMA MADRID's commitment to digital innovation and user experience, consolidating its position as a benchmark in the organisation of trade fairs and congresses in the online environment.

In 2024, IFEMA MADRID continued to improve its digital environments so as to optimise the user experience, facilitate access to information on all its portals and guarantee content accessibility.





Boosting IFEMA MADRID's business.

Corporate campaigns.

After three years of focusing its communication on renewing its image and transmitting inspiration as part of its identity, in 2024, IFEMA MADRID focused its campaigns on objectives directly linked to its commercial activity. With a particular focus on business-to-business relations, comprehensive actions were put in place that primarily aim to generate concrete results and increase visits to the website.

This development has strengthened brand positioning and led to a 102% increase in conversions compared to the previous year, optimising the resources invested.



IFEMA MADRID corporate communication campaigns.

Impressions:
+500 M

Clicks:
+3 M

Conversions:
+53,000

Institutional campaign “Es inevitable”.

The institutional campaign “Es inevitable” (It's inevitable) has focused on reinforcing IFEMA MADRID's strategic values, such as innovation, business growth, and inspiration. It has also highlighted the role of trade fairs and professional events as fundamental tools in marketing strategies.

In the face of increasing digitalisation, the campaign has emphasised the value of direct experience and human contact, distinguishing features of trade fairs that cannot be replicated by any digital channel.

The strategy mainly focuses on attracting more professionals and exhibitors, whilst also making the workings of IFEMA MADRID's business model more widely known. To achieve this, a comprehensive campaign has been launched, with a focus on generating concrete results and prioritising channels that help to generate contacts and customers over those that seek only to build brand image. Additionally, the campaign's messages have been tailored to each stage of the process that a person goes through before deciding to participate.

For this purpose, specific web pages offering personalised recommendations according to the user's interests have been developed: consult the events calendar, send applications to participate as an exhibitor or sponsor, or request information on space rental.



Institutional campaign “Es inevitable”.

Impressions:

+225 M

Clicks:

+1.1 M

Conversions:

+1,400

(leads captured through
form submission)



Calendar of events.

In 2024, the events calendar campaign maintained communication of the programme of trade fairs and professional events, including in-house and third-party events, active. The aim was to strengthen visitor attraction and ticket sales, consolidating itself as one of the most profitable actions in terms of results.

This year, the strategy evolved both in terms of presence in the usual channels and in the incorporation of new formats, extending the reach to new audiences.

Creativity has also been revamped, opting for a cleaner and more direct design, in which the campaign slogan “Es inevitable” is combined with the reasons why people should not miss the list of relevant events in the calendar of activities.



Calendar of events campaign.

Impressions:

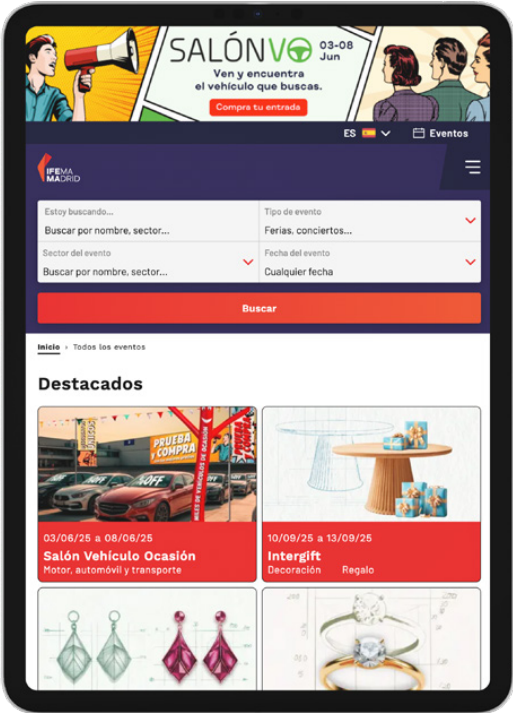
+335 M

Clicks:

+1.2 M

Conversions:

25,000



Search engine strategy.

This strategy has been essential in increasing IFEMA MADRID's visibility online and attracting registrations, ticket sales and contacts from exhibitors who are closer to making a decision.

Following the launch of the “Es inevitable” campaign, search campaigns have been reorganised to target specific groups of people and sectors. They have also been enhanced with smart ads to reach more stakeholders, leveraging artificial intelligence and Google data to attract relevant audiences.



Search engine strategy.

Impressions:

+4 M

Click-through rate (CTR):

21.08%

Conversions:

+27,000

Since the last quarter of the year, campaigns have been activated on the Bing platform, providing access to professional audiences at a more competitive cost per click.

In terms of results, the IFEMA MADRID brand campaigns accounted for 81% of conversions, while generic campaigns contributed more modestly. However, those based on artificial intelligence stood out, accounting for 16% of total conversions.

Sponsored trade fair campaigns: integrated strategies.

In 2024, IFEMA MADRID managed 35 trade fair campaigns, primarily for professionals. 71% of the total budget was spent on digital media, while the remaining 29% was used for traditional media.

Depending on the needs of each fair, comprehensive strategies were employed, incorporating various phases: raising awareness, generating interest, and achieving tangible results, adapting the channels and formats according to the target audience.

To increase visibility in the early stages, platforms such as Display, Meta, LinkedIn, TikTok and Pinterest were used, each one chosen according to the audience profile. Innovations such as programmatic video and campaigns to attract new interested users were also incorporated.

In the final stages, more emphasis was placed on search ads, which remain the primary tool for attracting registrations and selling tickets, supported by other channels.

Success stories

FITUR, MERCEDES-BENZ FASHION WEEK MADRID and FRUIT ATTRACTION

As part of its international brand recognition strategy, **FITUR, the International Tourism Trade Fair**, activated branding campaigns in new markets such as the Middle East, the United States, Canada, China and Korea, including local platforms such as Weibo and WeChat. The action garnered more than 185 million impressions.

