

DISCOVER SHARE GROWTH

IFEMA
Annual Report
2018



OUR ACTIVITY

Events

720

Fairs (total)

119

IFEMA fairs

57

External fairs

42

Congresses with
exhibition

8

Fairs abroad

12

Congresses and
professional & leisure
events

601

EXHIBITING COMPANIES

Participating
companies

33,203

Direct
exhibitors

18,132

International
exhibitors

29%

VISITORS

Visitors

3,605,247

International
visitors

12%

MAIN FIGURES

ECONOMIC RESULTS

Income (millions)

€ 138.5 M.

Increase with respect to 2017

+17%

Net profit (millions)

€ 10.8 M.

EBITDA (millions)

€ 27.7 M.

Expenses (millions)

€ 110.8 M.

Investments (millions)

€ 18.8 M.

Financial debt (millions)

0

Net assets (millions)

€ 287.7 M.

COMMUNICATION

Media impact (millions)

20.9 M.

Audience (millions)

31,264 M.

Accredited journalists

19,399

Accredited media

11,585

Websites viewed
(millions)

20 M.

Social media followers
(millions)

1.9 M.

Economic valuation
(millions)

€ 742.6 M.

TALENT

Employees

412

Women

49.3%

Men

50.7%

Permanent staff

97.6%

Training posts

871

Training hours

7,192

Tomorrow, today

A window from which to closely study the future. A door open to knowledge, to innovation, to what comes next, to what matters today and will matter tomorrow.

The path for those who want to take things further, a time to dream up new worlds, reach new challenges or have wonderful experiences.

This is IFEMA, a source of inspiration and opportunities for those who have common interests. An engine for economic, professional, personal and social growth. An environment in which to discover, share and grow.

Welcome to IFEMA.

Welcome to tomorrow, up close.

DISCOVER ⁰⁴ SHARE ³⁶ GROWTH ⁷²

CORPORATE SOCIAL ¹⁰⁰ RESPONSIBILITY

DIS





01

Welcome to IFEMA — 7

Letter from the Chairman
of the Governing Board
Letter from the Chairman
of the Executive Committee

IFEMA up close — 13

The Managing Director's vision
The balance of our activity
An international vision

COVER

Welcome to tomorrow,
welcome to the meeting point
where people, companies and
society come together.



WELCOME TO IFEMA

Annual Report 2018



Ángel Asensio Laguna
Chairman of the Governing Board

LETTER FROM THE CHAIRMAN OF THE GOVERNING BOARD

The chronicle of 2018 for the organisations that make up this consortium means the same as it did for those that founded it back in the day – one of great satisfaction. IFEMA is enjoying its finest moment. Its business activity and turnover both recorded sustained double-digit growth. It is a model of public management, capable of facing its development and its ambitious expansion plans with the resources it generates. Without subsidies and with zero debt.

As people from Madrid, we should feel very proud and fortunate to have an organisation that has established itself as one of the economy's most important driving forces.

IFEMA is growing, and that growth is being translated into greater service to the economic sectors represented at its fairs and into an increased capacity to generate wealth for Madrid, derived from business tourism that is driven by the fairs and congresses.

The most important reading of the economic growth figures presented in this publication therefore is the multiplying effect that they have had on revenue created in Madrid. Every extra euro in its income statement is reflected in this extended balance sheet of the benefit that it represents for the people of Madrid.

It is great news for Madrid that IFEMA has shown such a clear reversal in its trend. The consolidation of its impressive growth means that Madrid is aiming to underline its position as a national and international leader in the sector.

Today, IFEMA is in effect even more of a leader. It brings greater value to Madrid, as well as in intangible and image terms. I firmly believe that IFEMA is demonstrating its ambition to be more effective and relevant, to help place Madrid on the international map.

The organisations that make up IFEMA are totally committed to keep moving forward toward this ambitious goal.

Thank you.



Clemente González Soler
Chairman of the Executive Committee

LETTER FROM THE CHAIRMAN OF THE EXECUTIVE COMMITTEE

IFEMA is a fundamental asset, a driving force behind Madrid's economy and indeed that of Spain. Its activities represent an economic impact on the region totalling €4.374 billion, as well as employing 26,168 people. Revenues resulting from fair and congress activities represent 3.2% of the city's GDP and 2.1% of that of the Madrid region. We are rightly very proud of these figures which represent significant advances on the last comparative study, also carried out by KPMG. The growth of activity at IFEMA in 2018 has led to more than half a percentage point being added to regional and regional GDP, underlining our position as one of the most important driving forces of Madrid's economy.

The number of major events we stage is likewise increasing. Last year we created and developed trade show initiatives, launching 14 new fairs and adding new categories of leisure events, which allow us to ensure there is activity in the months of least occupation. Furthermore, what is particularly important, especially to our aim of consolidating ourselves as a large global operator, is that we are making significant advances in the internationalising of objectives. In 2018, Madrid hosted 51% of Spain's international fairs, well above locations like Barcelona, with 22%, and Valencia, with 7%.

Our turnover of €138.5 million was 17% up on 2017, while our EBITDA increased 23%, doubling net profit to €10.8 million. If we compare last year to 2016, a year in which the fair programme was more uniform due to the number of biennial fairs, growth was even higher – revenues increased by 31%; EBITDA, 53%, and net profit was seven times greater.

Management efficiency gives us the sufficient financial capacity to prepare our organisation to face with the greatest guarantees of success our future. In 2018, we made progress toward our goal of preparing for the digital challenge, placing the customer at the centre of our business and seeking excellence in service. To make this possible, we are adapting our organisational structure to promote internal talent and changes in business culture.

As I have outlined here, the following is the chronicle of this exciting year. It was a year full of achievements that were the result of the committed work of a team with the ambition to continue making Madrid a global benchmark in the fair, congress, meeting and event sector.

With your support, with the confidence expressed by thousands of companies and millions of visitors and with the support of the institutions that make up this consortium, we will surely achieve this goal.

Thank you.

An opportunity to look
through a window into
tomorrow. Find out more
about us.



IFEMA UP CLOSE

Annual Report 2018



**Eduardo
López-Puertas Bitaubé**
Managing Director

THE MANAGING DIRECTOR'S VISION

I hope you enjoy reading this Report. Here you will find the key points from an extraordinary year, one that was really important for us. IFEMA is now fully up to speed. We are sure this will allow us to achieve our ambitious goals as set out in our strategic plan and lead us to double our revenues by 2022.

Very significant steps have been taken in the directions that we have marked as critical to achieving this goal. We are very much on course, well on our way to completing our road map. In 2018, we recorded figures unheard of at IFEMA: 119 fairs – 12 of them abroad – and 8 large congresses with exhibitions, which added to the multitude of conventions, festivals and leisure shows, a total of 720 events, 21% more than in 2017, 33,203 exhibiting companies – 7% up on the previous year – and 3.6 million visitors, an increase of 14% on 2017.

This has all been possible due to the growth of our best-known fairs, such as FITUR, the International Tourism Trade Fair, FRUIT ATTRACTION, the International Trade Show for the Fruit and Vegetable Industry, and the ePower & Building (all of the Solutions for the Construction Cycle) group of events and the introduction of new IFEMA-promoted projects. Equally important are our trade events such as SMART DOORS – Doors and Automated Devices and public fairs, including 1001 BODAS Premium, the Exhibition of Products and Services for Celebrations, held in the Crystal Gallery of the Palacio de Cibeles.

In addition, in 2018 we saw the return of such emblematic events for the city as VIVE LA MOTO – Madrid's Grand Motorcycle Show and MADRID GAMES WEEK – Video Game and Entertainment Electronics Fair, both of which were a resounding success. Another returning trade fair was EXPOTURAL, the Nature and Sustainable Tourism Fair. We also welcomed interesting new developments promoted by third parties. I'll just mention two examples – GLOBAL ROBOT EXPO, the International Robotics, Technology and Innovation Fair and CHEMPLAST EXPO, the Chemical and Plastic Sector Trade Fair.

The international side of our calendar also expanded. We staged new fairs organised abroad, reaching countries as diverse as Colombia, Chile, Ecuador, Italy, Mexico and Portugal and opening up new horizons for our activity. With regard to the internationalisation of the fairs that we organise in Madrid, in 2018 foreign exhibitors accounted for 29% of the total, four percentage points more than the previous year, while foreign visitors represented 12% of the total.

More fairs than ever, plus major congress activity undoubtedly made 2018 one of the most important years in our history. Last year, the largest fair and congress ever held in Spain, CPhI Worldwide, took place at IFEMA, as did the World Air Traffic Management Congress, the European Congress of Clinical Microbiology and Infectious Diseases, the International Congress of The Transplantation Society and the Congress of the European Society of Clinical Nutrition and Metabolism, once again demonstrating IFEMA's ability to attract large congresses, particularly from the medical sector.

I would also like to underline the importance of the new lines of activity that have been extremely successful. The Harry Potter™, Jurassic World Exhibition and Banksy events, as well as as Circo Mágico, Circlassica, and 33 El Musical along with many more music festivals mark a path that is unstoppable. While fairs, congresses and conventions represent the core of our business, we are also building a world of leisure and quality content that brings new audiences to IFEMA and Madrid, allowing us a greater utilisation of our facilities at times of the year when business is traditionally quiet.

Finally, I would like to draw your attention to the huge investment effort IFEMA has made over recent years. 2018 saw investment totalling €18.8 million, with flagship projects such as the renewal of the Wi-Fi connection infrastructure through the installation of a powerful network designed for high-intensity user scenarios that is unique in Spain, a new emergency public address system throughout the fairgrounds, the building of the new Espacio 5.1 space and the implementation of an automated traffic control system that monitors the vehicles that enter the site through its four different access points, putting IFEMA at the forefront in Europe with regard to high-security trade fair systems.

IFEMA's impetus is backed by our capacity to create resources and tackle the projects and initiatives necessary to place ourselves ahead of the competition as one of the most important international operators, but above all, it is based on the ambition and excellent work of the people that make up this organisation.

All of them have my sincere appreciation, and to all of you, exhibitors and visitors alike, my thanks for your trust.

IFEMA awaits you.

"In 2018 our investments in key projects such as the modernisation of our Wi-Fi infrastructure totalled €18.8 million"



IFEMA up close

2018 was very much a milestone year in the future of IFEMA. A year full of internal transformation and excellent results that shows the strong footing that the company is on.

A new stage that is reflected in increased activity in all dimensions, with IFEMA once again a meeting point between sectors, companies and society as a whole, connecting common interests, challenges and passions.

A year that was marked by the increase in our leisure activities, promoting a new vector of experience creators that brings us much closer to ordinary people and today's reality.

With the introduction of new fairs and events, trade and public events, we are establishing growth in the creation of shared knowledge, setting up forums for all our audiences, which will see the path of expansion of all our activities continue into the future.

In 2018, IFEMA's drive and capacity to become an exporter of fairs and events to other countries and regions also accelerated. This firm commitment was reflected in the internationalisation of some of our blue-chip brands. It will continue in the future with redoubled efforts.

THE BALANCE OF OUR ACTIVITY



Events held

720

Participating companies

33,203

Visitors (millions)

3.6 M.

Gross m² of experiences
(millions)

2.9 M.

A window onto what really matters

In 2018 we promoted new events and activities that continue to offer new experiences, bringing the latest news to our visitors and exhibitors, making us a window through which to look at tomorrow.

This philosophy led us to stage 720 events during the year, a 21% increase on 2017.

The year was marked by outstanding statistics –119 fairs, of which 57 were IFEMA-organised, 42 external, 12 fairs abroad and 8 congresses with exhibition.

The desire to open up IFEMA to everybody has seen the number external fairs that we have staged increase by 50%, a record for the year with 42 fairs organised by third parties at Feria de Madrid.

Highlighting IFEMA's drive to become a benchmark of experiences in Spain, activities that brought together new congresses, conventions and other professional and leisure events increased 20%, with a total of 601 events held in 2018.

Our internationalisation efforts also paid off, with the number of fairs held abroad doubling.



"Espacio 5.1 - a new space with an area of 4,675 m² of experiences for visitors"

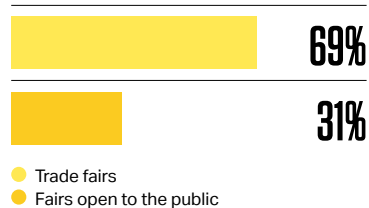
A year packed with new developments

A number of important events returned to Madrid, including VIVE LA MOTO, Madrid's Grand Motorcycle Show and MADRID GAMES WEEK, the Video Game and Entertainment Electronics Fair. Also returning were EXPOTURAL, the Nature and Sustainable Tourism Fair and ESTAMPA, the Contemporary Art Fair, organised by IFEMA for the first time in 2018.

We also welcomed other third-party events, such as GLOBAL ROBOT EXPO, the International Robotics, Technology and Innovation Fair and CHEMPLAST EXPO, the Chemical and Plastic Sector Trade Fair.

Our fairs by activity area

Distribution of fairs in 2018



At IFEMA we aim to bring companies, people and society closer together, allowing them to share interests, challenges and knowledge, generating economic, social and cultural impact.

2018 saw a wide spectrum of sectors and areas of industrial activity represented, which helped us to enhance the trade, mixed and general public offering.

69% of the fairs held during the year were for trade professionals, while 31% were open to the general public. This represented an increase of 9% in public-oriented fairs and activities, opening up IFEMA and bringing it closer to people and their interests.

In 2018, the trade sectors that performed best in terms of the number of fairs and activities were consumer and investment goods, with 39% of the total, followed by services, with 22%.

Number of events

	2016	2017	2018
IFEMA fairs	51	53	57
External fairs	28	28	42
Congresses with exhibition	6	10	8
Fairs abroad	2	6	12
Congresses, conventions and other trade and leisure events	423	497	601
Total	510	594	720

Distribution of fairs

	2016	2017	2018
Trade fairs	77%	78%	69%
Fairs open to the public	23%	22%	31%

Breakdown of trade fairs by activity sector

	2016	2017	2018
Investment goods	41%	40%	39%
Consumer goods	44%	41%	39%
Services	15%	19%	22%

Open to the public

One of our commitments in 2018 was to bring IFEMA closer to people and open our doors to fairs, events and activities that connect with the general interest of those around us.

