

# Leadership Excellence Evolution Growth

Annual Report 2023

# **Leadership Excellence Evolution Growth**

**Annual Report 2023**

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# Leadership.

# 01.

## Welcome to IFEMA MADRID.

Chair of the Governing Board of IFEMA MADRID\_06

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# “IFEMA MADRID dresses up for the best Madrid in history”.

## Isabel Díaz Ayuso

Chair of the Governing Board of IFEMA MADRID\*

Madrid is an open, cosmopolitan, and innovative region. There is no doubt that we are now a very attractive place to start, develop and invest.. It is also a vibrant place to visit and a welcoming place to live. People from all over the world come to Madrid to work, to meet and to enjoy themselves. Our economy is strong and dynamic, and our way of life is increasingly recognised around the world. We have a modern infrastructure that keeps us connected to every corner of Spain, Europe and with the world. Our leisure and cultural activities are extensive and varied, as is our gastronomy... we have it all.

We are also a leader in meetings and conference tourism. And an important contribution to all this comes from the great work we do at IFEMA MADRID. It is no coincidence that we are the best Convention Centre in Europe and that we are achieving historic records in terms of visitors and trade fairs. And, as if that were not enough, IFEMA MADRID is becoming increasingly involved in

the rich cultural and institutional life of this capital city.

In addition to the traditional trade fairs that boost our economy, IFEMA MADRID has hosted important milestones for Spain, such as the institutional meetings of the Spanish Presidency of the European Union and major musicals such as MALINCHE and WAH Madrid, which could not have been held anywhere else in the region.

That's Madrid, and that's IFEMA MADRID: human, intimate and with a healthy ambition to reinvent itself every day. From the record numbers we saw at this year's FITUR, to the enormous help it provided to all of us during the worst of the pandemic, to the COP25 Climate Summit and the historic NATO Summit, organised in record time thanks to the efforts of each and every professional in this institution.

In short, IFEMA MADRID projects us internationally and allows us to show the best of our culture, our economy, and our country. It shows the world what it means to be Spanish. Madrid is in vogue all over the world, and this would not be possible without this iconic Recinto Ferial.

But, in addition to all this, in Madrid we look to the future with enthusiasm. IFEMA MADRID has been the great promoter of the Spanish Formula 1 Grand Prix, which will come to Madrid in 2026 and will be held partly in the facilities of this Recinto Ferial. It will undoubtedly be an exceptional event, to which we will devote all our efforts and for which we are already preparing. We have great projects ahead of us, we are excited and we can trust IFEMA MADRID, which surpasses itself every year.

The best Madrid in history has IFEMA MADRID as an essential ally. We will put on our glad rags on and continue to celebrate the best events and moments together.

Thank you, IFEMA MADRID, for your commitment.

**“IFEMA MADRID projects us internationally and allows us to show the best of our culture, our economy, and our country”.**



\* 31 December 2023.

**“We have achieved very positive results in 2023, confirming the clear path of growth we have embarked on”.**

**José Vicente  
de los Mozos Obispo**

Chair of the Executive Committee  
of IFEMA MADRID



Once again, I am proud to use the pages of this report to convey the impact of IFEMA MADRID's work in the effective management of all its assets, and to highlight the valuable contribution it makes to the growth and expansion of the various sectors represented in its events, as well as to the Madrid economy.

This work would not be possible without the strong support of the entities that make up

**“I am proud to highlight the valuable contribution that IFEMA MADRID makes to the growth and expansion of the various sectors represented at its events, as well as to the Madrid economy”.**

IFEMA MADRID and the trust placed in us each year by the thousands of companies that participate in our events. Thanks to this, and to the excellent work and commitment to service of all those who make up our organisation, we have been able to achieve very positive results in 2023, making this year a milestone that not only confirms the recovery in activity that began in 2022, but more importantly, confirms the clear path of growth that we have embarked on.

This situation has also highlighted the significant improvement in the Institution's ability to generate resources, confirming the opportunity provided by our Strategic Plan to define a very solid foundation on which to build our leadership. A roadmap that has revitalised our traditional business, while at the same time promoting diversification, digitalisation and internationalisation; all fundamental cornerstones that we have undoubtedly developed in 2023.