Outstanding results were achieved in the Middle Eastern and Asian markets, where impressions exceeded initial forecasts by 195%. In terms of conversion, expectations were far exceeded both in Europe (284%) and in Latin America (167%).

The strategy of the **MERCEDES-BENZ FASHION WEEK MADRID** in 2024 focused on experiential marketing and customer ticket sales. Through experiential campaigns and creative advertising tailored to key moments such as Christmas and Valentine's Day, the inspirational positioning of the event was reinforced. Channels such as YouTube, TikTok and Instagram were also incorporated to maximise visibility and emotional connection with the audience.

February saw a doubling of impressions compared to 2023 and a 61% increase in the consideration phase. CTR improved by 52% and conversion targets were exceeded by 45%.

In the September edition, the conversion rate increased from 1.25% to 1.7% and the Cost per Action (CPA) dropped by almost 25%, demonstrating a significant improvement in campaign efficiency.

In 2024, **FRUIT ATTRACTION, the International Fruit and Vegetable Trade Fair**, consolidated its commitment to the international markets by allocating 90% of its digital investment to these initiatives. Portugal and Italy were identified as key markets, achieving high coverage and a high conversion rate. The number of registrations exceeded initial estimates by 20% and the conversion rate grew by 325% compared to the previous year.

Thanks to a combined strategy of consideration and conversion, **FRUIT ATTRACTION** was able to optimise traffic quality and maximise return on investment, fully aligning with its business objectives.



Trade fair campaigns.

Impressions:
+1,080 M

Clicks:
+9 M

Conversions:
+177,000

Impressions
529 M



Pioneer.

04.

Investing in our future.

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Innovation and digitalization.

The commitment to innovation remains a key pillar in IFEMA MADRID's efforts to consolidate its leadership and advancement within the trade fair sector. Throughout 2024, the implementation of strategic projects that enrich the overall experience of exhibitors and visitors was reinforced.

The Institution has reinforced its value proposition by incorporating leading-edge technologies and increasingly innovative formats into its events, while also further advancing with digitalisation as a means of optimising internal management and enhancing operational efficiency.

Various proofs of concept have also been promoted in different technological areas, with the aim of optimising both internal processes and the visitor experience.

These improvements reinforce IFEMA MADRID's commitment to innovation and digital transformation, keeping it at the forefront of the sector and offering customers and collaborators a secure, intelligent environment prepared for future challenges.

Big Data Platform: intelligent management of large events.

One of the most notable proofs of concept has been the pilot implementation of a Big Data Platform for creating heat maps to analyse visitor flows in the halls. This advanced tool collects and provides data on the activity and movement patterns of attendees, indicating the areas of greatest or least interest according to presence and time spent in the different areas.

The aim is, on the one hand, to offer demand-driven solutions and, on the other, to take the user experience into account when planning future events.

The environment chosen to test its potential was **FITUR**, one of the busiest trade fairs on the IFEMA MADRID calendar. During the event, the platform provided a detailed analysis of attendee flow and behaviour, offering valuable insights for strategic decision-making. This was all supported by the venue's Wi-Fi infrastructure, which acted as a support network for the massive data collection.

This pioneering experience marks a turning point in the management of large-scale events, opening the door to a more predictive, efficient and intelligent model.

Improvements in connectivity and digital security.

To improve the customer experience, the IP Address Management Tool, a software tool that allows network administrators to plan, deploy, manage and monitor the network's IP address space, has been upgraded.

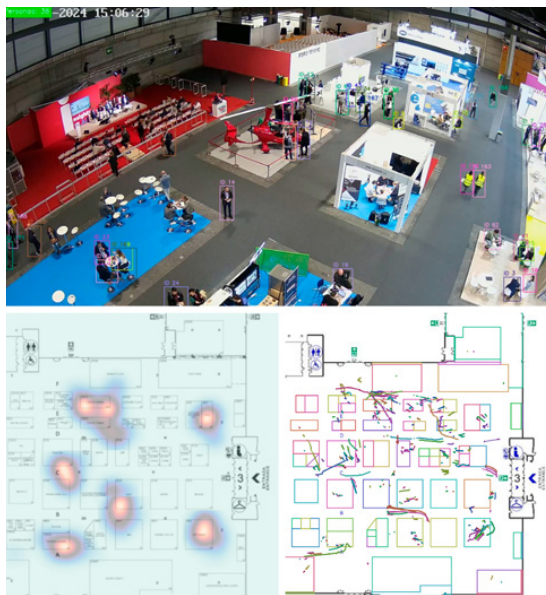
This upgrade allows greater control over network resources, ensuring consistent, secure and highly available connectivity.

The Big Data Platform marks a turning point in the management of large-scale events, opening the door to a more predictive, efficient and intelligent model.



Infrastructure renewal: functionality, technology and sustainability.

During the year, various works were carried out to modernise the organisation's key infrastructures.



- **New hub of collaborating companies.**

This modern, technologically equipped space allows IFEMA MADRID's collaborating companies to serve customers in a modern, centralised environment.

- **Renewal of the physical network infrastructure.** As part of the network infrastructure upgrade, 100 racks were replaced, which involved the renewal of approximately 9,000 RJ45 modules and the installation of around 600 fibre optic connections. This action has increased the reliability of the network and improved the internet services for exhibitors and security systems.

In total, 13 restoration modules have been improved, incorporating:

- › Own Wi-Fi infrastructures.
- › Telecommunications systems to enhance security.

- › Smart solutions for efficient consumption management.
- **IFEMA MADRID LAB.** Innovation has been boosted by incorporating advanced technologies in key events. A significant example of this was the strategic installation of cameras during the **GLOBAL MOBILITY CALL**, allowing for a detailed study of attendees' movement flows. This information is key to optimising the organisation of future events using real data.

Salesforce and robotic process automation (RPA).

IFEMA MADRID has consolidated the management of its events using Salesforce, IFEMA MADRID's corporate CRM, thus streamlining the entire commercial process.