In order to ensure greater versatility in our spaces, we created new infrastructures that allowed us to host other types of events, some of them of long duration, such as the new Espacio 5.1 space, with an area of 4,675 square metres and built with a cutting-edge design and new materials that set it apart from the rest.

Concerts, festivals, exhibitions and leisure activities burst onto the scene in 2018. A good example of this was Harry Potter™: the Exhibition, Circo Mágico, celebrating 250 years of the modern circus, and major musical events such as Río Babel, A Winter Story, Oro Viejo, DGTL and Don't Let Daddy Know.

The new Espacio 5.1 space hosted prestigious events such as the exhibition “Banksy. Genius or Vandal” that came to Spain for the first time, after its international success in cities such as Moscow and St. Petersburg, and the “Jurassic World Exhibition”, a show based on one of the biggest box office hits in the history of cinema, which took visitors on an immersive journey to Isla Nublar.

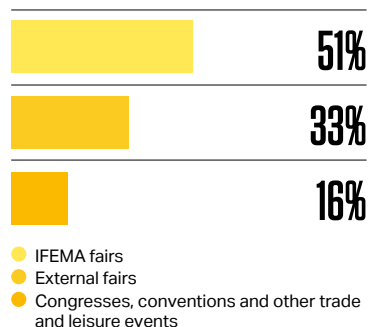
At the end of the year, two great leisure shows were also added to our calendar: 33 El Musical, the story of Jesus of Nazareth, the greatest influencer of all time, and Circlassica, a tribute to all the artists who once dared to dream. Both have continued to reap success during 2019.

Spaces and events designed to ensure that everyone can enjoy, share and grow in IFEMA.



Square metres of experiences

Distribution of occupied area in 2018



A total of 2.9 million square metres – almost three times the size of the Adolfo Suárez Madrid-Barajas Airport. That was the gross surface area allocated to the creation of experiences, shared knowledge, professional encounters and personal discovery in 2018.

The efforts to increase our activities bore fruit with an increase of 30% over the net occupied area compared to 2017, offering 1,299,798 square metres of experiences throughout 2018.

Most of this area was occupied by IFEMA-organised fairs, with 51% of the space and 661,571 m², followed by external fairs – 33% and 426,050 m² – with 212,177 m² (16% of the total area) for conferences, conventions and other professional and leisure events.

Also worth mentioning regarding last year was the increase in the space occupied by external fairs, up 132% on 2017.

Net occupied area (m²)

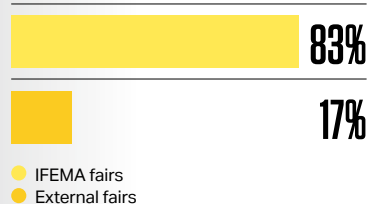
	2016	2017	2018
IFEMA fairs	622,057	586,318	661,571
External fairs	209,891	175,016	426,050
Congresses, conventions and other trade and leisure events	41,688	232,368	212,177
Total	873,636	993,762	1,299,798

Distribution of occupied area

	2016	2017	2018
IFEMA fairs	71%	59%	51%
External fairs	24%	18%	33%
Congresses, conventions and other trade and leisure events	5%	23%	16%

Exhibiting companies

Direct exhibitors: international participation in 2018



- IFEMA fairs
- External fairs

The growth of our activity and of the area occupied would not be possible without the presence of the exhibiting companies. Companies that bring us closer to what matters to us, show us what tomorrow will be like and energise personal and professional relationships in our spaces.

In 2018 we had 33,203 participating companies, almost 7% up on the previous year. In terms of direct participation, the number of exhibitors increased by 17% to 18,132 direct exhibitors, the largest increase in recent years. Of these, 10,205 participated at IFEMA-organised fairs, 7,755, at external fairs and 172 at congresses with exhibition.

Direct exhibitors

	2016	2017	2018
IFEMA fairs	9,757	9,466	10,205
External fairs	5,092	4,981	7,755
Congresses with exhibition	423	1,031	172
Total	15,272	15,478	18,132

Direct exhibitors: international participation

	2016	2017	2018
IFEMA fairs	82%	85%	83%
External fairs	18%	15%	17%



**"We brought in
3.6 million visitors,
14% more than
in 2017"**

People first

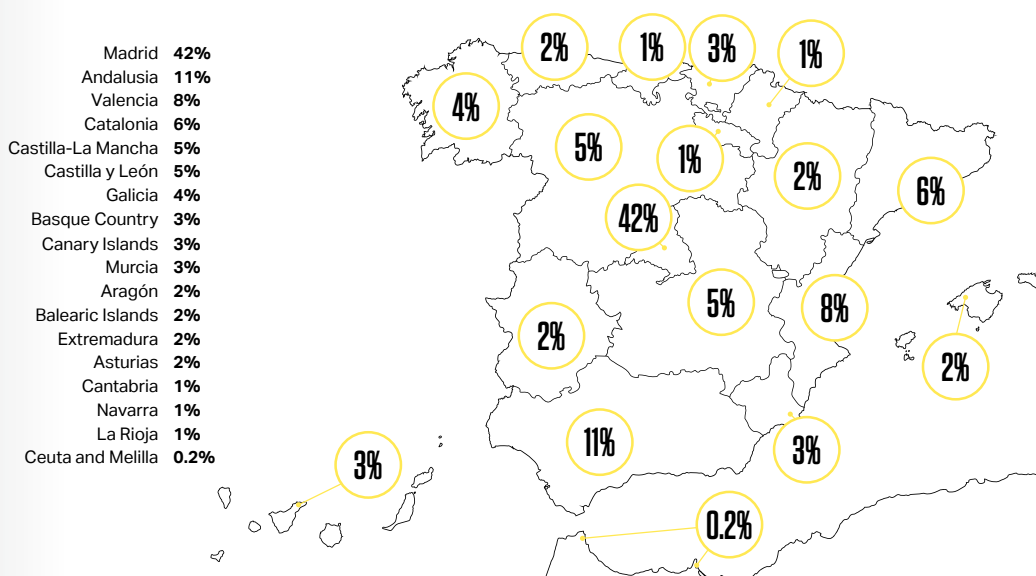
Once again, our commitment to people and putting them at the centre of the experience was reflected in a significant increase in visitors to our events.

Their number increased 14%, with the total 2018 figure standing at 3,605,247 people. The fairs we organised received 2,086,066 visitors, almost 58% of the total, while the external fairs registered a total of 719,218 – 27% more than the previous year. The rest of the activities, such as congresses with exhibition, recorded about 43,800 visitors, while other events, including concerts, festivals and leisure events, attracted 756,163 visitors, 21% of the 2018 total.

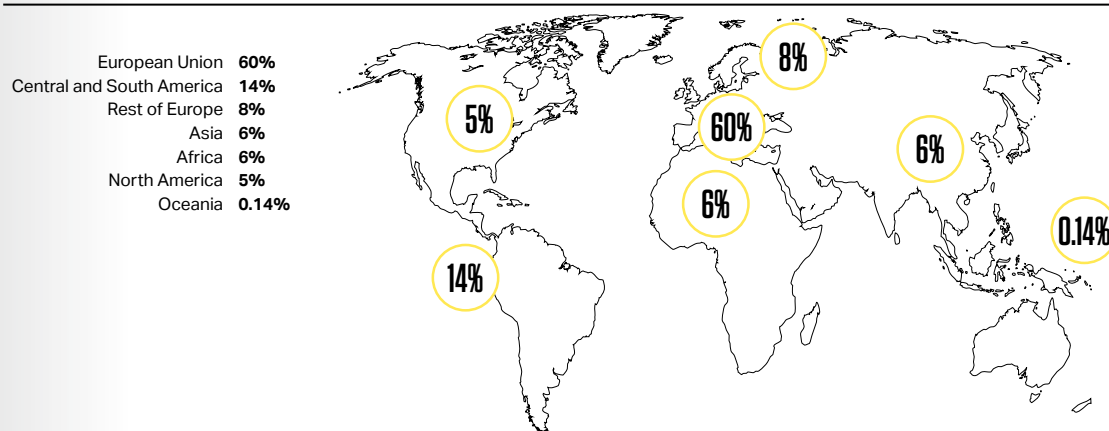
Total visitors

	2016	2017	2018
IFEMA fairs	2,242,711	2,354,634	2,086,066
External fairs	511,378	563,991	719,218
Congresses with exhibition	66,600	86,017	43,800
Congresses, conventions and other trade and leisure events	92,022	164,300	756,163
Total	2,912,711	3,168,942	3,605,247

Origin of Spanish visitors at trade fairs organised by IFEMA in 2018



Origin of foreign visitors at fairs organised by IFEMA in 2018



More global than ever

In 2018, we staged new trade fairs abroad, reaching countries as diverse as Colombia, Chile, Ecuador, Italy, Mexico, Peru and Portugal and opening up new horizons for our activity. With regard to the internationalisation of IFEMA-organised fairs in Madrid, in 2018 foreign exhibitors accounted for 29% of the total, four percentage points more than the previous year, while foreign visitors represented 12% of the total.

In 2018, Madrid hosted 51% of Spain's international fairs, well above locations like Barcelona, with 22%, and Valencia, with 7%.

Summary of our activity: conventions and congresses

Through our commitment to continue to be a point of reference in the congress activity, 2018 saw Madrid become the third leading congress city in the world, ahead of others such as Berlin, London and Barcelona, according to the annual report presented by the International Congress and Convention Association (ICCA).

Our fair and congress activity reflects a firm commitment to the MICE sector, not only in terms of the organisation of national events, but also in the hosting of hundreds of events of international significance at Feria de Madrid facilities each year, due to the confidence shown in us by the world's leading congress operators.

MICE activity, which represents an important line of national and international business, is reinforced by the high quality of our services, the versatility of our facilities and the increasing international recognition of IFEMA, decisive factors when it comes to major international operators choosing our spaces.

Thanks to that confidence, in 2018 we staged 601 events and conventions, with eight large international congresses with exhibition.

"Our activities in 2018 consolidated Madrid as a world reference point for business tourism"

In 2018, IFEMA hosted the World ATM Congress, which brought together around 9,000 professionals from the sector; the pharmaceutical industry event CPhI Worldwide, the largest fair ever held in Spain, with the Feria de Madrid site filled with temporary halls to accommodate the 44,000 attendees and ECCMID, the European Congress of Clinical Microbiology and Infectious Diseases, with 13,000 attending, among others.

We are consolidating Madrid's position as an international benchmark in business tourism.



In IFEMA we are looking to contribute to the revitalisation of economic sectors through fairs, congresses and activities. An aim in which the internationalisation of our proposals plays a key role.

The international momentum created by IFEMA represents one of our strategic objectives, in both its fair-based activities in Madrid and in other countries – exporting knowledge and experience in the management and marketing of events and spaces and organising groups of international buyers at fairs held here.

AN INTERNATIONAL VISION



Exporting our fairs

In recent years, we have taken IFEMA fairs abroad, including MATELEC, the International Exhibition for the Electrical and Electronics Industry Solutions, GENERA, the International Exhibition on Renewable Energies and Energy Efficiency, SICUR, the International Exhibition on Comprehensive Security and Public Order, and SALON LOOK, the International Image and Integral Aesthetics Exhibition, all held in Santiago de Chile, MAC FRUIT ATTRACTION, The World's International Fresh Produce Trade Show Brand, held in Cairo, and ARCOLISBOA, the International Contemporary Art Fair, held in Lisbon. These operations were staged in association with leading local trade fair operators, such as Espacio Riesco in Chile.

In 2018, the first SALÓN LOOK was held in Chile, after twenty years in Spain. The Madrid show was used as a model in terms of structure and content within a booming sector such as image and integrated aesthetics. 60 exhibiting companies took part, both manufacturers and local product distributors, especially in the hairdressing segment. We also held the first SALONE DEL VEICOLO D'OCCASIONE (Second-Hand Vehicle Show) in Rome.

Special mention should be made of the Estudiar en España ("Study in Spain") Fair. We held six events in association with SEPIE (the Spanish Service for the Internationalisation of Education) that were a real success in terms of both organisation and attendance.

With this fair we are looking to internationalise Spanish higher education and enhance the projection of the Spanish university system in all international fields.

Our partnership with SEPIE began with the three days of the Estudiar en España – Colombia Fair in March, which sought to spread the potential of Spain and its network of universities and higher education centres as a preferred destination for Colombian students.

More than 4,500 students attended the fair's first year in Medellín, Barranquilla and Bogotá to learn about the opportunities for academic study in Spain. A total of 26 universities and educational centres took part in the event. The initiative was supported by Colfuturo, the Colombian organisation dedicated to promoting, guiding and financing postgraduate studies in the best universities in the world. The events in Ecuador and Peru, held in June, were attended by more than 5,000 young people who came to learn about the degree, postgraduate and specialist courses at Spanish universities and educational centres, with considerable success in the cities of Quito and Lima.

Both fairs were held in association with the Spanish Embassies in Peru and Ecuador, with the support of institutions such as Centro Cultural de España in Lima and Casa de la Cultura Ecuatoriana–Benjamín Carrión, the Fundación Carolina, the Spanish Chamber of Commerce, SENESCYT (the Ecuadorian Secretariat of Higher Education, Science, Technology and Innovation) and Fundación Telefónica.

The next such event in Mexico (the second in the country), was again promoted by SEPIE and in this case by the Education Office of the Embassy of Spain in Mexico. The fair, held in Mexico City, attracted more than 1,500 visitors who found out first-hand about the academic courses on offer from the 40 Spanish higher education institutions who attended.

In May we worked alongside Expodent Chile, the Meeting Point of the Dental Trade, with an event held at the Espacio Riesco fair site, with 5,000 m² of exhibition space, 90 exhibitors and 5,000 visitors.

"We are stimulating activity in new markets, reinforcing our international position with 16 IFEMA branches in 28 countries"



IFEMA up close





IFEMA up close

Advising the world

In International Expansion we continue the specialist work of international consulting and advising, particularly in the MICE sector, with the main focus on Latin America, especially Peru, Chile, Colombia and Mexico. In Mexico, IFEMA works as a strategic and business consultant in the Los Cabos and La Paz Convention Centres, following an agreement with the State Government of Baja California Sur and ACTIDEA, a cultural and leisure consultancy. In June we took part in the opening of these spaces.