In short, we are talking about the indispensable contribution of trade fairs, congresses and conventions to the generation of our turnover, while at the same time identifying the focus on initiatives linked to the culture and leisure sector as a key driver. This focus reinforces our objective of growth through diversification, mitigating the traditional periods of low activity such as Christmas and summer..

The business environment in which IFEMA MADRID operated in 2023 has facilitated the achievement of a very positive economic balance, the analysis of which demonstrates the Institution's ability to continue to improve the income from its core activities, as well as its profitability and benefits. In quantitative terms, the result at the end of 2023 was a turnover of 177.6 million euros, an EBITDA of 27.3 million euros, and a net profit of 7.1 million euros.

These results are even more significant when we consider that the year did not include any exceptional events such as the NATO Summit

**“I would like to highlight the progress made in two business areas that are key pillars for IFEMA MADRID's development: the internationalisation of its activities and digitalisation.”**

in 2022, and even more so when we consider that in odd years our calendar does not include some of our major biennial events.

In total, 2023 saw over 500 events, including trade fairs, congresses, conventions, and major leisure events and festivals, with the addition this year of an exceptional event: the arrival of Christmas by STARLITE in Madrid.

The congress and MICE sector, in which IFEMA MADRID has become an international benchmark, has also seen a revival in activity, with an extensive programme. The celebration of ESMO, the world's largest oncology research congress, which brought together 33,000 experts from all over the world, was particularly important for Madrid.

I would also like to highlight the progress made in two other business areas that are key pillars of IFEMA MADRID's development: the internationalisation of its activities and digitalisation. Both areas of focus have proven to be strategic, and significant efforts and resources are dedicated to them. In 2023, we organised international buyer programmes to increase the value of professional events and launched up to four trade fair projects abroad. Meanwhile, the digitalisation project has been confirmed as a source of resources and an added value for the customer experience, which is particularly important for an activity that attracted nearly 3.8 million visitors in 2023 and impacted 13.7 million users through our website.

I would like to conclude by emphasising our commitment to sustainability, which is crucial for our sector given the need to mitigate the impact of our activities and achieve the goal of zero emissions. These ongoing efforts have raised our awareness of reducing consumption, controlling waste and recycling, and certifying our carbon footprint, among other projects that bring us closer to achieving the Sustainable Development Goals.

I would like to thank the Community of Madrid, the Madrid City Council, the Chamber of Commerce and Industry, and Montemadrid, our consortium partners, for their constant support of IFEMA MADRID, as well as to all our employees and clients, without whose trust we would not have been able to achieve such a full and satisfactory year.

# Governing bodies.

## Governing Board.

At 31 May 2024

### CHAIRMAN

Ángel Asensio Laguna

### DEPUTY CHAIRPERSONS

Isabel Díaz Ayuso  
José Luis Martínez-Almeida Navasqües  
Jesús Núñez Velázquez

### MEMBERS

#### Madrid Regional Government

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

#### Madrid City Council

Engracia Hidalgo Tena  
Juan Antonio Peña Ochoa  
Marta Rivera de la Cruz  
Almudena Maíllo del Valle  
Luis Fernando Martín Izquierdo

#### Official Chamber of Commerce, Industry and Services of Madrid

Augusto de Castañeda García-Manfredi  
Carlos Cabanas Godino  
Miguel Garrido de la Cierva  
Gabriel García Alonso  
Eva Serrano Clavero