Progress has also been made on the first successful robotic process automation (RPA) pilot project, which was launched in 2023. Improvements have been proposed and new opportunities for robotic automation of processes are being evaluated, particularly within the area of Financial and Economic Management.

In 2024, progress was made on the first successful robotic process automation (RPA) pilot project, which was launched in 2023.

Greater automation and safety in the workplace.

During 2024, IFEMA MADRID took an important step in modernising its working environments thanks to the collaboration between the different IT areas. Implementing advanced services for the integrated management of all devices – mobile phones, tablets, and PCs – and applications, has made it possible to automate multiple configuration and maintenance tasks, making administration more agile, secure, and efficient.

These improvements have had a direct impact on the day-to-day running of the organisation:

- **Simplifying workplace administration**, unifying workflow and reducing the complexity of IT and security operations.
- **Reducing overall costs**, increasing efficiency and saving on management costs, which improves productivity and end-user performance across all devices.

Demand and Services Management Platform (PGDyS, *Plataforma de Gestión de la Demanda y Servicios*).

IFEMA MADRID has launched a programme to implement the Demand and Services Management Platform (PGDyS for its *Spanish initials*), for a comprehensive and efficient management of the demand and internal services presented by the different departments and functional areas.

The Demand and Services Management Platform (PGDyS) will allow for a comprehensive and efficient management of the demand and internal services presented by the different departments and functional areas.

Throughout the year, various projects associated with this programme were developed, of which the following stand out:

- **Risk management and internal controls**, aimed at strengthening organisational control and ensuring the traceability of processes.
- **A validation and consultancy project to obtain ISO 20000 certification**, an international standard that recognises best practice in IT Service Management Systems.
- **The project for the automatic discovery of the inventory of technological infrastructures**, linked to the Information Technologies Department (DTI), which provides an accurate and up-to-date view of digital assets.
- **The implementation of the Enterprise Service Management (ESM) system**, which will be extended throughout the organisation to facilitate interdepartmental coordination and increase the quality and efficiency of internal services.



LIVE Connect.


In 2024, IFEMA MADRID continued to consolidate its digital transformation strategy and continued to promote the interactive platform LIVE Connect, designed to enrich the experience of exhibitors and visitors at its fairs and events.


Now a strategic tool within the Institution's value proposition, LIVE Connect has experienced significant growth in its use, boosting interaction and networking between visitors and exhibitors.


Specifically, the focus has been on increasing added value for exhibitors by allowing them to achieve greater visibility for their commercial offering and optimise the capture of leads and strategic contacts.


Thanks to its 365 approach, the platform keeps its functionalities operational beyond the physical duration of the event, so that the professional community generated around each fair can remain connected and interact throughout the year, even months after the event ends.

LIVE Connect continues to grow, connect and generate opportunities

 **Users.** In 2024, LIVE Connect welcomed a total of 390,566 visitor users, representing a massive growth of 34% over the previous year. This figure is in addition to the 25,701 exhibitor users who maintained a similar strong presence to last year. An increasing number of visitors and exhibitors are identifying LIVE Connect as their key tool for connecting and growing at trade shows.

 **Activity is on the rise.** The percentage of active exhibitor users has reached an average of 44% at all IFEMA MADRID fairs, with a spectacular record of 57% at **SIMO Educación** 2024. In the case of visitors, the average number of active users was 8%, with a peak of 15% also at **SIMO Educación**.

 **Networking that generates results.** LIVE Connect has revolutionised the way professionals connect, facilitating 189,257 contacts resulting in 43,220 business leads for exhibitors, an impressive 73% increase compared to 2023. In addition, 6,067 meetings were scheduled through the platform, 54% more than the previous year.

 **Brand-boosting visibility.** Exhibitors have taken full advantage of the platform's tools to highlight their products and services. 11,677 products were registered, 49% more than in 2023, and 1,897 activities were created, many of them in hybrid format. Live streaming and on-demand access have expanded the reach by combining the best of the in-person and digital environments.



Visitor professions

- 34% growth compared to 2023



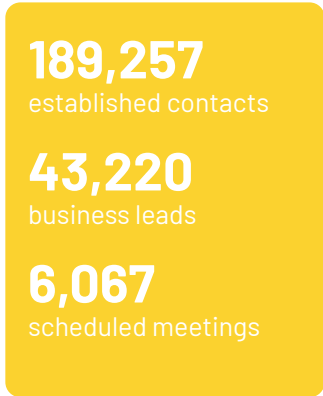
Exhibitor companies

- On average, 44% of all exhibitor companies have been active on the platform.
- 49% more products published compared to 2023



Networking

- 73% increase in business leads generated.
- 54% increase in meetings scheduled



Evolution and expansion of LIVE Connect

In 2024, LIVE Connect consolidated its role as a key digital platform for IFEMA MADRID events, evolving in terms of both functionalities and user experience. These were the main milestones of the year:



New management tools.

DataDriven.

During the year, IFEMA MADRID launched its new corporate data analytics platform: DataDriven. It has tools that will enable the development of multiple data analytics use cases, ranging from reporting to the development of proprietary machine learning models.

On the data platform, work has begun to implement the first connectors with IFEMA MADRID's main information systems, such as CRM or marketing campaign management systems. This will make it possible to unify analytical data in a single repository.

The goal for 2025 is to implement the first data analytics use cases on the platform to optimise internal processes, reduce operational costs, and increase revenues through improved data-driven decision-making.

The keys to the DataDriven data platform

1

A tailor-made design adapted to the company's needs.

2

Flexible cloud infrastructure. Deploying in the cloud reduces the initial investment thanks to the pay-as-you-go model. It also facilitates more efficient operations through the use of IaaS, PaaS or SaaS services and enables demand-driven scaling through the use of infrastructure elasticity and auto-scaling (automatic resource allocation) mechanisms.