Other fair and fair site consulting projects, such as the Rural del Prado Convention Centre in Montevideo, Uruguay, and the Dwarka Convention Centre in New Delhi, India have been added to IFEMA's international portfolio.

A global IFEMA

Our international presence is further consolidated through the wide-ranging direct representation of our branches around the world. 2018 saw IFEMA maintain its existing branches while adding Peru to the roster. In total, IFEMA has 16 subsidiaries in 28 countries.

02

365 days of the future — 39

It happened at IFEMA

A window onto tomorrow: Innovation — 53

Improving the IFEMA experience
Our technological transformation

Bringing IFEMA to the world — 65

Media impact

SHA





RE

At IFEMA we have a very clear goal, to be a place where people connect. Connect interests, challenges, concerns, knowledge, hobbies and passions.

To do this, year after year, we create and promote environments in which people, companies and society can meet and share, at the fairs, congresses and leisure events that represent our core activity.



365 DAYS OF THE FUTURE

IFEMA is committed to constant evolution and a commitment to always be one step ahead of those around us, in order to offer a closer view of everything that matters to us.

A source of inspiration and opportunities for those who have common interests and find a space in which to share them at IFEMA. We create value relationships that enrich our economy and our society.

We dedicate 365 days a year to bringing our audiences closer to everything that interests them – business, knowledge, leisure, experiences and the future. Above all, the future.

Every day that we spend in IFEMA is a day that looks forward to tomorrow, to what is coming that today we will be showing to you close up.

In 2018, we redoubled our efforts to continue moving in this direction with more than 720 events which allowed us to get closer to you and much nearer to the future.

Here we shall be summarising our annual activity, with its highly significant milestones.

IT HAPPENED AT IFEMA



IFEMA fairs

Start date	End date	Name	Legend	Net area	Total exhibitors	Total visitors
17/01	21/01	FITUR	International Tourism Trade Fair	65,925 m ²	8,087	271,637
23/01	25/01	PROMOGIFT	International Promotional Gift Trade Fair	6,269 m ²	211	12,947
25/01	29/01	MERCEDES-BENZ FASHION WEEK MADRID		6,384 m ²	30	55,033
31/01	04/02	BISUTEX	International Fashion Jewellery and Accessories Fair	8,543 m ²	340	16,812
31/01	04/02	INTERGIFT	International Gift and Decoration Fair	40,953 m ²	492	46,696
31/01	04/02	MADRIDJOYA	International Urban and Trendy Jewellery and Watch Exhibition Fair	3,845 m ²	146	42,500
02/02	04/02	MOMAD	International Fashion Trade Show	14,473 m ²	464	40,492
20/02	23/02	SICUR	International Security Exhibition	32,659 m ²	1,417	54,687
21/02	23/02	SMART DOORS	Doors and Automatics Exhibition	1,752 m ²	38	3,107
21/02	25/02	ARCOmadrid	International Contemporary Art Fair	18,381 m ²	284	171,986
28/02	04/03	AULA (Education Week)	International Educational Opportunities Exhibition			
01/03	02/03	EXPOEARNING (Education Week)	International Congress and Professional Fair			
01/03	03/03	INTERDIDAC + Congreso Red (Education Week)	International Educational Equipment Show and Teaching Resources Congress	11,054 m ²	304	138,394
01/03	03/03	INTERNATIONAL HIGHER EDUCATION AND ONGOING TRAINING FAIR (Education Week)				
03/03		SCHOOLS DAY (Education Week)	Family and Schools Day			
02/03	04/03	MOMAD Shoes	International Footwear and Accessories Trade Show	5,100 m ²	135	10,219
15/03	17/03	EXPODENTAL	International Dental Equipment, Supplies and Services Show	22,205 m ²	836	46,447
15/03	17/03	IBERZOO + PROPET	Pet Industry International Trade Fair	6,971 m ²	448	17,022
16/03	18/03	1001 BODAS Premium (Galería de Cristal, Palacio de Cibeles, Madrid)		509 m ²	76	1,645
05/04	08/04	VIVE LA MOTO	Madrid's Grand Motorcycle Show	18,257 m ²	122	74,031
07/04	15/04	ALMONEDA ANTIK PASSION	Antiques, Art Galleries and Collectors Fair	4,353m ²	139	30,619
13/04	15/04	EXPOÓPTICA	International Optics, Optometry and Audiology Exhibition	5,092 m ²	142	13,640
19/04	21/04	EXPOFRANQUICIA	International Franchising Trade Fair	4,526 m ²	511	22,192
28/04	29/04	100 x 100 MASCOTA	Madrid Pet Fair	14,952 m ²	116	30,334
08/05	10/05	BIT Audiovisual	Audio-Visual Technology Trade Show	3,076 m ²	331	5,704
22/05	26/05	MADRID AUTO PROFESIONAL	Renting and Professional Vehicle Trade Show	3,203 m ²	22	4,650

Start date	End date	Name	Legend	Net area	Total exhibitors	Total visitors
22/05	27/05	MADRID AUTO	The Madrid Motor Show	28,042 m ²	45	87,805
25/05	26/05	MERCEDES-BENZ FASHION WEEKEND IBIZA (The Ushuaïa Tower, Ibiza)				
05/06	10/06	TRADE FAIR FOR SECOND HAND AND NEARLY NEW CARS		39,501 m ²	97	60,428
13/06	15/06	GENERA	International Energy and Environment Trade Fair	3,162 m ²	196	10,638
13/06	15/06	EsClean (FSMS - Sustainable Environmental Solutions)	Hygiene & Cleaning Trade Show	1,194 m ²	30	2,504
13/06	15/06	SRR (FSMS - Sustainable Environmental Solutions)	Recycling and Recovery International Trade Fair	3,193 m ²	348	3,950
13/06	15/06	TECMA (FSMS - Sustainable Environmental Solutions)	International Town Planning and Environment Trade Fair			
13/06	15/06	Foro de las Ciudades (FSMS - Sustainable Environmental Solutions)	Urban Spaces for Wellbeing and Sustainability	9,837 m ²	160	7,635
22/06	24/06	GamerGy	e-Sports & Gaming Festival	9,771 m ²	40	33,564
22/06	24/06	MULAFEST	Urban Life & Arts Festival	8,188 m ²	76	8,414
07/07	11/07	MERCEDES-BENZ FASHION WEEK MADRID		6,503 m ²	47	50,870
06/09	08/09	PUERICULTURA MADRID	International Childhood Products Trade Show	4,525 m ²	107	4,151
07/09	09/09	MOMAD	International Fashion Trade Show	14,211 m ²	479	29,053
07/09	09/09	MOMAD Shoes	International Footwear and Accessories Trade Show	2,309 m ²	79	6,803
12/09	16/09	BISUTEX	International Fashion Jewellery and Accessories Trade Fair	8,503 m ²	326	15,551
12/09	16/09	INTERGIFT	International Gift and Decoration Fair	39,319 m ²	485	43,505
12/09	16/09	MADRIDJOYA	International Urban and Trendy Jewellery and Watch Exhibition Fair	5,862 m ²	191	22,974
18/09	20/09	MEAT ATTRACTION	The Trade Show for the Meat Industry	4,561 m ²	169	9,088
28/09	30/09	SALÓN LOOK	The International Image and Integral Aesthetics Exhibition	12,863 m ²	315	67,958
18/10	21/10	ESTAMPA	Contemporary Art Fair	3,200 m ²	81	7,442
18/10	21/10	MADRID GAMES WEEK	Video Game and Entertainment Electronics Fair	16,680 m ²	59	92,276
19/10	21/10	1001 BODAS	Exhibition of Products and Services for Celebrations	4,865 m ²	244	35,290
23/10	25/10	FRUIT ATTRACTION	International Trade Show for the Fruit and Vegetable Industry	51,464 m ²	1,559	121,949
23/10	25/10	Flower & Garden Attraction	International Horticultural Trade show			
01/11	04/11	EXPOTURAL	The Nature and Sustainable Tourism Fair	4,133 m ²	60	8,670
13/11	15/11	SIMO EDUCACIÓN	International Exhibition for Technology and Innovation in Education	4,393 m ²	212	13,596

Start date	End date	Name	Legend	Net area	Total exhibitors	Total visitors
13/11	16/11	CONSTRUTEC (ePower & Building)	International Trade Show for Construction Materials and Building Solutions			
13/11	16/11	BIMEXPO (ePower & Building)	The leading European Trade Show for BIM Solutions, Services, Network and Knowledge	8,286 m ²	369	33,395
13/11	16/11	ARCHISTONE (ePower & Building)	International Stone Architecture Trade Show			
13/11	16/11	VETECO (ePower & Building)	International Trade Show Window, Façade and Sun Protection Systems	24,860 m ²	429	37,395
13/11	16/11	MATELEC (ePower & Building)	International Trade Fair for the Electrical and Electronics Industry			
13/11	16/11	MATELEC LIGHTING (ePower & Building)	Illumination and Lighting Solutions	14,502 m ²	455	43,391
13/11	16/11	MATELEC INDUSTRY	International Trade Show for Industrial Technology and Smart Factory	9,520 m ²	451	12,361
17/11	25/11	FERIARTE	Antiques and Art Galleries Fair	3,945 m ²	83	28,688
05/12	09/12	JUVENALIA	Children and Young People Leisure Show	13,820 m ²	45	109,219
12/12	16/12	ALMONEDA ANTIK PASSION	Antiques, Art Galleries and Collectors Fair	1,890 m ²	80	17,579

**"We closed 2018 with
a total of 720 events,
connecting companies,
people and society more
than ever before"**



External fairs

Start date	End date	Name	Legend	Organiser	Net area	Total exhibitors	Total visitors
10/02	11/02	JAPAN WEEKEND MADRID	Manga, Anime and Japanese Culture Fair	Jointo Entertainment S.L.	29,000 m ²	7	30,000
14/02	15/02	NUTRACEUTICALS Europe	The Event of Functional Ingredients and Novel Ingredients	Aude Business Events S.L.	4,800 m ²	20	2,000
19/02	21/02	HIP - HOSPITALITY INNOVATION PLANET	HORECA Professional Expo	Next Business Exhibitions/ IFEMA	18,940 m ²	110	17,000
23/02	24/02	EHLIS Expocadena			29,000 m ²	31	1,300
01/03	04/03	CINEGÉTICA	Spain's Hunting and Fishing Show	Expocinegética S.L.	3,591 m ²	296	30,000
07/03	08/03	FARMAFORUM + Biotechforum + Cosmeticaforum + Labforum	Pharmaceutical, Biopharmacy, Cosmetics and Laboratory Technology Industry Forum	Exposiciones y Eventos S.L.	4,844 m ²	93	4,350
13/03	15/03	INFARMA Madrid	European Pharmacies Conference and Medicine & Parapharmacy Exhibition	Interalia	7,010 m ²	388	33,850
21/03	22/03	WORLD OLIVE OIL EXHIBITION	The International Meeting for Large Volumes of Olive Oil	Pomona Keepers S.L.	704 m ²	784	3,300
07/04	08/04	Héroes Manga Madrid		Easyfairs Iberia S.L.	8,420 m ²	35	44,000
11/04	12/04	IX EMPLOYMENT FAIR FOR PEOPLE WITH DISABILITIES		Comunidad de Madrid. Ministry of Economy, Employment and Finance	10,849 m ²	100	12,349
11/04	12/04	IV EMPLOYMENT ACTIVATION FORUM. COMUNIDAD DE MADRID					
18/04	20/04	GLOBAL ROBOT Expo	International Robotics, Technology and Innovation Fair	Global Robot Expo S.L.	2,471 m ²	90	3,369
20/04	21/04	EXPODEPOR	Sports Fair	Elipse Iniciativas S.L.	10,027 m ²	5,003	55,000
25/04	26/04	OMExpo	Digital marketing, ecommerce & digital business	Easyfairs Ibérica	8,750 m ²	160	8,000
04/05	05/05	SPORT WOMAN	Health, Women and Sports Expo	Motorpress-Ibérica S.A.U.	2,800 m ²	25	34,500
07/05	10/05	SALÓN GOURMETS	International Fine Food & Beverage Fair	Progourmet S.A.	22,268 m ²	1,603	90,158
09/05	10/05	ARCHITECT@WORK Madrid		Xpo Kortrijk Organizaciones España	2,400 m ²	25	3,000
11/05	12/05	GYM FACTORY	The Trade Show for Fitness and Sports Facilities	Ledo Sports & Events S.L.U.	3,370 m ²	79	2,472
18/05	20/05	Expo Eco Salud Madrid	Exhibition of Health and Quality of Life	INTERALIA Ferias Profesionales y Congresos S.A.	12,500 m ²	335	8,789
22/05	24/05	DES-DIGITAL ENTERPRISE SHOW	The World's Leading Event on Digital Transformation	Next Business Exhibitions	15,420 m ²	33	18,000
31/05	03/06	SIMA	Madrid International Real Estate Exhibition	Planner Exhibitions S.L.	5,783 m ²	285	14,000
04/07	05/07	EXPODRÓNICA	The Definitely Drone Trade Show	Expodrónica S.L.	3,700 m ²	15	20,000
04/07	05/07	evento Days	The meeting point for the events sector	Eventoplus Medios S.L.	2,247 m ²	144	2,000
21/09	23/09	Where heroes meet		Easyfairs Iberia S.L.	14,000 m ²	86	40,000