#### Fundación Obra Social y Monte de Piedad de Madrid

Amaya de Miguel Toral

#### Ministry of Industry, Commerce and Tourism\*

Pablo Garde Lobo

#### Chairman of the Executive Committee\*

José Vicente de los Mozos Obispo

#### Executive deputy chair\*

Daniel Martínez Rodríguez

#### General Secretary\*

Soledad Borrego Martínez

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

## Executive Committee.

### CHAIRMAN

José Vicente de los Mozos Obispo

### DEPUTY CHAIRPERSONS

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

### MEMBERS

#### Madrid Regional Government

Rocío Albert López-Ibor  
Mariano de Paco Serrano

#### Madrid City Council

María Inmaculada Sanz Otero  
Inmaculada Sánchez-Cervera Valdés

#### Official Chamber of Commerce, Industry and Services of Madrid

Miguel Garrido de la Cierva  
Alfonso Calderón Yebra

#### Executive deputy chair\*

Daniel Martínez Rodríguez

#### General Secretary\*

Soledad Borrego Martínez

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

# Management bodies.

## Management Committee.

At 31 May 2024

**EXECUTIVE DEPUTY CHAIR**

Daniel Martínez Rodríguez

**GENERAL SECRETARY**

Soledad Borrego Martínez

**DIRECTOR OF HUMAN RESOURCES  
QUALITY AND SUSTAINABILITY**

María Sánchez Sanz

**DIRECTOR OF CORPORATE COMMUNICATION  
AND MARKETING**

Raúl Díez Vázquez

**ECONOMIC-FINANCIAL DIRECTOR**

Javier Bagües Oliver

**DIRECTOR OF OPERATIONS AND R&D**

Carlos Jiménez Luque

**BUSINESS DIRECTOR**

Arancha Priede Leza

**DIRECTOR OF MADRID TURISMO**

Yolanda Perdomo Aparicio

## Management Team.

**MANAGEMENT OF CENTRAL  
AND TECHNICAL AREAS**

**Director of Marketing and Digital Strategy**

José Javier Blanquer Sierra

**Director of Communication and Press**

Marta Cacho Calleja

**Director of Sponsorships**

María Aranguren Romeo

**Director of Institutional Relations**

Victoria Perezagua Antúnez

**Director of Procurement and Logistics**

Francisco José Monge Herrera

**Director of Quality and Sustainability**

Santiago Quiroga Fernández-Ladreda

**Director of Information Technologies**

Rubén Rodríguez Casado

**Technical Director**

Francisco Javier Martín Rodríguez

**Director of Security and Self-Protection**

Alfonso Illescas Riaño

**Director of Exhibition Services**

Ángel Ballesteros Ballesteros

**CENTRE DIVISION**

**Director of Planning and Control**

José Luis García Seijas

**Director of Trade Fair Group 1**

Ana Rodríguez Muñoz

**Director of Trade Fair Group 2**

Juan David Moneo Vara

**Director of Trade Fair Group 3**

Alberto Leal Pablo

**Director of Trade Fair Group 5**

María Valcarce Rodríguez

**Director of Trade Fair Group 8**

Julia González Romo

**Director of Trade Fair Group 9**

Maribel López Zambrana

**Director of Trade Fair Group 10**

Nuria de Miguel Villarrubia

**Director of Trade Fair Group 12**

María José Sánchez Moncada

**Director of Conventions**

Belén Mann Cerdeira

**Director of Business Development**

Lola González Barbado

**Director of International Development**

Jaime Martín Bernard

**Director of Public Exhibitions  
and Leisure Events**

Asier Labarga Hermenegildo

**Director of Customer Services and  
Experience**

Marcela Lupi Biondini



# Excellence.

# 02.

## Our activity in 2023.

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# Management report of the executive deputy chair of IFEMA MADRID

## Daniel Martínez Rodríguez

It is with great satisfaction that I invite you to read this annual report for the first time in my role as Executive Deputy Chair of IFEMA MADRID. Its pages are intended to convey the management efforts made by our organisation throughout 2023.

Here, you will find the main points of a year that demonstrated the solidity of the previous year's recovery, which was still affected by the end of the pandemic, and showed that the decisions taken within the framework of the Strategic Plan approved by our governing bodies have set us on a clear path to remain one of the most significant drivers of wealth creation for Madrid.



In fact, it is enough to look at the volumes of activity described below to understand that the business has not only regained a suitable cruising speed, but has also experienced a notable acceleration. A total of 585 events were held in 2023, including 96 trade fairs and congresses, 30 of which also had a digital version; 4 international projects; 40 concerts and long-running events; and 445 congresses, conventions, and professional meetings.