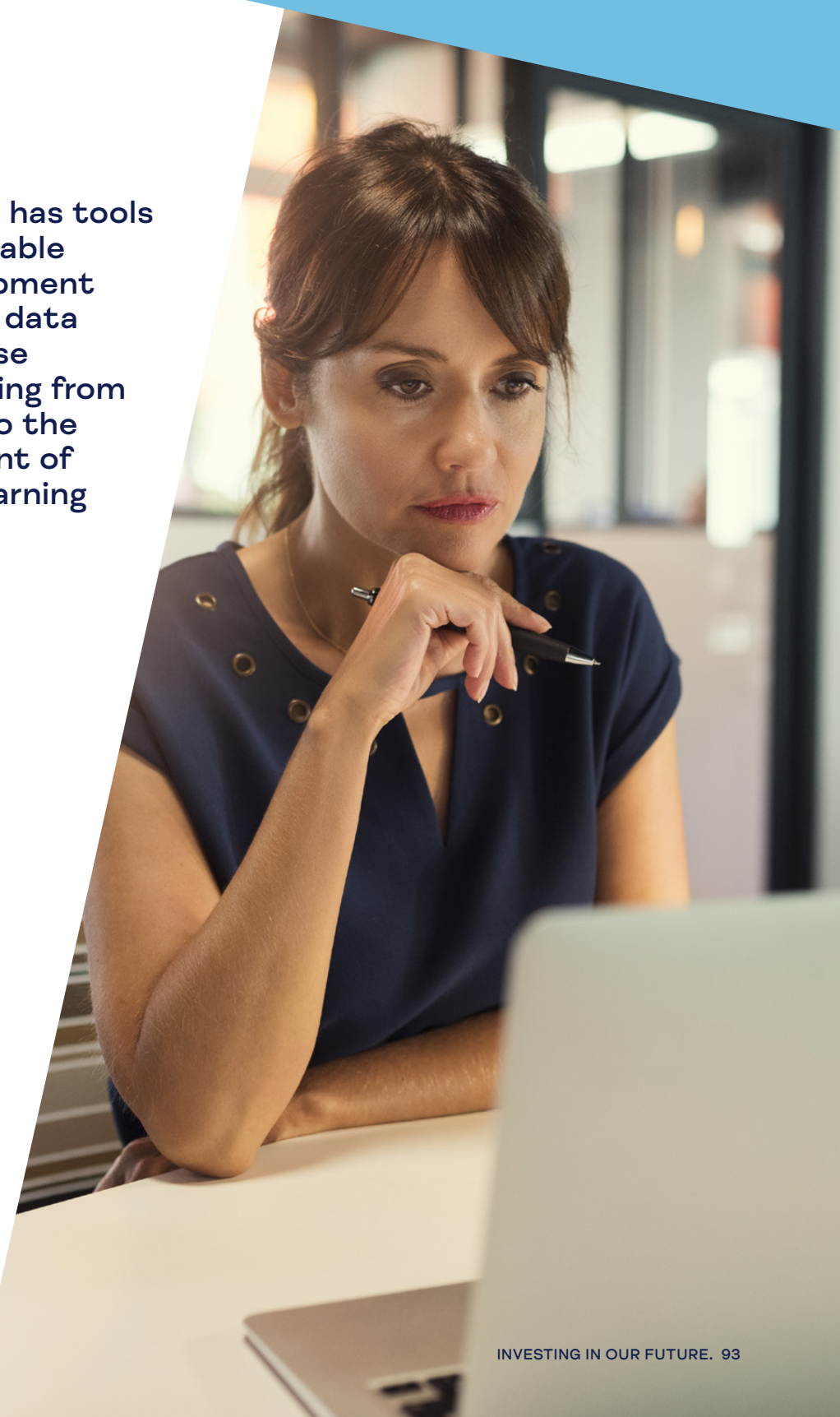
3

Microsoft Azure as a cloud provider. The data platform is supported by Microsoft Azure cloud products and services, which guarantee security, stability and versatility.

4

Databricks as a cornerstone. At the core of the platform is Databricks, a unified data analytics solution that combines a Spark-based calculation engine for processing large volumes of data, with a specialised environment for developing and training proprietary machine learning models.

DataDriven has tools that will enable the development of multiple data analytics use cases, ranging from reporting to the development of machine learning models.



Digitalisation of operations.

Beyond the development of Visual Space, the Digitalisation of Operations area expanded its scope in 2024 to incorporate new projects aimed at improving operational efficiency and customer service.

• Visual Space

Significant improvements were made to this key tool for trade fair operations during the year.

- › Automated dashboard and reporting. Automatically calculates the surface areas marketed and provides a real-time view of the marketing status of events. This function also streamlines accounting for services such as carpeting and cleaning, thereby increasing the productivity of the sales teams, exhibition designers and hall coordinators.
- › Access to suppliers. Suppliers now have personalised profiles, giving them independent access to detailed event plans and data. This optimises coordination and reduces operational dependence on IFEMA MADRID teams.

› **Improvements for Exhibition Design and the Technical Secretariat.** Processes have been optimised through the use of more streamlined and accurate tools, improving productivity. Highlights:

- New method for managing marking versions, with faster and more reliable updates.
- Specific algorithms to calculate the aisle carpet, optimising the orders made to the factory and their adjustment.
- Integration of Visual Space with Salesforce, for a centralised management and better tracking of customers, products, services and their installation.

• Interactive floor plans

Interactive floor plans have been published on the event websites, enabling visitors to locate stands and plan their visit from any device (computer, mobile or tablet). This function opens up a new line of monetizable services.

• Floor plan repository

An online publication has been implemented that is automatic and shared with the whole Institution. This solution improves the traceability and version control of individual event and stand plans, avoiding errors and significantly reducing the volume of internal calls and emails.

• Marking robots

Three marking robots have been incorporated to automatically mark spaces in the halls. These machines can make up to 100 marks per hour, reducing assembly times and improving assembly accuracy. This initiative frees up over 3,300 hours of manual labour per year, allowing staff to focus on higher-value tasks. This project forms part of the overall digital transformation strategy for trade fair operations, reinforcing the commitment to innovating and automating key processes.