Start date	End date	Name	Legend	Organiser	Net area	Total exhibitors	Total visitors
26/09	27/09	eShow	E-Commerce - Digital Marketing Exposition & Conference	Be Water Team S.L.	8,700 m ²	150	12,000
26/09	27/09	MetalMadrid	Madrid Industrial Fair	Easyfairs Iberia S.L.	10,173 m ²	563	9,007
29/09	30/09	JAPAN WEEKEND MADRID	Manga, Anime and Japanese Culture Fair	Jointo Entertainment S.L.	17,300 m ²	105	30,000
09/10	11/10	bioLIVE	At the heart of business & innovation in biopharma				
09/10	11/10	CPhI Worldwide	World's largest pharmaceutical event				
09/10	11/10	FDF		UBM Live	102,596 m ²	2,500	44,000
09/10	11/10	ICSE					
09/10	11/10	Innopack					
09/10	11/10	P-MEC					
25/10	26/10	ORTO MEDICAL CARE	Trade Fair of Orthopaedics, Technical Aids and Professional Services for the Elderly	Federación Española de Ortesistas Protésistas	10,420 m ²	109	13,000
01/11	04/11	BIOCULTURA	Organic Products and Responsible Consumption Fair	Healthy Living Association	7,167 m ²	684	63,014
06/11	08/11	ChemPlastExpo	The Latest Industrial Solutions and Trends in Chemistry and Plastics Applicable to Your Sector	Next Business Exhibitions S.L.	9,000 m ²	50	8,000
12/11	13/11	EMPACK	The Future of Packaging Technology				
12/11	13/11	LABEL & PRINT	The Future of Packaging Printing, Labelling & Converting				
12/11	13/11	LOGISTICS & DISTRIBUTION	The Future of Material Handling, e-Logistics, Distribution & Systems	Easyfairs Iberia S.L.	21,500 m ²	400	12,000
12/11	13/11	PACKAGING INNOVATIONS	The Future of Branded and Inspirational Packaging				
16/11	18/11	SIMA AUTUMN	Madrid International Real Estate Exhibition Autumn	Planner Exhibitions S.L.	2,288 m ²	93	14,000
24/11	25/11	BEBÉS Y MAMÁS	The Baby, New and Expectant Mothers Exhibition	Feria Bebé S.L.	2,012 m ²	87	8,260
30/11	2/12	RETROMÓVIL MADRID	XVI International Classic Motor Show	Motor Events	12,000 m ²	142	28,500

Fairs abroad

Start date	End date	Name	Legend	Organiser
08/03	11/03	SALONE DEL VEICOLO D'OCCASIONE Rome		IFEMA and FIERA ROMA
13/03	17/03	"STUDY IN SPAIN" Fair Colombia		IFEMA - Promoted by: SIEPE
13/03		Medellin		
15/03		Barranquilla		
17/03		Bogota		
17/05	20/05	ARCOLisboa ¹ Lisbon	International Contemporary Art Fair	IFEMA
13/04	14/04	FRANCHISE & RETAIL FORUM Casablanca. Morocco		FRF Marruecos In association with: IFEMA
05/05	06/05	FIF Chile Santiago de Chile	International Franchise Fair	Santiago Chamber of Commerce – In association with: IFEMA
13/06	16/06	"STUDY IN SPAIN" Fair Ecuador and Peru		IFEMA - Promoted by: SIEPE
13/05	14/05	Quito		
16/05		Lima		
27/10	29/10	SALÓN LOOK Santiago de Chile	The International Image and Integral Aesthetics Exhibition	IFEMA and ESPACIO RIESCO
25/05	26/05	ExpoDent Chile Santiago de Chile	Meeting Point of the Dental Trade	ACODENT/INTEREXPO - In association with: IFEMA
08/11	09/11	"STUDY IN SPAIN" Fair Mexico City		IFEMA - Promoted by: SIEPE
08/12	10/12	MAC FRUIT ATTRACTION MENA Cairo	The World's International Fresh Produce Trade Show Brand	IFEMA/CESENA FIERA/IFP EGYPT

¹ ARCOLisboa

Net surface area: 2,499 m². Total exhibitors: 105

**"Consolidated
IFEMA fairs began its
international expansion,
as seen at SALÓN LOOK
in Chile"**



Congresses with exhibition

Start date	End date	Name	Legend	Organiser	Net area	Total exhibitors	Total visitors
22/02	23/02	EXPOCIDA Iberia 2018	Professional Pest Control and Environmental Health Congress and Fair		600 m ²	40	2,000
06/03	08/03	WATM Congress	The largest air traffic management exhibition and industry forum in the world	Air Traffic Control Association (ATCA) Civil Air Navigation Service Organization (CANSO)	10,000 m ²	50	15,300
21/04	24/04	ECCMID 2018	28 th European Congress of Clinical Microbiology and Infectious Diseases	ESCMID- Managing Infections Promoting Science	34,780 m ²	32	13,000
30/05	01/07	5th Spanish Transplant Society Congress		SET (Spanish Transplant Society)			
30/05	04/07	27th International Congress of The Transplantation Society		TTS (The Transplantation Society)	11,260 m ²		5,000
01/09	04/09	40th ESPEN Congress European Society for Clinical Nutrition and Metabolism		MCI Geneva	38,150 m ²		4,000
23/09	28/09	EUROPEAN MICROWAVE WEEK	Passion for Microwaves	HORIZONT HOUSE	11,260 m ²	50	4,500
04/10	05/10	20th ECIIA		European Confederation of Institutes of Internal Auditors			

Congresses, conventions and other trade and leisure events

Conventions with exhibition

Start date	End date	Name	Organiser	Net area	Total exhibitors	Total visitors
27/11	29/11	HPE Discover 2018 Europe	Hewlett Packard Enterprise	54,000 m ²		111,000
23/11	25/11	IFEMA Madrid Horse Week	IFEMA/MHW Foundation S.L.	40,000 m ²		45,000

Public events

Start date	End date	Name	Organiser	Net area	Total exhibitors	Total visitors
01/01	18/02	Circo Mágico	Productores de Sonrisas S.L.	7,327 m ²		200,000
01/01	02/04	Harry Potter™: The Exhibition	Sold out	4,800 m ²		400,163

Other congresses, conventions and trade and leisure events

- A Winter Story
- ABG People (Interban Network)
- DAN Spain Conference 2018 "Together transforming the future"
- ExpoCoaching Spain. Connecting People
- 25th Anniversary of Insurance Week
- Grand Prix Madrid. Part of Magic: The Gathering Grand Prix Series
- Asamblea Pelayo
- Retail Forum
- La Neurona Conference - Collection, Risk and Delinquency
- Movistar Half Marathon Madrid
- ESIC Hoy Es Marketing 2018
- AWS SUMMIT Madrid
- ACS General Shareholders' Meeting
- Janssen Inplant
- Universidad Cardenal Cisneros Graduation Ceremony
- Salesforce Basecamp Madrid 2018
- Deloitte Auction
- Science World
- Expo QA'2018. International. Software Testing & Quality Engineering Conference
- Telefónica General Meeting of Shareholders
- Trilux Truck Tour 2018
- Cofar Congress
- CFA (Chartered Financial Analyst) Exams
- Adidas Tango League
- FP Exams - Ilerna Online
- Gas Natural Fenosa General Shareholders Meeting
- Babel River Festival
- We Magic Planet
- Instituto de Empresa July Graduation Ceremony
- III Forum Iberico Damon (ORMCO)
- The Day of the Police Memorial – The Holy Guardian Angels. Presentation of Police Merit Medals
- Davis Cup presentation
- ESRI 2018 Conference
- Guía Peñín. 19th Peñín Guide Fair for the Best Wines of Spain
- La Neurona Summits
- Sensation Rise
- Real Madrid. Insignia presentation ceremony
- CPONET Global Solutions
- KPMG Management Meeting 2018
- Jurassic World Exhibition
- CEOE Assembly
- 33 El Musical
- Circlassica
- EDP Annual Meeting
- Banksy: Genius or Vandal? Exhibition
- Don't Let Daddy Know
- DGTL
- Universitat Oberta de Catalunya Graduation Ceremony
- Instituto de Empresa Graduation Ceremony
- Santa Lucia Anniversary Organised by the ONCE (Spanish National Organisation of the Blind)
- Oro Viejo: Christmas story by Dj Nano
- Cepsa Acknowledgments
- Referendum Peru
- Comunidad de Madrid Award Ceremony
- Taize Youth Meeting

Be today what we want to be tomorrow. That is the maxim that moves us in IFEMA and that has made 2018 a turning point in our technological capabilities, adapting both our internal systems and technological knowledge to face the new challenges facing our society.

At IFEMA we have redoubled our efforts to accelerate our digital transformation, improving both the efficiency of our internal processes and systems and the experience of visitors to our spaces.



A WINDOW ONTO TOMORROW: INNOVATION

A hyper-connected IFEMA

At IFEMA we believe that the experience of our visitors and exhibitors is the main thing today. In a hyper-connected world, we need to facilitate access to the network from within our spaces, creating new two-way channels that enrich the results of our activities.

Therefore, last year we undertook an ambitious project to renovate our entire WI-FI connection infrastructure which now reaches more than 230,000 square metres of connected surface area. We have brought new value-added services to our visitors and exhibitors for the development of their businesses and the enjoyment of their experience.

We invested €3.4 million to make our wireless network the best Wi-Fi network ever installed in Spain.

The new installation allows the more than 3.6 million visitors who come to Feria de Madrid every year to stay connected throughout the site, with more than 1,100 access points and 2,000 antennas installed, thanks to the 90 kilometres of multi-mode fibre-optic cable.

IMPROVING THE IFEMA EXPERIENCE



"The continuous improvement of our systems and technologies allow us to continue to protect our assets from the new cybersecurity threats and challenges"

A safer IFEMA

For us, safety comes first. To this end, last year we launched a new high security system aimed at preventing any threat involving the use of vehicles against the physical integrity of the people who use our facilities.

As part of the 2018 global investment plan, we allocated a total of €5 million to installation of a set of protection devices designed with the very latest barriers centrally incorporated into IFEMA's security operations.

A pioneering access control system, capable of handling more than 2,000 daily operations 24 hours a day, 365 days a year. It features a total of 92 bollards made of high performance steel resistant to the impact of vehicles driven at high speed, compliant with international standards, fully mechanised and automated and deployed on two levels. Its activation, which allows for several scenarios, depends on the situation, the vehicle in question and the security levels established at any given time by the Ministry of the Interior.

The system was implemented in the four main access points to IFEMA (south, north, east and west) which each year are crossed by more than 700,000 mostly public transport vehicles and heavy vehicles used for the transport of goods, in order to meet the needs of the more than 110 fairs and congresses held on our premises.



An IFEMA that speaks more clearly

Great experiences are achieved through small details. Allowing our exhibitors and visitors to benefit from an excellent public address system is vital, both for the improvement of the safety of people, and for the momentum of experiences in the enclosure.

At IFEMA, we have updated the public address system comprehensively, both inside (halls, convention centres, rooms, office and technical buildings, catering areas etc.) and out (perimeter, accesses, public car parks, interior roads, loading docks etc.) As well as ensuring an excellent communication service for exhibitors and visitors according to the needs of the site, the new installation guarantees the availability of a new channel of communication in case of emergencies which is highly efficient in any situation and type of use.

We have installed a total of 5,164 loudspeakers in indoor areas, common areas, offices and other spaces, as well as 472 speakers for the halls.

The new system is capable of issuing up to 52 simultaneous and different messages in case of emergency. In addition, it incorporates a text-to-speech system capable of issuing text messages in a number of languages.



An IFEMA that is much closer to you

Last year we continued advancing and improving the provision of services to our customers in the areas of access and accreditation.

This commitment is part of the series of initiatives that focus on improving the visitor experience across all points of contact.

In order to improve the website accreditation service for trade visitors, we introduced a function that allows the system to segment the professional information for each attendee. As a result, accreditations with different formats and designs are obtained which facilitate commercial actions among the professionals during the fair.

We also improved the exhibitor area, ensuring better accessibility for co-exhibitors. In addition, access password recovery options were extended, also using the company's tax registration number.

We also expanded the scope of the Meet & Scan fair app, allowing the accreditation of anybody attending the fair to be read from a mobile device. The app can now send an email to a contact and have this information in the contacts list on their device or export it to another platform.

**"Through IFEMA LAB
we are developing new
lines of mixed reality,
holographic devices and
augmented reality"**

An augmented IFEMA

Improving the experience of our visitors is one of our priorities. For this reason, IFEMA has made a great technological commitment to be at the forefront of new developments in the digital transformation of fairs.

At the IFEMA LAB Foundation R&D laboratory we are developing a prototype of the Enhanced Trade Fair, promoting the research and development of new generation technologies, advancing knowledge and the dissemination of techniques aimed at improving the productivity of both public and private administrative organisation and encouraging study and research into methods and techniques that increase the performance of administrative work.

This laboratory has a team of university researchers. Its aim is to advance the development of the Enhanced Trade Fair and build a portfolio owned by IFEMA whose work dimension will focus on mixed reality lines, holographic devices and augmented reality.

As part of our objective to continue leading the future, in 2018 IFEMA launched an ambitious digital and technological transformation project, contributing value to our business and our users and striving for improvement in usability, efficiency and user experience.

OUR TECHNOLOGICAL TRANSFORMATION





Cybersecurity information

In a world in which external threats are constant and unpredictable, we have reinforced our security measures, incorporating the latest security updates and advanced functions to firewalls that filter access to the network and protect us from the external threats. We have also installed a new antivirus system that controls the internal digital information that moves through our organisation.

In terms of information security, we have worked on new awareness-raising measures both in terms of security and adaptation to new regulations, such as the new General Data Protection Regulation.

To protect IFEMA data against unforeseen events, we have developed a new cloud storage system for our backups.

Updating of our private cloud

In 2018 we decided to fully update IFEMA's private cloud infrastructure that manages and sustains its online presence, as well as all its fairs and events.

This infrastructure contains the entire development system of new functions, checking of development and content management, divided into different environments aimed at the different work teams. It also includes a redundant system for publishing website content on the internet.

"We improved the digital experience in IFEMA by installing 90 km of fibre optic cable ensure the best Wi-Fi network in Spain"

Streamlining our transformation

As far as the improvement of certain operational aspects related to technology is concerned, in 2018 IFEMA contracted and implemented corporate solutions in software as a service in order to solve business needs in very short timeframes using highly efficient specialist cloud technology products.

One of the solutions we have developed is an electronic contracting platform that includes publication and processing needs in electronic form, compliant with the regulations of the Procurement Management department's files.

Another is an advanced solution for reliable and secure integration of IFEMA systems with other cloud-based solutions and products, using the most modern communication technologies between mutually-authenticated ends.

A more productive IFEMA

In our commitment to continuous improvement and efficiency, we have updated a number of internal processes in order to increase the agility and quality of services to our customers.

We have updated our SAP platform (R/3, BW and WAS) to comply with legal changes, security and performance, as well as improving our ticketing systems with new POS terminals.