It is also important to highlight the significant growth in business participation, which is not only due to the increase in the number of events, but also to the growth of the major trade fairs. Over the course of the year, IFEMA MADRID attracted 33,978 exhibiting companies, an increase of 45.6% over 2022, and 3.8 million visitors, a 2.7% increase, with a notable rise in the number of professional visitors, which grew by 28.6%. This directly translates into an increase in the impact that, as previously mentioned, we are able to generate in Madrid.

Obviously, IFEMA MADRID must always be ambitious and seek to expand the base of companies and professionals that benefit from our offer. However, it is equally important that this ambition does not cause us to lose sight of our obligation to be highly efficient in managing our resources, reconciling our social and economic responsibilities with an income

**“It is sufficient to consider the described volumes of activity to understand that not only has a suitable cruising speed been regained, but a notable acceleration has also been experienced by the business”.**

statement that guarantees financial solvency and the ability to undertake our projects with our own resources.

It is therefore particularly satisfying to see the very positive results from 2023. I am sure that you will appreciate the significance of our revenues, which reached 177.6 million euros, the increase in EBITDA of 34.1% to 27.3 million euros, and the remarkable increase in net profit to 7.1 million euros, representing a 265.4% increase compared to 2022. In terms of revenue structure, in 2023 the most important business lines were the organisation of our own trade fairs, which accounted for 56.1% of the total; rentals to external organisers (trade

fairs, congresses, conventions, concerts and long-term events), which accounted for 32.4%; catering, which accounted for 2.8%; institutional services and sponsorship, which accounted for 2.2%; and other projects, which accounted for 6.5%.

I would like to draw your attention to the significant weight of our own trade fair portfolio in our business. We are talking about well-established events like FITUR and FRUIT ATTRACTION, which are world leaders in their respective sectors and form the backbone of our business.

However, it is also worth emphasising how IFEMA MADRID has continued to lead the congress sector, maintaining its position as one of the leading venues for hosting major congresses and professional events by operators worldwide. The MICE sector confirmed its full recovery in 2023, with 16 events bringing together 75,000 attendees, and the arrival of five major international congresses that attracted professionals and

**“Efforts were made to increase the capacity to attract international interest in participating in our trade fairs through promotional and outreach actions, which have raised the participation rate of companies from other countries to 19% of the total”.**

experts from all over the world. A particular highlight is the return of the world's largest oncology congress, the ESMO Congress, which brought together 33,000 researchers, experts, and 600 speakers.

The leisure and entertainment sector, a cornerstone of the Institution's diversification, has also gained momentum with the arrival of new projects and the adaptation of its facilities for various activities aimed at the general public. IFEMA MADRID has attracted important events in Madrid's cultural programme, such as festivals, concerts, major shows and musicals, as well as long-term exhibitions.

Specifically, a total of 40 concerts and long-term events were held in the past year. This programming was further enhanced by the arrival of the Christmas by STARLITE project, which completes a leisure offering that attracted nearly 1.2 million attendees in 2023, positioning IFEMA MADRID as a cultural and entertainment benchmark in the capital.

The international reach of our activity in its various aspects and areas deserves special mention, having achieved a qualitative leap. We have expanded our international projects, such as the International Contemporary Art Fair, ARCOLisboa, held in May; the co-organisation of the automotive fair MOTORTEC CHILE in September; and the beauty sector fair SALÓN LOOK Santiago de Chile in November, in collaboration with Espacio Riesco in Santiago de Chile. This is in line with our strategy of forming alliances with local operators as an effective formula for international expansion.

In addition to these trade fairs, IFEMA MADRID participated for the first time in organising an already established fair in Latin America, in partnership with the leading operator in Colombia, CORFERIAS and PAFYC: ESS+ Colombia International Security Fair, under the brand *powered by* SICUR, our major Security Trade Fair.

In this same area, efforts were made to increase the capacity to attract international interest in participating in our trade fairs through promotional and outreach actions, which have increased the participation rate of companies from other countries to 19% of the total.

At the same time, campaigns were designed to encourage the attendance of international professionals attracted by the offerings and potential of our trade fairs, accounting for 11% of the total global attendance of this group. In addition, the International Buyer Programmes, a valuable tool for promoting international business at the trade fairs organised by IFEMA MADRID, resulted in involvement in 22 trade fairs in 2023, managing the invitation of buyers and major distribution chains from over 60 countries.