In 2024, the scope of the Digitalisation of Operations area expanded to incorporate new projects aimed at improving operational efficiency and customer service.

Improvements in infrastructure and security.

Adaptation of the former press room as a Formula 1 office.

The former facilities of the Club FERIA, located in the Arco Frontera, have been remodelled to adapt them to serve as offices for the Formula 1 (F1) team.

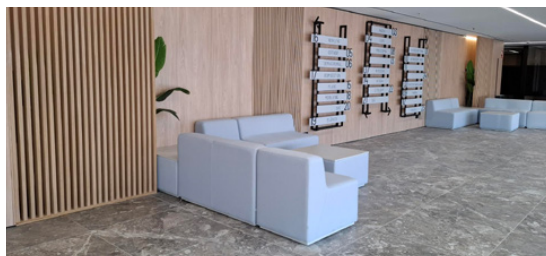
This has involved replacing the flooring, painting the walls, updating the false ceiling, creating an office with a glass partition, installing LED lighting and a new air-conditioning unit. Blinds have been installed and the furniture has been renewed.

Investment:
€66,000

Suppliers hub.

The premises located on the first floor of the 4/6 hub have been completely refurbished. The former Mediterraneo restaurant has been transformed into a new supplier service area with 24 individual offices, five meeting rooms, an entrance hall, coffee area and toilets.

Investment:
€1,060,000



Storm tank in the Sala Oriente hall.

With the aim of preventing potential flooding in the event of heavy rainfall, a storm tank has been built into the architecture of the Sala Oriente hall.

Investment:
€15,750

Complete renovation of the exterior paintwork.

The paintwork has been renewed in various external areas of the site, including the following actions:

- Canopy and pillars of La Avenida.
- K-1 access canopy.
- Puerta Norte ticket offices.
- External façades of halls.
- Façades of thermal power stations I and II.
- Flagpoles.
- Horizontal signposting of interior roads and some car parks.

Investment:
€350,000

New service panels for the assembly of events (first stage).

In order to improve the power supply during the assembly and dismantling phases of events, new service panels have been purchased for halls 1 to 8. This action optimises the efficiency and safety of the temporary power supply in large assemblies.

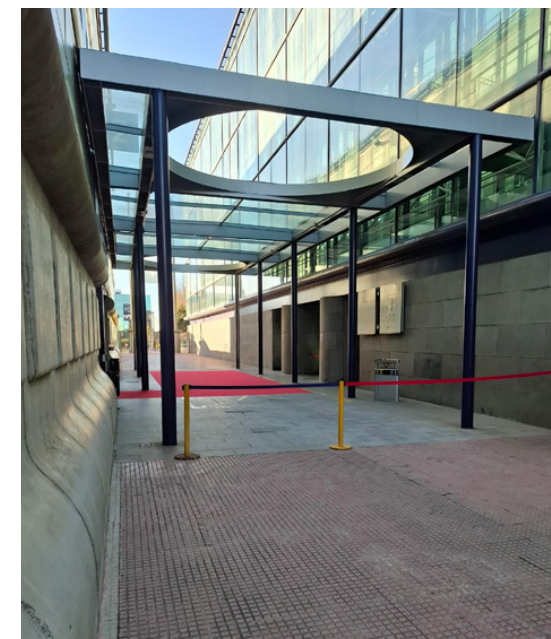
Investment:
€116,633.02

New humidification system for the South Building.

New adiabatic humidifiers with step control, without recirculation and powered by drinking water, have been installed in the air handling units in the South Building.

Adapted to the nominal flow rate of the existing air conditioners, these units make it possible to maintain humidity levels in accordance with the Regulation on Thermal Installations in Buildings (RITE), while significantly reducing energy consumption compared to the previous system.

Investment:
€78,686.67

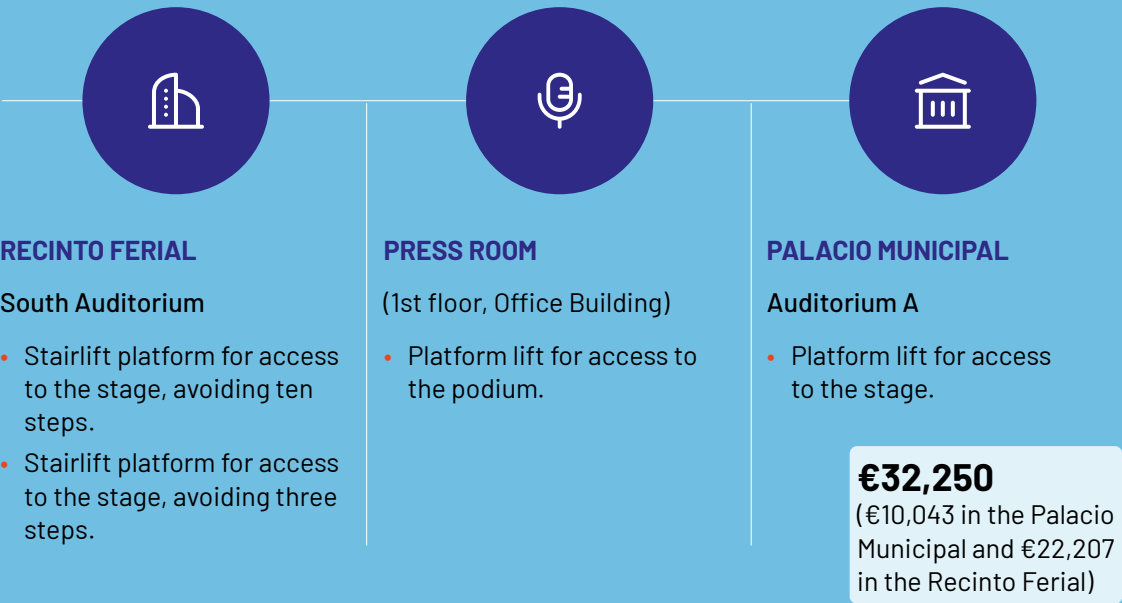


Accessibility improvements.