Company registration processes and contacts for their management in the marketing of fairs have also been automated. Furthermore, we have improved the centralisation of fair information in order to improve the user experience.

We are a window onto tomorrow, a space in which to see up close what is happening today and what will happen tomorrow in the key sectors of professional, business and social interest. As a result, we have become a genuine benchmark in the eyes of many.

Once again we have become a loudspeaker for the world as a result of our effort in communication in 2018. Communication is a strategic value for IFEMA as it allows us to be closer to those who are far away from us.



BRINGING IFEMA CLOSER TO THE WORLD

IFEMA is a benchmark in terms of its impact, image, reputation and influence, both for our organisation and our key audiences.

Thanks our work in improving communication, we managed to close 2018 with a total of 20.9 million hits on national and international media, reaching a global audience of 31,264 million, almost tripling our impact in 2017. IFEMA had an estimated economic effect on the market of €742.6 million, doubling its value for the previous year.

MEDIA IMPACT





It is worth underlining the prestige of events such as FITUR, the International Tourism Trade Fair, which generated a total of 263,000 hits, with an audience of 11.5 billion people, as well as the Mercedes-Benz Fashion Week Madrid (MBFWM), with 56,085 items internationally, reaching 4.34 million people. Similarly important were ARCOMadrid, the International Contemporary Art Fair, which achieved an appearance of 62,400 mentions in the media, with an economic value of €113 million, and Semana de la Educación, Education Week, which generated 18.2 million hits.

IFEMA has become a focus for the international press, thanks to the great interest that our events around the world have generated. In 2018 we accredited a total of 19,399 journalists from 76 different countries, representing 11,585 media outlets.

"20.9 million hits in the Spanish and international media, with an audience of 31,264 million and an estimated value of €742.6 million"



Social media followers
(millions)

1.9 M.

Increase on 2017

+20%

Website views
(millions)

20 M.

We are more digital

In a digital world, where there are fewer and fewer borders while interactions with those around us multiply, it is very important to be where those who are important to us are.

Within our strategy and digital transformation plan we are striving to enhance those channels that help us connect more efficiently with our audiences and with greater flexibility.

Digital channels help us to create new relationships, boost our activity and promote and disseminate what matters to us and to them. Channels that, in short, allow us to add value and establish relationships in two directions.

In 2018 our digital community grew 20% with respect to 2017, reaching 1.9 million social media followers. This is an increase that reaches across all our channels. 2018 closed with 1,014,490 followers on Facebook, 607,283 on Twitter, 275,913 on Instagram and 13,098,668 views on YouTube.

As a result of our digital strategy, social media followers of events such as the MERCEDES-BENZ FASHION WEEK MADRID grew by 12% in 2018 to 356,208. The trend was repeated at fairs like ARCO with 168,253 followers and FITUR, with 202,536.

Within our digital assets, we saw more than 20 million page views among the entire ecosystem of IFEMA-organised events. A record number in Spain and in the sector.



GRO

72 — 73





03

2018 Results — 75

Financial management report
Balance sheet as of 31 December 2018
Profit and loss account for 2018
Summary of income and expenditure
by activity 2018

Our structure — 91

Governing bodies
Management bodies

WTH

IFEMA has a very clear goal: to add value to allow people, companies and society to grow, to be a driving force for economic and social value for those around us.

When a sector finds a new path, when a company opens a new door, when a visitor discovers something new, when we contribute something to those around us, we grow. That is what moves us.

2018 saw growth across all areas: economic, social and professional.



2018 RESULTS

In 2018 we have achieved things we never have before: a total of 119 fairs, twelve held abroad and eight large congresses with exhibition, as well as multiple congresses, conventions and other professional and leisure events that took us to a total of 720 events, 21% more than in 2017. More than 3.6 million visitors from all over the world attended these events with a media impact that had an estimated value of €742.6 million.

These figures reflect the path outlined in the IFEMA Strategic Plan, which will lead us to double our activity and turnover in 2022.

FINANCIAL MANAGEMENT REPORT



Financial management report

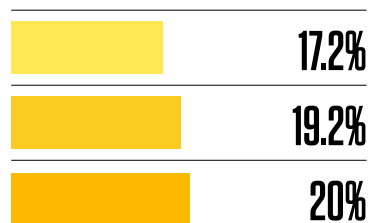
As a result of this increase in activity, new business lines, our commitment to internationalisation and the creation of new added value, 2018 again saw improved results – 17% up on 2017 and 31% more than in 2016, with a turnover of €138.5 million and an EBITDA of €27.7 million, 23% more than the previous year. We also doubled net profit to €10.8 million.

Financial results

Financial years / € million	2016	2017	2018
Income	105.6	118.1	138.5
Expenses	87.5	95.4	110.8
Operational results	18.2	22.6	27.7
Net profit	1.6	4.9	10.8

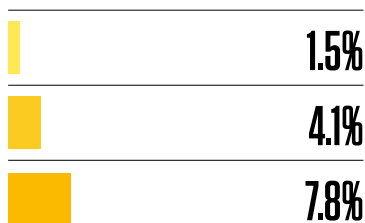
The operating margin stood at 20% on income in 2018, with the net margin for the year at 7.8%, exceeding the two previous years.

Evolution of operating margin



● Percentage 2016
● Percentage 2017
● Percentage 2018

Evolution of the net margin

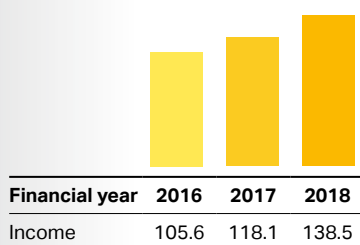


● Percentage 2016
● Percentage 2017
● Percentage 2018



Income

Evolution of income (€ million)



Operating income for 2018 rose to €138.5 million, representing an increase of 31% over 2016, an even year with a similar event calendar and an increase of 17% on 2017.

Breaking down these figures into the different lines of business, our income comes from: IFEMA-organised fairs – 73.4%, rental from external organisers – 23.6% and site services – 3%.



Business lines

The sale of surface area registered a general increase in terms of IFEMA-organised fairs compared to previous years, driven by the greater presence of exhibiting companies and bolstered internally by improved fair set up and specialisation. Advances in terms of biennial competitions were significant, especially with regard to events related to the construction sector.

Our business was also favoured by the creation of new fairs, the co-organisation agreement and the promotion of activity abroad.

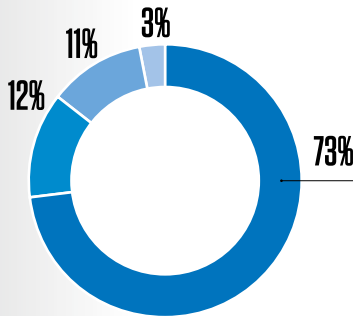
Rents to external organisers represented 23.6% of total 2018 income. In 2018 we incorporated new Spain-based fairs as well as international events that had enormous impact, such as CPhI Worldwide, without forgetting the attraction of important congresses that brought so many international visitors to the city.

As far as conventions were concerned, we held more than 600 corporate events of varying scope, improving both the income and room occupancy figures for 2017.

In addition, as an example of our opening up to new experiences, we should highlight the new line of concerts and festivals, such as Oro Viejo and Río Babel, as well as other longer-running events, such as Circo Mágico and Harry Potter™: The Exhibition.

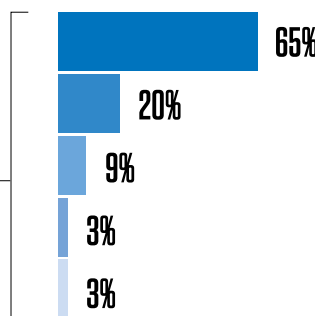
Percentage distribution of income by business lines over the total income for the year and distribution of income from IFEMA-organised fairs:

Income from each business line in 2018



- IFEMA fairs
- External fairs
- Congresses, conventions and other trade and leisure events
- Sundry income

Income from each business line from IFEMA-organised fairs in 2018



- Exhibition space
- Services
- Other income
- Visitors
- Other exhibitor income

Total occupancy, including fair and non-fair activity (congresses without exhibition, conventions and other events), advanced throughout 2018, with total gross occupation of the site increasing to 2,900,000 m². The space rotation index stood at 15.8.

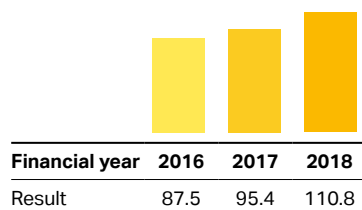
Exclusively fair activities, both IFEMA-organised and external, advanced throughout the year to a gross occupation of 2,691,290 m². These figures represent a net area growth of 56% on 2016 and 36% compared to the previous year, distributed across 99 exhibition events and 8 congresses.

Expenditure

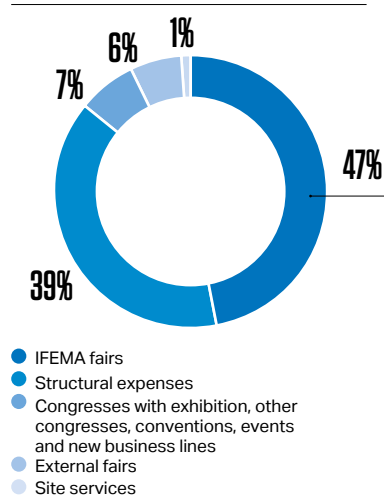
Operating expenses (excluding amortisation and provisions for commercial operations, as well as other current management expenses) for the year 2018 amounted to €110.8 million, representing an increase of 16% on 2017 and 27% on 2016.

Percentage distribution of expenses by business lines over the total expenditure for the year and the distribution of expenses by nature of IFEMA-organised fairs, before the allocation of general expenses:

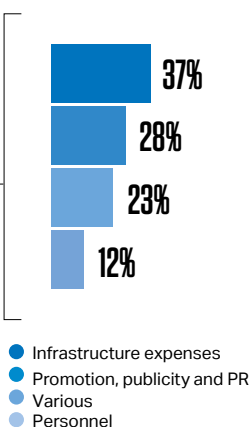
Evolution of expenses (€ million)



Expenses per business line in 2018

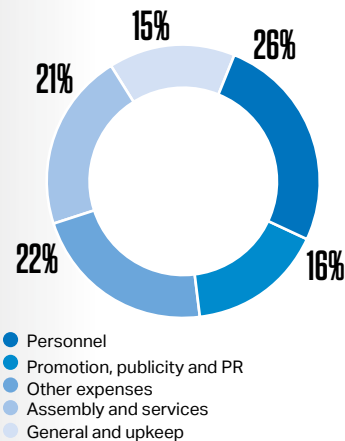


Expenses by nature at IFEMA-organised fairs

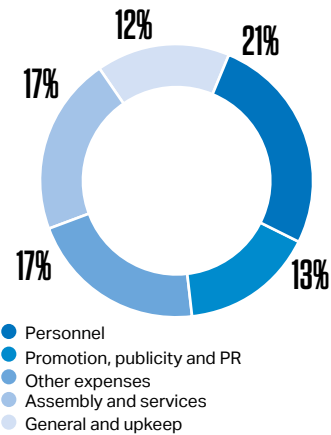


The following graphs show the percentage distribution of expenditure by activity, on the total expenditure for the year in the first case and on total income for the year in the second.

Of expenses



Of income





Investment – improving IFEMA

Constant improvement is one of our priorities. Adapting to new environments and competitive challenges is vital to IFEMA.

The renewal of our infrastructure, technology, security and digital transformation and our commitment to enhancing the experience of exhibitors and visitors was the focus of our investment in 2018. We earmarked a total of €18.8 million, of which €17 million correspond to annual investments, and €1.8 million, to singular projects of investments in progress (the Roofing Renewal Project, the Garden Reform Project and the Public Address Project).

Investment was allocated to meet technological equipment and applications for digitalisation totalling €3.9 million, such as the installation of the best WI-FI network in Spain, the updating of PCs and tablets and new software in order to improve internal efficiency.

To care for the people we welcome, we allocated €1.7 million to new intelligent protection systems which prevent vehicle threats against the physical integrity of those attending. We also replaced the CCTV camera and scanner systems.

We invested €13.2 million in adapting and improving our facilities, building a new hall and new bridges between halls, improving the public address system in the enclosure building, replacing the roof over the north door and increasing the power of the transformer substation.

Investments that follow a single direction: that of improving the IFEMA experience.

**"Our equity rose
to €287.7 million
in 2018"**

Financial and other aspects of interest

We remain completely debt-free, with a solid cash position.

Provisions for depreciation and amortisation of fixed assets for the year amounted to €16.6 million, which represents approximately 3% of our fixed assets.

2018 profits of €10.8 million will be used as carryover and as a capitalisation reserve.

IFEMA's net equity as of 31 December 2018 stood at €287.7 million.