Regarding the development of special projects in 2023, two particularly relevant ones can be

mentioned due to their impact on the business and image of IFEMA MADRID. This year saw the implementation of the new culinary offerings at IFEMA MADRID, with the renovation of some of the catering facilities throughout the year. 11 new outlets were added and the renovation of four others began. There was also a change in management, with the addition of numerous nationally and internationally recognised catering brands.

In the tourism segment, IFEMA MADRID executed the Madrid Turismo by IFEMA MADRID project in 2023, under the leadership of the Community of Madrid and the Madrid City Council, which aims to support the promotion of the region in long-haul destinations worldwide. In 2023, the “Only in Madrid” campaign was launched in 16 markets in the Americas, Asia, and the Middle East, reaching over 246 million people.

It is also essential to highlight the progress made by IFEMA MADRID in its efforts to digitalise its activities and processes. In this regard, as part of its digital transformation

strategy, IFEMA MADRID continued to promote the LIVE Connect platform in 2023 as a key tool to enhance the experience of exhibitors and visitors at its trade fairs and events, with 290,583 active visiting users, 109,223 established contacts, 7,827 products presented, and 6,360 meetings and activities created. Furthermore, the IFEMA MADRID website has become the main tool for

**“In 2023, we stepped up our efforts to address generational renewal and talent management by incorporating experts in different fields and reinforcing values such as diversity, inclusion, parity, and equal opportunities”.**

information, contracting, accreditation, and ticket management, with more than 13.7 million users, 20.8 million sessions, and 45.4 million page views throughout the year.

The 2023 review would not be complete without mentioning sustainability as a pillar that underpins the entire organisation and all areas of activity. Our social and environmental commitment is gaining momentum through projects and actions that position us at the forefront of the trade fair industry. In 2023, we achieved various environmental milestones, such as reducing greenhouse gas emissions (carbon footprint) by 90.3% over the past seven years in scopes 1-2; reducing electricity consumption by 27.2% compared to 2018; reducing natural gas consumption by 42.4% compared to 2018; reducing total potable water consumption by 33.7% compared to 2018; reducing paper consumption by 77.3% compared to 2018; and reducing waste generation by 63.9% compared to 2018.

In addition, in 2023, we successfully recycled 79.1% of all waste generated. For the fourth consecutive year, we recorded 100% certified renewable electricity consumption across all facilities, used 100% recyclable carpet, and

received the “Calculo y reduzco” (Calculate and reduce) carbon footprint certification from MITERD for scopes 1 and 2 of the Institution.

Finally, I would like to highlight the most valuable asset of this organisation: its people. In 2023, we stepped up our efforts to address generational renewal and talent management by bringing in experts from different fields and reinforcing values such as diversity, inclusion, parity, and equal opportunities.

I would like to express my gratitude to the institutions that make up IFEMA MADRID for their unwavering support, which is essential for the successful implementation of all the projects promoted by the Strategic Plan, and to the teams of professionals whose dedication brings these projects to fruition with excellent results. And, of course, to all our employees, suppliers, and clients who are part of the trade fair ecosystem—your loyalty and trust in our organisation inspire us and help us to achieve our goals and raise the best expectations for the years to come.

Thank you very much.





# Going beyond expectations.

## Innovation and creativity to continue to drive growth.

The consolidation of the recovery of activity initiated in the previous year and the capacity to develop new projects and initiatives have marked the performance of IFEMA MADRID in 2023.

The Institution has continued with the implementation of its Strategic Plan and is entering a new phase of growth with significant improvements in each of its areas of activity.

In developing the trade fair calendar, notable progress has been made in major events, led by **FITUR**, **ARCOmadrid** and **FRUIT ATTRACTION**, which have not only regained pre-pandemic attendance levels but have also gone from strength to strength as key drivers of growth and innovation in tourism, the art market, and the fruit and vegetable industry, respectively.

These three events exemplify IFEMA MADRID's leadership in hosting international trade fairs in Spain, with a total of 37 events representing 35% of the national share, according to data from the Spanish Government's Ministry of Industry, Commerce and Tourism.