Platform lifts at the Palacio Municipal and the Recinto Ferial

Lift platforms and stair lifts have been installed to improve accessibility in the Palacio Municipal and the Recinto Ferial of IFEMA MADRID.

Equipment installed



Adaptation of the fire extinguishing system

To guarantee access to safety devices for people with reduced mobility, the fire extinguishers and push buttons of the extinguishing system have been relocated, installing them at an appropriate height.

Investment:
€34,518

Catering project.

2024 marked the consolidation of the catering project that began in 2023. The experience acquired by AREAS, the successful bidder of the contract, during its first year of execution has enabled it to significantly improve the service offered to both visitors and clients of IFEMA MADRID. This improvement has been structured around three main pillars:

- Completion of the restoration work**
Renovations completed in 2023 were added to those carried out in the premises on the main avenue (*avenida principal*) and in the halls. This completed the main phase of the project, leaving only the central kitchen, expected to be finished by summer 2025.

The hall premises, organised into the categories "Terraces and gardens" and "Boulevards", have transformed the image of these environments, offering a modern and welcoming design and opening up the restaurant spaces by improving and recovering the rear patios.

Additionally, the avenue has incorporated EAT Spain, a gastronomic market offering traditional Spanish cuisine in a contemporary setting.

- Improving the gastronomic offer**
The operational experience gained during the first year of the contract has enabled AREAS to develop and establish a completely new range of gastronomic choices that differs significantly from the previous model in terms of both quality and variety.
- Expansion of the portfolio of caterers**
The portfolio of approved suppliers has grown to 26 companies, thus expanding the options available and guaranteeing a quality service tailored to the needs of each client and event.

Thanks to these improvements, the catering area's turnover in 2024 reached 20.2 million euros.

Development.

05.

Annual accounts.

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IFEMA MADRID began the 2024 financial year with a budget estimate that continued on from and appropriate to the economic uncertainty existing in September 2023. Activity throughout the year has developed positively, with growth in most of the events held and the addition of new convention events.

In total, IFEMA MADRID's facilities hosted 740 events, including in-house and externally-organised trade fairs, congresses, concerts, musical events and other professional and leisure activities, attracting a total of 34,468 participating companies and 4.1 million visitors.

Financial results.

IFEMA MADRID closed the 2024 financial year with revenues of 230.2 million euros. As 2024 is an even-numbered year, with more in-house events, this figure increased by 22.7% compared to 2022 (also an even-numbered year) and by 29.6% compared to 2023 (an odd-numbered year in which good results were achieved).

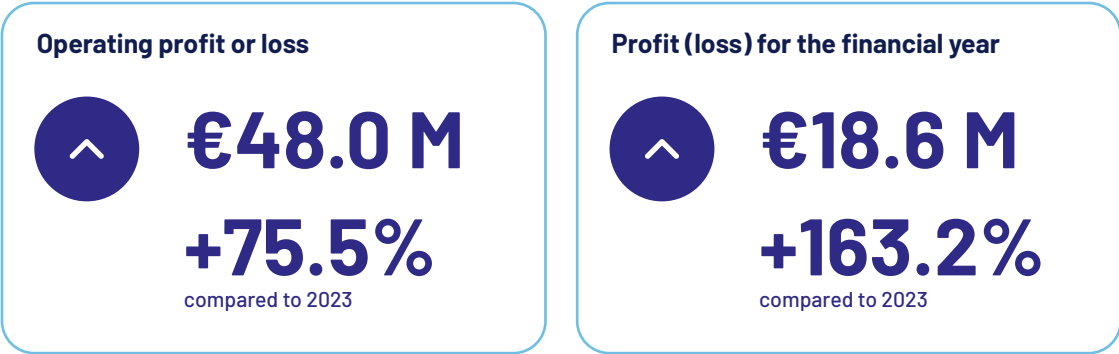
EBITDA stood at 48.0 million euros, 76.5% more than in 2023, and net profit at 18.6 million euros, 163.2% more than the preceding year. On the other hand, the margin of the operating

margin was 20.8% of revenues, and the net margin was 8.1%, well above 2022 and 2023.

In summary, the balance sheet for 2024 was very positive, as income from current activity improved compared to the two previous years. In 2022, the NATO Summit was held on an exceptional basis, raising revenues in an atypical way. Both EBITDA and net profit also showed significant improvement compared to the exceptional circumstances of the previous two years.

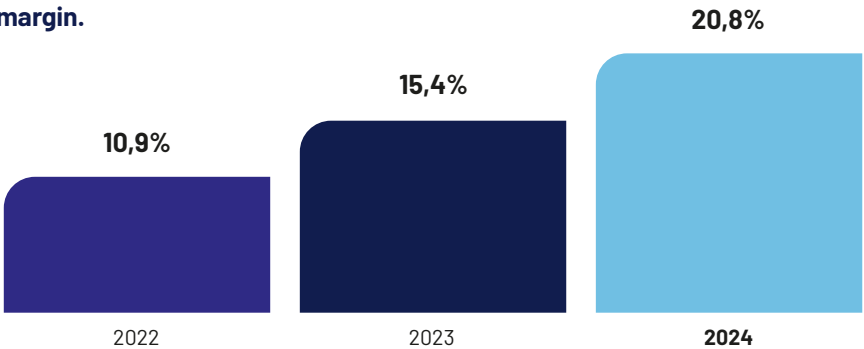
Financial data.