Balance sheet as of 31 December 2018

Asset	(EUR)
Non-current assets	207,343,861
Intangible fixed assets	705,222
Computer applications	705,222
Property, plant, and equipment	194,845,830
Land and buildings	150,950,396
Technical facilities and other tangible fixed assets	43,385,684
In-progress tangible fixed assets and advance payments	509,750
Long-term financial investments	8,367,713
Loans to companies	263,865
Other financial assets	8,103,848
Deferred tax assets	3,425,095
Current assets	145,596,510
Inventories	501,318
Raw materials and other consumables	501,318
Trade debtors and other accounts receivable	20,433,324
Trade receivables for sales and services	12,348,838
Clients, group companies and associates	3,135
Sundry accounts receivable	2,615,062
Personnel	244,385
Other amounts owed to Public Administration entities	5,221,904
Short-term financial investments	27,029,598
Debt securities	27,026,926
Other financial assets	2,672
Short-term accruals	2,234,457
Cash and Cash equivalents	95,397,813
Cash at bank and in hand	95,397,813
TOTAL ASSETS	352,940,371

Balance sheet as of 31 December 2018

Equity and liabilities	(EUR)
Equity	287,640,276
Own funds	287,640,276
Contributions from member bodies	60,356,483
Contributions from member bodies	60,356,483
Reserves	567,532
Legal and statutory	378,765
Capitalisation reserve	188,767
Results from previous financial years	215,907,703
Retained earnings	215,907,703
Surplus for the year, according to the profit and loss account	10,808,558
Non-current liabilities	327,380
Long term debts	327,380
Other financial liabilities	327,380
Current liabilities	64,972,715
Short-term provisions	1,913,116
Short-term debts	4,951,190
Other financial liabilities	4,951,190
Trade and other accounts payable	58,108,409
Suppliers	28,294,889
Sundry creditors	257,733
Staff (salaries pending payment)	1,487,990
Other amounts owed to Public Administration entities	1,564,075
Customer advances	26,503,722
TOTAL EQUITY AND LIABILITIES	352,940,371

Profit and loss account 2018

Continuing operations

Net turnover	115,407,136
Sales	76,071,654
Provision of services	39,335,482
Procurements	(2,302,094)
Other operating income	23,112,177
Additional income and other income from general management	23,112,177
Personal expenses	(28,573,142)
Wages, salaries and similar	(19,791,235)
Social security contributions	(8,781,907)
Other operating expenses	(80,236,328)
External services	(74,040,392)
Taxes	(5,906,820)
Losses, impairment and changes in provisions for commercial operations	(289,116)
Fixed asset depreciation	(15,489,094)
Impairment and gains or losses on disposal of fixed assets	(1,083,748)
Impairment and losses	(569,585)
Gains or losses on disposals and others	(514,163)
Other results	294,736
Operating profit or loss	11,129,643
Financial income	208,353
From stake in equity instruments	201,432
In third parties	201,432
From marketable securities and other financial instruments	6,921
From group and associated companies	6,921
Financial expenses	(467)
For debts to group companies and associates	(467)
Foreign exchange gains (losses)	(113)
Financial results	207,773
Profit (loss) before tax	11,337,416
Corporate income tax	(528,858)
RESULT FOR THE FINANCIAL YEAR	10,808,558

Summary of income and expenses by activity in 2018

Income	138,519,313
For exhibitors	87,321,651
For visitors	3,380,939
Other income/other fair income	15,055,000
Externally organised fairs	16,944,044
Conventions, congresses and events	15,817,678
Expenses	(110,822,446)
Advertising, publicity and PR	(18,157,678)
Assembly and service costs	(23,231,231)
Personnel	(28,573,142)
General expenses and upkeep	(16,787,616)
Other expenses	(24,072,779)
Operating result- EBITDA	27,696,867
Direct financial charges	207,773
Operating cash flow	27,904,640
Allocations for amortisation and impairment	(16,572,844)
Allocations for provisions	(289,116)
Extraordinary results	294,736
Corporate income tax	(528,858)
RESULT FOR THE FINANCIAL YEAR	10,808,558



OUR STRUCTURE

Annual Report 2018

GOVERNING BOARD

Chairman

Ángel Asensio Laguna

Vice-Chairpersons

Ángel Garrido García

Luis Cueto Álvarez de Sotomayor

Jesús Núñez Velázquez

BOARD MEMBERS

Madrid Regional Government

Engracia Hidalgo Tena

Jaime Miguel de los Santos González

Javier Ruiz Santiago

Marta Blanco Quesada

Madrid City Council

Jorge García Castaño

Bernardino Sanz Berzal

Juan Manuel Garrido Moreno

Alfonso Arroyo Lorenzo

Antonio Fernández Segura

Madrid Official Chamber of Commerce, Industry and Services

Augusto de Castañeda García-Manfredi

Juan Ignacio Lamata Cotanda

Juan Pablo Lázaro Montero de Espinosa

Gabriel García Alonso

Eva Serrano Clavero

Montemadrid Foundation

Cristóbal Sánchez Blesa

Chairman of the Executive Committee

Clemente González Soler

Managing Director

Eduardo López-Puertas Bitaubé

General Secretary

Elena Roldán Centeno

*As of 31 December 2018

GOVERNING BODIES

EXECUTIVE COMMITTEE

Chairman

Clemente González Soler

Vice-Chairpersons

Luis Cueto Álvarez de Sotomayor

Cristóbal Sánchez Blesa

Ángel Asensio Laguna

BOARD MEMBERS

Madrid Regional Government

Engracia Hidalgo Tena

Javier Ruiz Santiago

Madrid City Council

Jorge García Castaño

Bernardino Sanz Berzal

Madrid Official Chamber of Commerce, Industry and Services

Juan Pablo Lázaro Montero de Espinosa

Alfonso Calderón Yebra

Managing Director

Eduardo López-Puertas Bitaubé

General Secretary

Elena Roldán Centeno

GOVERNING BOARD

Chairman

Luis Cueto Álvarez de Sotomayor

Vice-Chairpersons

Pedro Rollán Ojeda (acting)

Ángel Asensio Laguna

Jesús Núñez Velázquez

BOARD MEMBERS

Madrid Regional Government

Engracia Hidalgo Tena

Jaime Miguel de los Santos González

Javier Ruiz Santiago

Laura Blanco Pilar

Madrid City Council

Jorge García Castaño

Bernardino Sanz Berzal

Juan Manuel Garrido Moreno

Alfonso Arroyo Lorenzo

Antonio Fernández Segura

Madrid Official Chamber of Commerce, Industry and Services

Augusto de Castañeda García-Manfredi

Juan Ignacio Lamata Cotanda

Juan Pablo Lázaro Montero de Espinosa

Gabriel García Alonso

Eva Serrano Clavero

Montemadrid Foundation

Cristóbal Sánchez Blesa

Chairman of the Executive Committee

Clemente González Soler

Managing Director

Eduardo López-Puertas Bitaubé

General Secretary

Elena Roldán Centeno

*As of 1 June 2019

GOVERNING BODIES

EXECUTIVE COMMITTEE

Chairman

Clemente González Soler

Vice-Chairpersons

Luis Cueto Álvarez de Sotomayor

Cristóbal Sánchez Blesa

Ángel Asensio Laguna

BOARD MEMBERS

Madrid Regional Government

Engracia Hidalgo Tena

Javier Ruiz Santiago

Madrid City Council

Jorge García Castaño

Bernardino Sanz Berzal

Madrid Official Chamber of Commerce, Industry and Services

Juan Pablo Lázaro Montero de Espinosa

Alfonso Calderón Yebra

Managing Director

Eduardo López-Puertas Bitaubé

General Secretary

Elena Roldán Centeno

MANAGEMENT COMMITTEE

Managing Director

Eduardo López-Puertas Bitaubé

General Secretary

Elena Roldán Centeno

Director of Business Development

Carlos González García de la Barga

People Management, Quality and CSR

María Sánchez Sanz

Financial Services and Infrastructure Director

Alberto de La Torre López

Communication and Marketing Director

Raúl Díez Vázquez

Director of Fair Business

Ana Larrañaga Larrañaga

MANAGEMENT BODIES

MANAGEMENT TEAM

Central and Technical Areas

Management Control Director
Telma Carlini Biagioli

Procurement and Logistics Director
Francisco José Monge Herrera

Director of Communication and Press
Marta Cacho Calleja

Director of Marketing and Digital Strategy
Jose Javier Blanquer Sierra

External Relations Director
Nuria Hernández de Tejada y Busqué

Technical and Maintenance Director
Javier Martín Rodríguez

**Security and Self-Protection
Services Director**
Alfonso Illescas Riaño

Director of Exhibition Services
Jesús Navarro Lorenzo

Director of Information Technologies
Antonio Vázquez Prieto

Director of Quality and CSR
Santiago Quiroga Fernández-Ladreda

Addresses – Exhibition Groups and IFEMA Conventions and Congresses

Director of Exhibition Group 1
Ana Rodríguez Muñoz

Director of Exhibition Group 2
Juan David Moneo Vara

Director of Exhibition Group 3
Lola González Barbado

Director of Exhibition Group 4
María José Sánchez Moncada

Director of Exhibition Group 5
María Valcarce Rodríguez

Director of Exhibition Group 8
Charo Izquierdo Martínez

Director of Exhibition Group 9
Maribel López Zambrano

Director of Exhibition Group 12
Raúl Calleja Rocha

**Director of IFEMA Conventions
and Events Madrid**
Belén Mann Cerdeira

Director of International Expansion
Jaime de la Figuera Coterón

Director of Public Events and Leisure Events
Asier Labarga Hermenegildo

CORPORATE SOCIAL RESPONSIBILITY



One of our aims is to play a significant role in the future of our planet, the society in which we live and the people around us.

IFEMA: MORE THAN JUST RESPONSIBILITY



Building today the world in which we want to live tomorrow

This is our main concern: to be an active agent in the creation of a new model of social, economic and environmental sustainability, creating economic and personal value for all those around us.

At IFEMA, we work every day to act as the meeting point between shared interests, between companies and society, between economics and sustainability. We are a window through which to approach the future. Our commitment to that tomorrow that we all want is stronger than ever.

At our sites, new dialogues are opened between the various economic, social and institutional players. A shared space in which not only what we do matters, but also the impact that this has on our environment. That is why, for us, Corporate Social Responsibility has become part of our DNA, much more than being a simple obligation required of us.

Our role is to be catalysts of ideas, promoters of initiatives, drivers of new models and mentors of tomorrow. It is our responsibility to make that small window that we create into the future a place through which we can look out and feel proud of what we see. A more sustainable planet, a more just world and a society based on the welfare of all.

For this reason, IFEMA sees CSR as more than a responsibility. It is an opportunity to create a shared future in which we all want to live.

CSR: An opportunity

Energy consumption
in offices

207,480 KWh

49% less than in 2017

We have reduced our water
consumption by more than

11,000m³

Recycled wood
(tonnes)

4,187

Jobs created*

26,168

30% more than in 2017

We had an economic
impact* on Madrid of

4.374 BILLION

We promote

33,203

participating companies

* Source "Study of IFEMA's socioeconomic impact" ©2019 KPMG Asesores, S.L.

"At IFEMA we work daily to set an example in Corporate Social Responsibility, the ethical management of resources and promotion of equality in organisations"



Our activity is part of the services sector and is not linked to the production of goods. This puts us in a privileged position to be able to offer solutions to a number of our global concerns.

Each year, IFEMA receives over 3.6 million visitors and more than 33,000 exhibiting companies from five continents. This helps us to raise our voice and promote initiatives that contribute to improving our planet.

A commitment to which we continue to support through our CSR Master Plan, which can be seen on our website and which for the first time is complemented with an ambitious Corporate Volunteer Plan for 2019.

COMMITTED TO OUR ENVIRONMENT



A window to a more sustainable world

Our responsibility is to be a point of reference in terms of good environmental practice. That is why in 2018 we continued to implement our energy efficiency policy to reduce the consumption stemming from our activity.

We have invested in infrastructure improvement, replacing office lighting to reduce the annual energy consumption of 207,480 kWh and installing 2,400 tubes with A++ energy-rated LED technology. An improvement that allows us to save almost 49% on lighting. This translates into a figure that is particularly significant – we avoid the discharge of 80 tonnes of CO₂ into the atmosphere, the equivalent of planting 6,989 trees.

In 2018 we also reduced water consumption by more than 11,000 cubic metres, equivalent to more than five Olympic swimming pools, while making our installations more efficient, equipping them with electronic taps and environmentally-friendly dual-discharge urinals.

At IFEMA we also want to minimise the impact we have on our surroundings, the footprint we generate by eliminating the use of herbicides in the upkeep of gardens and green areas. By the end of the year, we had also recycled more than 4,187 tonnes of wood.



"We reduced water consumption by the equivalent of five Olympic swimming pools, 11,000 cubic metres"

Fairs as exponents of commitment

At IFEMA we work to ensure that our fairs and activities have a special focus on protecting the environment. There is no better way to raise awareness and promote change than through our day-to-day activities across multiple sectors and categories.

IFEMA brings together some of the most important events worldwide in key sectors such as fashion, food and tourism. These are great pillars of our planet's economic activity, representing great opportunities to reduce their impact on the environment.

We therefore encourage our exhibitors to highlight initiatives that improve productive areas and have a direct positive impact on the environment.

By way of example of the initiatives launched at our fairs, 2018 saw the first collection by the designer Juanjo Oliva of fabrics made mainly from recycled PET plastic bottles at the Mercedes-Benz Fashion Week Madrid. This declaration of the fashion world's commitment to sustainability was possible through the support of the recycling organisation Ecoembes as environmental sponsor, making it the first such show realised within the parameters of the circular economy.

The Mercedes-Benz Fashion Week Madrid also saw shows by young creators at the Samsung EGO showcase, demonstrating how technology and fashion go hand in hand for a more sustainable future. A hybrid ecosystem in which traditional craftsmanship and digital manufacturing work in a way that is innovative, sustainable, global and cooperation-friendly.

In the UN's Year of Sustainable Tourism, Fundación InterMundial, in association with FITUR and Instituto Tecnológico Hotelero, announced the Responsible Tourism Award in recognition of the involvement of tourism companies that

work to develop and promote tourism that advocates responsible practices with the environment, the economy and local society.

In association with AECIT, Asociación de Expertos Científicos en Turismo, FITUR's work on "Measurement and analysis of sustainability" received an award. This project has sought to develop a method that measures synthetic indicators through multi-criteria analysis and the relationship with tourism on the Andalusian coast. Initiatives that also reduce the impact on the planet of our activities and for which IFEMA is in a perfect position as a meeting point between those that can make this possible.

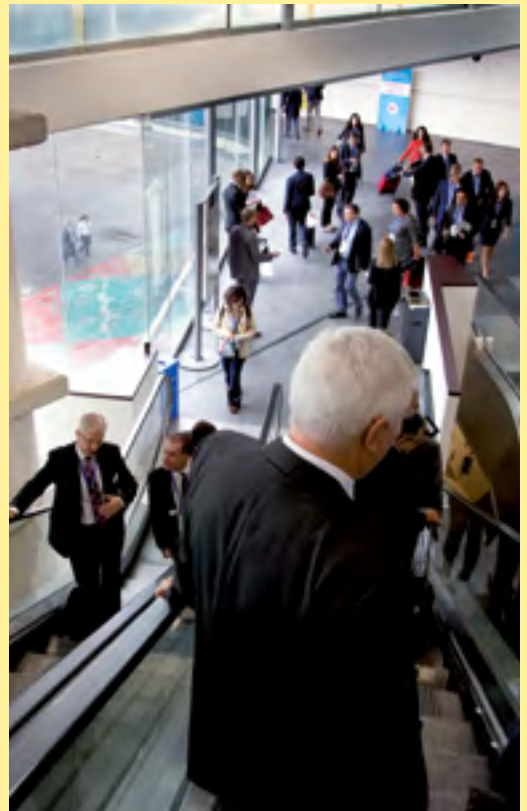
Leading by example

As an example of our commitment to taking care of the environment and reducing our impact, we wanted to establish the mechanisms and structures that allow us to redouble our efforts in this direction.

As a result, in 2018 we created the Quality and CSR Unit, which, among its other roles, seeks to develop and implement an Integrated Management System that helps us meet the requirements of the most stringent international standards in the environmental, energy and sustainability fields, including ISO 14001:2015, ISO 50001:2018 and ISO 20121:2013.

This is a new commitment that once again demonstrates IFEMA's transformation in all its dimensions.

"We have reduced office energy consumption by 49%, which represents 80 tonnes of CO² less in the atmosphere"





A universe of opportunities

Our commitment is not only environmental, but also economic and social. That is why we have incorporated initiatives that help redistribute wealth in those regions that need it most.

The activities we develop are a great boost in driving local economies, forging new business synergies, promoting companies and creating new forums for international trade and cooperation.

In 2018, we partnered UNWTO and Casa África to promote specific initiatives that contribute to the sustainable development of the tourism sector in Africa through a coming together of international investors and project owners in the Investour Africa platform. We have also created round-table discussion forums examining “Biodiversity as a motor of sustainable tourism: the importance of effective community participation”, in order to build fairer and more sustainable tourism models.

Within this context of boosting international activity and the development of new economies and opportunities, IFEMA is maintaining its support for the development of the Buyers’ Programme, providing added value to the fairs held in the venue.

This commitment is one of IFEMA’s strategic objectives, allowing us to provide our different events with an important international component. In 2018 we managed more than 26 programmes, attracting a total of 3,730 international buyers from close to 95 countries to our IFEMA-managed fairs.

There is nothing more enriching than contributing to a model of society that helps us to evolve and move towards a state providing welfare for everyone. Through our activity, we promote new relationship models, new forms of economic and social growth and new values that add up in our lives.

That's what our work consists of – creating shared spaces in which society can move towards a better future, together.

We de-virtualise relationships in a hyper-digital era, allowing people to meet and share the best of themselves for the benefit of all.

IFEMA AND SOCIETY

AR
CO

Lisboa

■ Apresentações



■ Fórum

■ Publicações



■ Galerias



A social multiplier*

We are an important engine for the economy of the Community of Madrid and promoters and ambassadors of the Spain Brand around the world.

In 2018 we increased our contribution to social development in the areas in which we operate. According to the study of the international consultancy firm KPMG, IFEMA increased the economic impact of its activity on Madrid by 25% compared to 2017, contributing a total of 4.374 billion.

This sum accounts for almost 3.2% of Madrid's GDP and close to 2.1% of the region's total.

The growth-related increase in our areas of activity has helped to create 40% more jobs than in 2017, with 26,168 direct and indirect employees in 2018. In fact, we have created 1 job for every 138 visitors.

The many foreign visitors and exhibitors arriving at IFEMA have a lot to do with this increase. The average financial impact associated with each international visitor is €2,500 – €71,480 in the case of foreign exhibitors.

Total economic impact*

4.374
(billion euros)

+25%
on 2017

3.2%
of the City of Madrid's GDP

2.1%
of the Comunidad de Madrid
Region's GDP

Total global impact on employment*

Jobs created

26,168

Compared to 2017

+40%

* Source "Study of IFEMA's socioeconomic impact" ©2019 KPMG Asesores, S.L.

"Commerce and the hotel and restaurant trade, transport and industry, main recipients of the economic impact of IFEMA activity"

Main recipient sectors		
	Millions of euros	Employees
Hospitality and commerce	1,690	14,652
Transport	863	7,476
Industry	609	1,131
Average impact generated by exhibitor and domestic visitor spending		
		EUR
Exhibitor impact		59,626
Impact per visitor		580
Average impact generated by exhibitor and international visitor spending		
		EUR
Exhibitor impact		71,840
Impact per visitor		2,500

* Source "Study of IFEMA's socioeconomic impact" ©2019 KPMG Asesores, S.L.

"At IFEMA we adapt to the main concerns of society, such as the inclusion of our pets in our events"

With our pets

Society changes and we change with it. In Madrid today there are more homes with pets than with children, something that poses new challenges for everyone. These range from rethinking public spaces, to voicing the new concerns of pet owners in terms of food, safety, care and health.

At IFEMA, we are adapting to this new reality by organising and staging fairs such as 100 x 100 MASCOTA (the Madrid Pet Fair), an event designed to create relationships and spaces between professionals and owners of animals.

Continuing in this vein, this year we have once again hosted the "Madrid 100x100 Adopta" section, an initiative aimed at promoting the adoption of abandoned domestic animals and encouraging good pet ownership and animal welfare. In this space, 61 animal protection organisations offered information on the option of adopting a pet as an alternative to purchasing them.

In support of the Madrid Federation of Animal Protection Associations (FAPAM), we launched the initiative "Solidarity dogs: dogs that help other dogs", which consists of donating the amount collected for the entrance of pets to the fair to this organisation, with the aim of supporting and caring for pets that do not have a home.





Kilos of help

In 2018 we devoted ourselves to the task of collecting food for those people who need it most.

At such important and international events as FRUIT ATTRACTION, the International Trade Show for the Fruit and Vegetables Industry, we coordinated the collection of fruits and vegetables from the exhibitors for the Madrid Food Bank, collecting more than 37,000 kg of produce and offering support to more than ten organisations that serve 7,500 people.

As well as our usual direct collaboration with the Food Bank, this year we added another initiative through the programme 'Operation Kilo', which managed to collect 310 kg of food to serve the more than 100,000 people who benefit from the help of the Madrid Food Bank.

As well as food, IFEMA also supports initiatives that aim to improve the well-being of those who do not have access to the most basic items. At fairs such as MOMAD SHOES, the International Footwear and Accessories Trade Show, donations of footwear from exhibiting brands were passed on to non-profit foundations like Messengers of Peace, which redistributed the shoes to those who needed them most.

Given this situation, we could hardly overlook the youngest groups among us. For this reason, in 2018 we launched several initiatives to support children, such as the Christmas campaign to collect used toys, children's books and gift wrapping paper. In collaboration with the Ningún Niño sin Sonrisa association (No child without a smile), this corporate volunteer initiative helped the most disadvantaged children at this special time of the year.

"We work with 'Asociación Ningún Niño sin Sonrisa' on programmes such as the campaign to collect used toys, children's books and gift wrapping paper"

From all, for all

Society is complex and plural. IFEMA believes in an increasingly equal and just society in which its different groups have the representation and consideration they deserve.

At IFEMA we work to improve visibility and offer a future of opportunities to society as a whole.

In 2018, FITUR featured specialist sections for collective groups as LGBTI, which seek a new tourism experience, more de-seasonalised and selective.

This programme also sought to give a voice to other groups, working together with MOMAD SHOES, the International Footwear and Accessories Trade Show, to stage footwear parades with children and relatives from Down Syndrome Foundation of Madrid.

The SALÓN LOOK Awards also created a new category (Best Solidarity Action) to recognise those professionals or companies that selflessly develop specific projects to meet the social and employment needs of the most disadvantaged groups.

Promoting culture

Society reflects its culture. IFEMA is committed to promoting culture in all its aspects. Making it more accessible, bringing it closer to people.

The promotion of collecting is one of ARCOMadrid's main lines of work. Through the ARCO Foundation Collection it develops activities and initiatives that seek to support and give a voice to collectors from around the world.

Through this idea came the #mecomprounaobra ("I'm buying a work of art") initiative. The aim is to approach those sectors of society that until now have not considered collecting art, usually due to a lack of awareness of the many possibilities offered by art galleries and the wealth of experience shared with gallery owners and artists. In short, the aim was to break with the idea that in order to be a collector, large fortunes are necessary, or that the contemporary art market is inaccessible to ordinary people. Buying art can be part of everybody's life story; an important milestone in our lives linked to the artist's work with which we will later live.

The ARCO Foundation Collection has become a driving force in the dissemination of art and culture for IFEMA, giving the market a real boost. With these aims – to make art more accessible, closer to the people – 2018 saw a series of initiatives that were developed to promote both private and corporate collecting, awarding the 'A' Awards for Collecting. At the 22nd event, Colección Alicia Koplowitz-Grupo Omega Capital, Col.lecció Per Amor a l'Art, Colección Armando Martins, Colección Ella Fontanals Cisneros, Colección Luís Paulo Montenegro, Colección de Arte Latinoamericano and the Museum of Fine Arts Houston all received awards for their involvement in the advancement of contemporary culture.

Other such projects in association with Fundación ARCO were the Fundación ARCO dinner at Madrid's Teatro Real, whose proceeds went towards the acquisition of works at the fair for its collection and the creation of a space for debate around the creative and current events and the art market, which sought to give visibility to young collectors. In a further initiative aimed at promoting art, the ARCO GalleryWalk offered a series of visits to contemporary art galleries in cities such as Madrid, Valencia, Barcelona, Palma de Mallorca and Lisbon.





An example of values

The ability to influence our environment in a positive way determines how important we are to our society.

In recent years we have become a point of reference, a place that attracts thousands of people for whom we want to add value.

It is our responsibility to set an example in terms of the values and principles that we try to project in everything we do.

As a result of this conviction, in 2018 IFEMA sponsored one of the most important sporting events of the year, the climbing of Dhaulagiri, the seventh-highest mountain in the world in Nepal, led by Spain's best-known climber, Carlos Soria.

This project had a special significance due to our commitment to the promotion of the image of Madrid and the values of overcoming this difficult challenge. This sponsorship is part of IFEMA's Corporate Social Responsibility objectives and is our first in the sports field, while also closely linked to our business activity. The project specifically focused on the figure of Carlos Soria as an example of good values. It represented an extraordinary, natural communication tool to transmit and associate the attributes that IFEMA promotes through our activities as well as demonstrating a proximity to the companies and economic sectors represented at our fairs. Values such as effort, improvement, commitment, ambition to achieve new goals and new objectives, teamwork... In short, the same as those shared by the more than 33,000 companies that take part at IFEMA fairs, and which, through this action, we wanted to emphasise and continue to promote.

The defence and promotion of natural resources that symbolises the challenge of Carlos Soria in Nepal, one of the areas of the world with the greatest wealth of natural resources, is another of the pillars that sustain this initiative within our corporate responsibility aims in the environmental field.

By people, for people. Be they tradespeople, exhibitors, visitors, workers or any of those around us, this is the cornerstone of our philosophy.

Being an organisation designed by and for people, capable of understanding them and offering them the value they need to develop professionally and personally.

IFEMA serves as a meeting point for people who looking to discover, share and grow together, thus promoting social, economic and personal well-being.

This way of thinking embodies one of our main concerns – to help people improve their lives wherever we can.

IFEMA AND PEOPLE



Employment at IFEMA

412 people work in our organisation, 97.6% of whom are permanent employees.

Talent is one of the most valuable assets of any organisation. For us it is one of the key foundations of our plans for the future and part of our social and corporate responsibility. In 2018 we dedicated about 7,192 hours to training through our IFEMA 2018-2019 Training Plan.

This plan places special emphasis on the new tools offered by marketing and digital transformation in order to strengthen the capacities related to innovation that are essential to face the challenges derived from digitalisation.

Another priority is the advancement of employee relations based on equal opportunities, non-discrimination and respect for diversity. To this end, we seek to ensure a favourable work environment that promotes a healthy balance between our employees' personal and work lives, leading the way and setting an example for our society.

50.7% of IFEMA's employees are men and 49.3% are women. We monitor all the initiatives that promote the access of workers to professional opportunities, with a special focus on ensuring gender equality regarding the conditions of access to employment, training, promotion and working conditions.

In 2018, IFEMA was awarded EFR (Family Responsible Company) certification for the eleventh consecutive year in recognition of the good practices employed by organisations that integrate models to promote equal opportunities and the inclusion of the most disadvantaged, as well as the balancing of work and family life.

Tomorrow's talent is every bit as important as today's. That's why IFEMA has over 871 internal training positions.

Through cooperation agreements with 36 national and international educational entities, we promote the incorporation of 138 trainees who completed their studies at IFEMA with 26,680 hours of paid internships in all areas and levels of education, such as administration and business management, marketing, business, engineering, economics, event management, graphic design etc.



"At IFEMA we work for gender equality. 49.3% of our staff are women"

An ethical approach to management

It is very important for us to undertake our activities respecting the highest standards of ethical and responsible management, in line with one of the commitments we made in our Corporate Social Responsibility Policy.

Created in 2017, the Regulatory Compliance Unit ensures the promotion of and compliance with control and process policies that seek to increase transparency and ensure the ethical management of business and resources.

In 2018, new policies were implemented that strengthened IFEMA's commitment, with new guidelines on the acceptance of gifts, anti-corruption and conflicts of interest, all which will come into force in 2019.

**"We encourage talent.
In 2018, the EGO space
at MOMAD SHOES gave
a voice to 120 startups"**



More open, even closer

In 2018, IFEMA sought to open our spaces to new audiences, building more personal and enriching experiences for our visitors.

At ARCO, the International Contemporary Art Fair, we premiered new spaces for the youngest attendees, encouraging parents to come with their children and make the fair a more open, family event, bringing art and culture closer to everyone. Promoted by DKV and for the benefit of the Fundación Pequeño Deseo, workshops were created for children from 4 to 12 years old. At the ARCOLisboa event, a space was dedicated to the youngest visitors to bring them closer to the world of contemporary art through Operação Nariz.

In addition, we help identify and develop the best talent in each of the sectors represented in our fairs, events and activities, giving support, voice and visibility to new entrepreneurs, professionals and companies that can offer differential value to the market.

Within this strategy there have been a number of initiatives, including those at 1001 BODAS, the Exhibition of Products and Services for Celebrations, and MOMAD, the International Fashion Show, with spaces reserved for emerging young designers and newly created companies, which can take part with highly advantageous conditions, thus offering an opportunity to new talent in order to bring it closer to the public.