Million euros	2022	2023	2024
Income	187.7	177.6	230.2
Expenses	167.3	150.3	182.2
Operating profit or loss	20.4	27.3	48.0
Result for the year	1.9	7.1	18.6

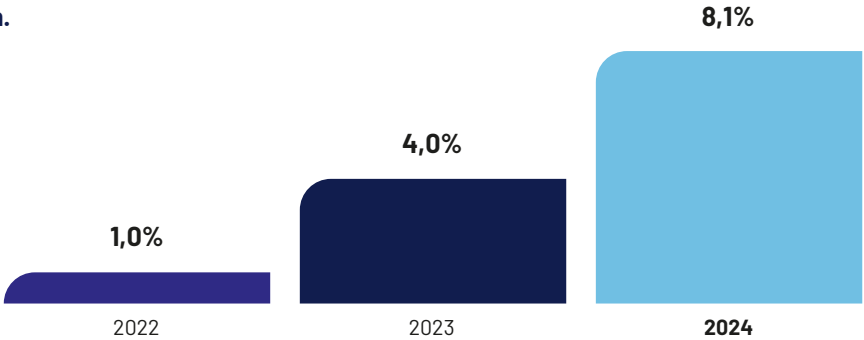


€M: millions of euros.

Operating margin.



Net margin.



Balance of activity.

Almost all of the trade fairs scheduled in the 2024 calendar were held, with some achieving higher than estimated results. These included **FITUR** (+13%) and **FRUIT ATTRACTION** (+14%), among others. This compensated for the lower income and cancellation of other events.

In addition, almost all of the scheduled external business events went ahead, achieving better than expected results. New events such as **LEVEL UP**, **AMAZON WEB SUMMIT**, **CREATE YOUR FOOTPRINT**, as well as some exhibitions, were also added.

The medical congresses **WFH World Congress**, **EHA Hybrid Congress**, **EADS Annual Meeting** and **FERMA Forum** also achieved results well above initial budget estimates (+64%).

Activity at the IFEMA MADRID Palacio Municipal increased slightly, with better results in terms of congresses and convention events held, with three additional congresses and a significant number of convention events not previously scheduled taking place.

In December, the usual activity of leisure events, events for the general public and company meetings resumed and **STARLITE Christmas** was held for the second time at Christmas.

Throughout the year, maintenance costs related to digitalisation (Salesforce, Office 365, the LIVE Connect platform, Azure, etc.) and the costs of maintaining the Wi-Fi network equipment were reduced. Also, fewer licences than anticipated were required.

Conversely, energy supply costs were much lower than expected due to stabilisation of the market and tariffs, as well as favourable weather conditions that led to lower consumption.



Income.

In 2024, operating income stood at 230.2 million euros, representing a 22.7% variation on 2022, the even-numbered year in which the NATO Summit was held on an exceptional basis.

In terms of business lines, 59% of revenue came from our in-house trade fairs, 9% from conventions and congresses, 8% from external trade fairs, 4% from concerts and long-running events and 3% from the Palacio Municipal of IFEMA MADRID, as well as 17% of miscellaneous income, including catering, venue services and institutional sponsorships and the Madrid Turismo by IFEMA MADRID project.

By venue, 85.7% of revenue originated from the Recinto Ferial, 2.9% from the Palacio Municipal, 0.8% from international venues, and the remaining 10.6% was not attributed to any specific venue.

Distribution of income by business line.



	2022	2023	2024
In-house trade fairs	62%	56%	59%
Externally-organised trade fairs	8%	12%	8%
Conventions and congresses	18%	13%	9%
Concerts and long-running events	6%	5%	4%
Palacio Municipal	4%	3%	3%
Other expenses	2%	11%	17%

Distribution of income by business line at trade fairs organised by IFEMA MADRID.



	2022	2023	2024
Exhibition space	56%	58%	56%
Services	24%	18%	28%
Other income	6%	5%	4%
Visitors	4%	4%	4%
Other exhibitors	10%	15%	7%

By business lines, most of the revenue came from in-house trade fairs, with 59%.



Expenses.

Operating expenses (excluding depreciation and provisions for commercial operations as well as other current operating expenses) in 2024 amounted to 182.2 million euros, representing an increase of 21.2% compared to 2023, and an increase of 8.9% compared to 2022, the comparable even-numbered year.

Distribution of expenses by business line.



	2022	2023	2024
In-house trade fairs	39%	33%	33%
Structural expenses	33%	38%	36%
Conventions and congresses	4%	8%	6%
Externally-organised trade fairs	13%	5%	4%
Palacio Municipal	2%	3%	2%
Concerts and long-running events	7%	2%	2%
Other expenses	2%	11%	17%

Distribution of expenses by type at trade fairs organised by IFEMA MADRID.



	2022	2023	2024
Infrastructure expenses	43%	42%	47%
Promotion, advertising and public relations	21%	21%	18%
Other expenses	24%	22%	22%
Personnel	11%	14%	12%

Percentage distribution of expenses by activity over total expenses.



	2022	2023	2024
Personnel	23%	26%	19%
Promotion, advertising and public relations	11%	16%	16%
Other expenses	25%	19%	10%
Assembly and services	26%	25%	24%
General and upkeep	15%	14%	10%

Percentage distribution of expenses by activity over total income.



	2022	2023	2024
Personnel	20%	22%	24%
Promotion, advertising and public relations	10%	14%	20%
Other expenses	22%	16%	13%
Assembly and services	23%	21%	30%
General and upkeep	13%	11%	13%

Financial aspects.

IFEMA MADRID continues to maintain a level of zero debt with financial institutions. Likewise, its cash position remains strong.

Other aspects of interest.

As at 31 December 2024, the working capital amounted to 126.7 million euros.

The accounting result for 2024 reflects a profit of 18.6 million euros and will be applied to results from previous years.

Equity at 31 December 2024 amounted to 314.6 million euros.

Investments.

The usual investments for 2024 amounted to 13.4 million euros, including the North Expansion project, IFEMA MADRID LAB and work on fixed assets. Of this 13.4 million euros, 5.5 million was for annual investments and 7.9 million for ongoing one-off projects.