At MOMAD, the International Fashion Show, a talent contest was held in which 120 startups participated, while the EGO space at MOMAD SHOES, the International Footwear and Accessories Trade Show, welcomed 30 new companies.

At MADRIDJOYA, the International Urban and Trendy Jewellery and Watch Exhibition Fair, we created “MINIS” – new spaces to welcome emerging talent. An opportunity for personal projection and contact with

the main players in the jewellery sector for companies recently established in the market in the best commercial space in the industry.

At SICUR, the International Exhibition on Comprehensive Security and Public Order, we organised a “New Products Gallery” focusing on workplace safety, fire safety and security, identifying 132 new products that will contribute to a new development of the sector.

Under the umbrella of BIT AUDIOVISUAL, the Audio-Visual Technology Trade Show, “Bitstartup” was held, an initiative that gave visibility to business projects and new companies developing innovative technology-based projects with wide potential for application in the audiovisual sector.

To promote the educational sector, SIMO EDUCACIÓN, the Learning Technology Exhibition, created a platform to support the world of entrepreneurs, in association with SEK Lab and Fundación Madri+d. This year, twelve innovative projects and young companies that work on technology-based solutions with wide potential application in the education sector stood out.

Another example of our striving to bring art and culture closer to everyone is can be found at FERIARTE, the Antiques and Art Galleries Fair, with the entrepreneurial “YouArt initiative”, which allows young people to select works with high collector value for less than €5,000. The aim of this initiative is to encourage the entry of young people into the art and antiquities market.

ACCELERERA Awards

FRUIT ATTRACTION, the International Trade Show for the Fruit and Vegetable Industry, hosted the “ACCELERERA Awards” for Innovation and Entrepreneurship, a key event that supported the entrepreneurial spirit in the sector. The awards were for the best fruit and vegetable industry product or service projects, taking into account criteria of innovation, sustainability, applied technology and knowledge.

All accepted candidates exhibited their products in the Innovation Hub area during the three days of the fair, defending their candidacy for the ACCELERERA Awards, with prizes totalling €6,000, in front of a panel.

The IFEMA-ETSIDI Award: Co-creating with talent

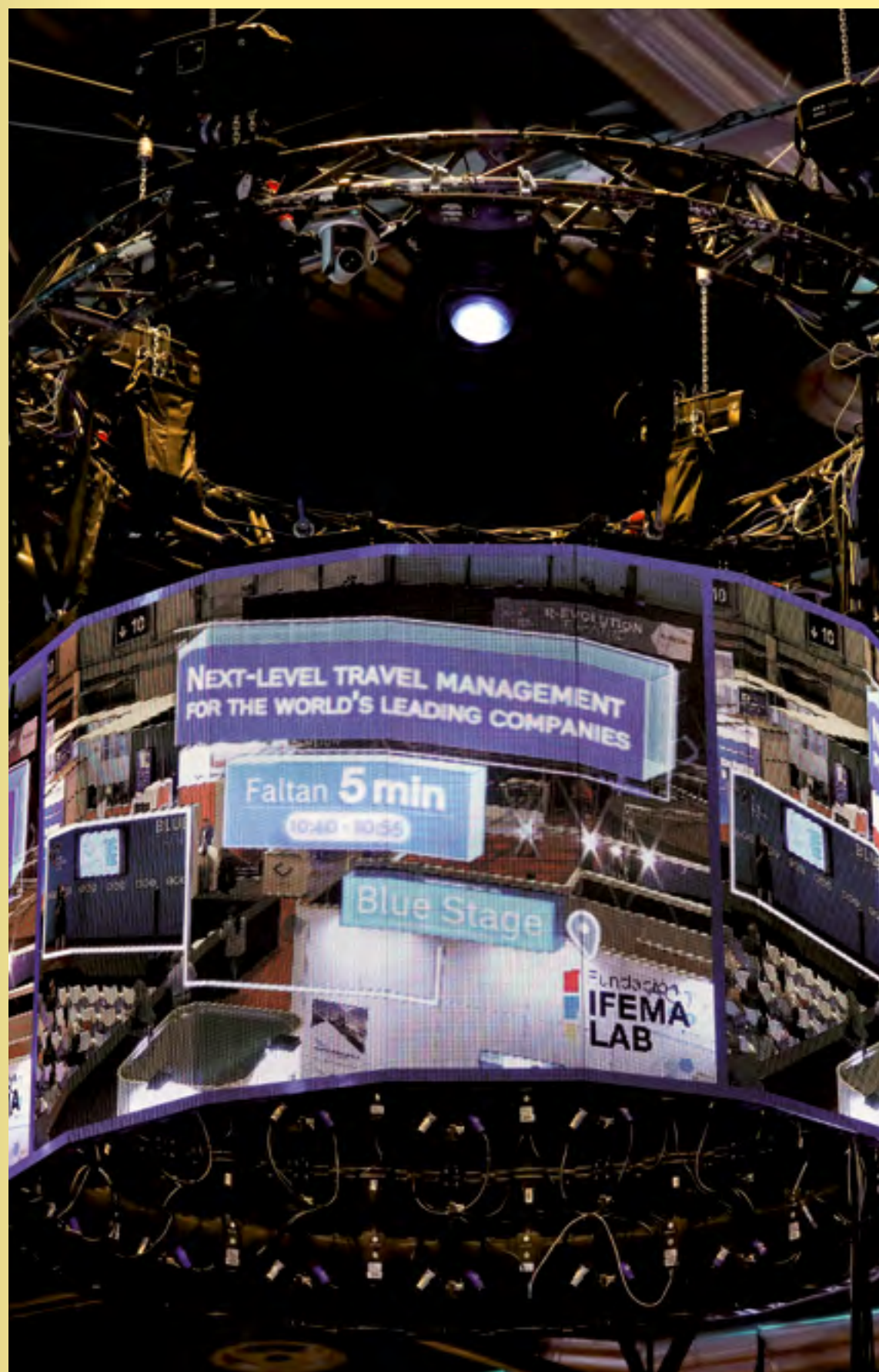
In our work to support academic excellence and collaboration between university and business, in association with the Escuela Técnica Superior de Ingeniería y Diseño Industrial (ETSIDI - Technical School of Engineering and Industrial Design) of the Polytechnic University of Madrid (UPM) we have jointly promoted the “Concurso de Ideas” (Ideas Competition) competition to design an electromechanical device to close the gates of the IFEMA halls.

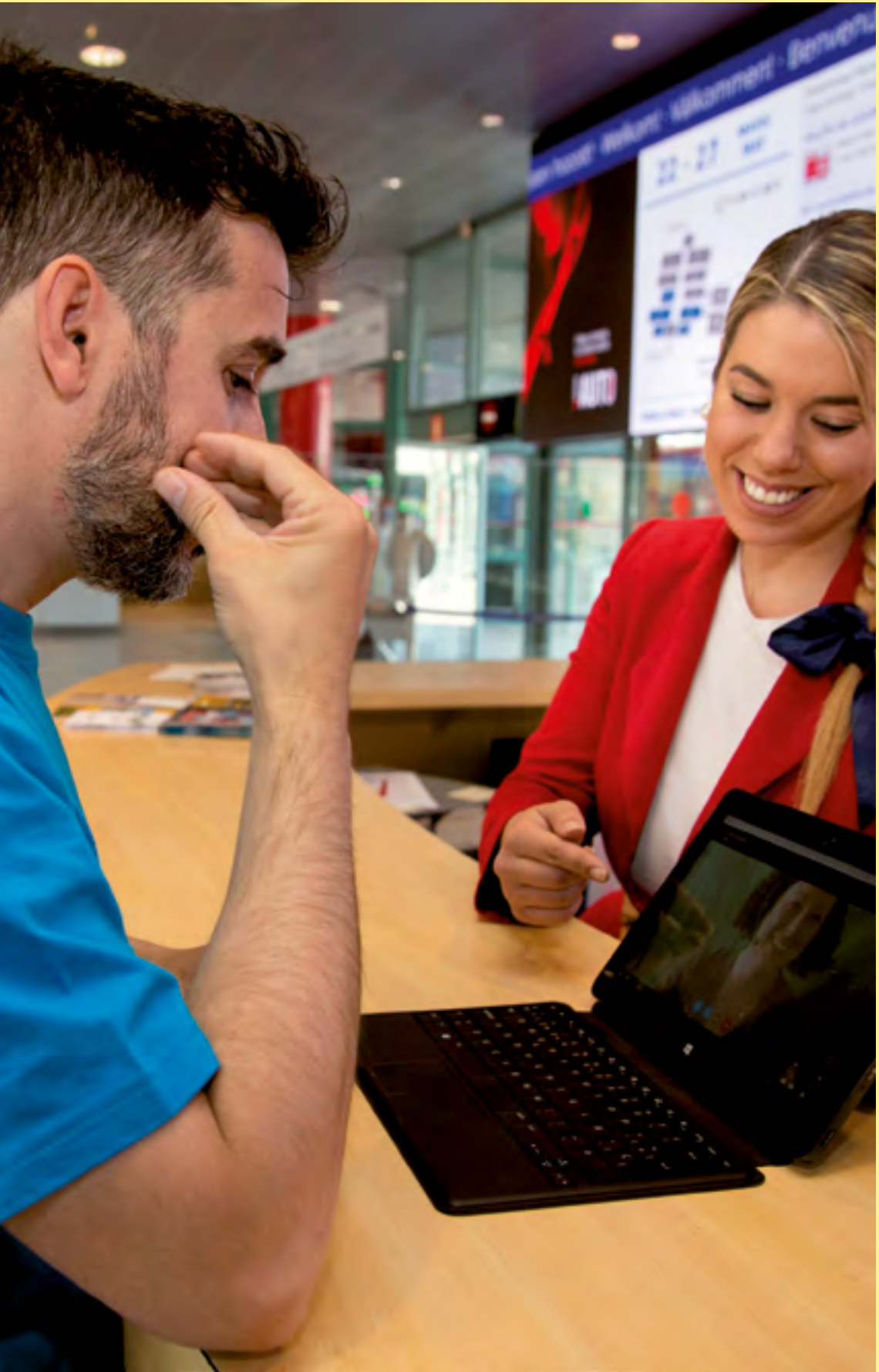
This initiative of IFEMA and ETSIDI focused on the importance of the participation and interrelation between the company and the university environment, as well as on the recognition of the achievements and advances that the university can bring to the business world and society.

IFEMA LAB

The Fundación IFEMA LAB seeks to develop knowledge and future work opportunities. A technological space designed to co-create and lead new developments at the forefront of digital transformation in the field of international trade fairs.

Following the progress made with the IFEMA LAB 5G project in association with Telefónica and its Talentum platform, Ericsson and Imdea Networks Institute with the “Enhanced Trade Fair” project, the work of the R&D laboratory of the Fundación IFEMA LAB continues unabated. Its main objectives are to promote the research into and development of new generation technologies, driving the knowledge and dissemination of techniques aimed at improving the productivity of the public and private administrative organisation and assisting the study of and research into methods and techniques that improve administrative performance.





A more accessible IFEMA

We have worked to make IFEMA a more accessible place for all, undertaking new projects that allow greater accessibility for deaf and blind people.

In 2018 we added leading-edge technology into the exhibition industry with the incorporation of digital environment and information points that allow the hard-of-hearing to access activities and facilities. The initiative was the fruit of a partnership between IFEMA and the specialist sign language company Comunicados en Lengua de Siglas.

The project covers the main digital and informative public access tools. The IFEMA website, whose content has been adapted to sign language, gives the hard-of-hearing access to information through accessible videos. Meanwhile, the two main information desks in the north and south access halls, have a video call service, putting users in touch with real-time interpreters, solving all their information needs.

We have also incorporated a text-to-speech conversion service into our website, aimed at people with visual disabilities or with difficulties understanding written texts, as well as anyone who prefers to use the audio version to browse the website.

To support the mobility needs of our visitors we have 219 parking spaces for the disabled and 700 metres of moving walkways throughout the site. We also have 18 electric scooters, ten manual wheelchairs, two fair buses with lateral leaning systems and access ramps and two stair lifts in the Feria de Madrid central building.

Thanks to this effort and constant commitment to adapt our facilities and services to facilitate access and participation for all, we were presented with the FAAM Gold Universal Accessory by the Almeria Federation of Associations for the Disabled.

This award recognises the work and commitment of people, entities and companies that, in their different areas, have promoted the social inclusion of people with disabilities. The award also highlights our commitment to turning our facilities into a social inclusion environment by adapting the different spaces and removing barriers, making Feria de Madrid a space adapted to the access, mobility and communication needs of people with different types of disabilities.





Published by
IFEMA



Editorial team
Communication and Marketing
Department at IFEMA

This publication was printed on
Olin Smooth paper (Antalis).
Paper from responsible sources.

Photography
© Photo library IFEMA
Unsplash

Printed in Madrid, June 2019.

Text editing
Grávita

Translation
SEPROTEC Multilingual
Solutions

Design and layout
Ana Carlota Cano

Printed by
EGESA

Catalogue number
M-24203-2019

Driven by a desire to continue transforming the organisation, in 2018 we redefined IFEMA based on **a new vision, a new mission and new values**. These three fundamental pillars will help us to establish our path towards the future.

VISION

To make Madrid and, by extension, Spain a point of reference in the global economic scenario. To favour the generation of wealth through our leadership as a source of inspiration, knowledge and the creation of business opportunities.

MISSION

To create and promote environments that connect people, companies and society, promoting competitiveness from excellence and added value.

VISION, MISSION AND VALUES

VALUES

Close & committed

Supportive, approachable, close and committed, we focus on what you care about, helping you along the way. We believe in a new shared horizon that we are seeking together. We understand you and put ourselves in your place.

Dynamic & inspirational

Creative, dynamic and innovative. We strive to discover new opportunities, to always go further, to provide the future today. We are a source of knowledge and answers for those asking questions.

Efficient & flexible

Simple, useful and decisive, we overcome the barriers and find the most appropriate solution to each problem. Agile, flexible and realistic, we do precisely what we say while seeking excellence.

Sustainable & transparent

Everything we do is based on transparent regulations, guided by rigorously objective criteria. We offer relevant, accurate information. We are responsible with regard to our environment and our society. We promote change, the dissemination of culture and respect for the environment and sustainability.