During the financial year, the main investments made were as follows:

- Technological equipment and applications for digitalisation,** for an amount of 4.0 million euros. Notable investments include:
- Digital platform for fairs and events.
 - CRM (Customer Relationship Management) implementation.
 - Demand and services management platform.
 - Various technological networks.
 - WEB 3.0 Project.
 - DataDriven Platform.
 - Data processing equipment

Smaller investments have also been made for hardware replacement and software upgrades.

- Construction, civil works and installations,** amounting to 8.8 million euros, including:
- Restoration (86% of total construction investments).
 - Car Parking. Green Parking.
 - Electrical installations and equipment.

- **Business, markets, people and processes,** amounting to 0.6 million euros, earmarked for:
- IFEMA MADRID LAB.
- Purchase of works at **ARCOmadrid**.

In addition, investments have been made in 2024 for the Formula 1 project, including work related to the circuit.

Balance sheet.

At 31/12/2024. Amounts in euros

ASSETS	2024
NON-CURRENT ASSETS	480,332,706
Intangible fixed assets	316,941,589
Development	2,348,879
Concessions	1,140,000
Patents, licences, trademarks and similar	2,567,457
Computer applications	16,485,408
Other intangible fixed assets	294,399,845
Property, plant and equipment	157,137,782
Construction	102,936,336
Technical facilities and other property, plant and equipment	39,451,106
Property, plant and equipment in construction and advance payments	14,750,340
Non-current financial assets	505,756
Other financial assets	505,756
Deferred tax assets	5,747,579
CURRENT ASSETS	213,393,602
Inventories	499,990
Raw materials and other consumables	499,990
Trade and other receivables	20,680,884
Trade receivables for sales and services	14,936,009
Receivables from Group companies and associates	127,750
Sundry accounts receivable	3,650,253
Personnel	61,745
Other receivables with public administrations	1,905,127
Short-term financial investments	155,691,277
Debt securities	95,600,401
Other financial assets	60,090,876
Current accruals	3,007,109
Cash and cash equivalents	33,514,342
Cash at bank and in hand	33,514,342
TOTAL ASSETS	693,726,308

EQUITY AND LIABILITIES	2024
SHAREHOLDERS' EQUITY	314,599,011
EQUITY	314,599,011
Capital	60,356,483
Capital	60,356,483
Reserves	2,243,190
Legal and statutory	378,766
Other reserves	1,864,424
Results from previous financial years	233,437,964
Retained earnings	253,872,355
Prior years' losses	(20,434,391)
Result for the year	18,561,374
NON-CURRENT LIABILITIES	292,453,083
Long-term liabilities	292,453,083
Other financial liabilities	292,453,083
CURRENT LIABILITIES	86,674,214
Current provisions	1,739,733
Short-term liabilities	7,620,266
Other financial liabilities	7,620,266
Current liabilities to group companies and associates	8,843,117
Trade and other payables	68,471,098
Suppliers	32,742,918
Other payables	181,791
Personnel (salaries payable)	3,598,961
Current tax liabilities	561,451
Other debts with Public Administrations	1,666,263
Customer advances	29,719,714
TOTAL EQUITY AND LIABILITIES	693,726,308

Profit and loss statement.

At 31/12/2024. Amounts in euros

CONTINUING OPERATIONS	2024
Turnover	203,778,090
Sales	86,960,977
Provision of services	116,817,113
Capitalised expenses of in-house work on assets	1,961,251
Procurements	1,756,403)
Consumption of raw materials and consumables	(1,756,403)
Other operating income	24,454,629
Non-core and other current operating income	24,454,629
Personnel expenses	(43,400,593)
Wages, salaries and similar expenses	(32,133,304)
Social security contributions	(11,267,289)
Other operating expenses	(143,110,349)
External services	(130,181,693)
Taxes	(6,892,997)
Losses, impairment and changes in trade provisions	(35,659)
Other current management expenses	(6,000,000)
Depreciation and amortisation	(19,029,332)
Impairment and gains (losses) on disposal of non-current assets	(8,407,514)
Impairments and losses	(8,392,396)
Gains/(losses) on disposals and others	(15,118)
Other results	21,583
OPERATING PROFIT OR LOSS	14,511,362
Financial income	6,381,613
Shares in equity instruments	112,618
In third parties	112,618
From marketable securities and other financial instruments	6,268,995
From third parties	6,268,995
Financial expenses	(86,604)
Debts to third parties	(86,604)
Foreign exchange gains (losses)	(52,147)
Impairment and profit (loss) due to disposal of financial instruments	(18,030)
Impairments and losses	(18,030)
FINANCIAL RESULT	6,224,832
PROFIT/(LOSS) BEFORE TAX	20,736,194
Corporate income tax	(2,174,820)
PROFIT/(LOSS) FOR THE PERIOD FROM CONTINUING OPERATIONS	18,561,374
RESULT FOR THE YEAR	18,561,374

Summary of expenses and income by activities.

At 31/12/2024. Amounts in euros

INCOME	2024
Exhibitors at in-house trade fairs	119,139,472
Visitors to in-house trade fairs	5,527,436
Other income from in-house trade fairs/on-site services	15,029,175
Externally-organised trade fairs	18,928,886
Congresses and conventions	21,300,993
Concerts and shows	9,398,343
Palacio Municipal	6,544,329
Food and Drink	9,868,851
Madrid Turismo Agreement	24,456,485
TOTAL INCOME	230,193,970

EXPENSES	
Promotion, advertising and public relations	37,069,658
Assembly and service expenses	54,546,119
Personnel	43,401,107
General expenses and upkeep	23,442,184
Other expenses	23,772,616
TOTAL EXPENSES	182,231,685

OPERATING PROFIT OR LOSS - EBITDA	47,962,286
Direct financial charges	6,242,863
Operating cash flow	54,205,149
Allocations for amortisation and impairment	(19,029,331)
Allocations for provisions	(14,446,085)
Non-recurring gain or loss	6,465
Corporate income tax	(2,174,823)
RESULT FOR THE YEAR	18,561,374

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