Among other trade fairs, the consolidation of **GLOBAL MOBILITY CALL** stands out, celebrating its second edition as a meeting point of reference for sustainable mobility worldwide.

As a general trend, the trade fairs held at IFEMA MADRID have evolved towards a more professional visitor profile, increasingly contributing to the internationalisation of companies' activities.

The Institution has continued to make progress with its Strategic Plan and is entering a new phase of growth with significant improvements in each of its areas of operation.

In this regard, the role of the Buyer Programme has once again been crucial in attracting international clients to Madrid trade fairs. In addition, in 2023, we launched the first tourism promotion campaign of Madrid Turismo by IFEMA MADRID, aimed at encouraging high-level tourism from long-haul destinations.

The strategic pillar of internationalisation is also bolstered through the organisation of projects abroad, notably in 2023, the co-organisation of **ESS+ POWERED BY SICUR** in Colombia, as part of the agreement with local entities CORFERIAS and ProColombia.

The recovery of the MICE sector (meetings, incentives, conferences, and exhibitions) has also enabled the hosting of major international congresses, reaffirming IFEMA MADRID's leadership in this field.

The hosting and organisation of leisure events, concerts, and festivals have been among the fastest-growing areas of business, clearly demonstrating the Institution's commitment to diversifying its activities.

The creation of IFEMA MADRID LIVE in 2021 marked a pivotal point, enhancing the use of our facilities as venues for premier cultural events, a commitment renewed each year with new offerings.

In 2023, one of the main novelties was the celebration of **Christmas by STARLITE**, the first edition of the boutique festival from Marbella in the Spanish capital, featuring top international artists and a rich and varied selection of cuisine and entertainment.

Finally, as a major multidisciplinary project, we should mention the beginning of the transformation of the culinary offerings at the Recinto Ferial, which aims to position IFEMA MADRID as a major gastronomic hub in Madrid. This initiative includes the creation of new dining spaces in collaboration with some of the most prestigious and recognised brands in the sector.

These efforts will significantly improve the quality of the services offered to all those who visit IFEMA MADRID every year for its various events.

# Definitive recovery of the sector.

In 2023, IFEMA MADRID hosted a total of 83 trade fairs (42 organised by IFEMA MADRID and 41 by external organisers), 4 international projects, 13 congresses with exhibitions, 40 concerts and long-duration events, and 445 congresses, conventions, and events.

These figures represent a significant increase in activity, especially considering that odd-numbered years lack major biennial events in their calendars, confirming the full recovery of the sector.

An analysis of the general indicators highlights the significant growth in business participation. Throughout the year, IFEMA MADRID attracted 33,978 exhibiting companies, a 45.6% increase compared to 2022, and 3.8 million visitors, a 2.7% increase over the previous year.

By area of activity, the trade shows that stood out were those related to consumer goods (41%), followed by those related to capital goods (38%), then fairs related to the public (47%) and services (21%).

The net area occupied by our own trade fairs was 418,047 square metres, accounting for 39% of the total; the area associated with external trade fairs was 351,252 square metres, 32%; congresses with exhibitions, 146,775 square metres, 14%; and concerts and long-duration events, 156,504 square metres, 15%.



An analysis of the general indicators highlights the significant growth in business participation, with a 45.6% increase in exhibiting companies compared to 2022.

## Activity data for 2023.



## Volume of events.

	2021	2022	2023
In-house trade fairs	47	51	42
Externally-organised trade fairs	28	30	41
Projects overseas	-	5	4
Congresses with exhibition	8	16	13
Congresses, conventions and acts	196	389	445
Concerts and long-term events	22	21	40
Total	301	512	585

Distribution of trade fairs by sector.

	2021	2022	2023
Consumer goods	63%	45%	41%
Capital goods	33%	40%	38%
Services	43%	36%	47%
Services	4%	15%	21%

Occupancy data (net occupied surface area in m²).

	2021	2022	2023
Total	584,130	1,403,062	1,072,578

Distribution of occupied surface area.

	2021	2022	2023
In-house trade fairs	51%	43%	39%
Externally-organised trade fairs	41%	26%	32%
Congresses with exhibition	8%	10%	14%
Concerts and long-term events	–%	21%	15%

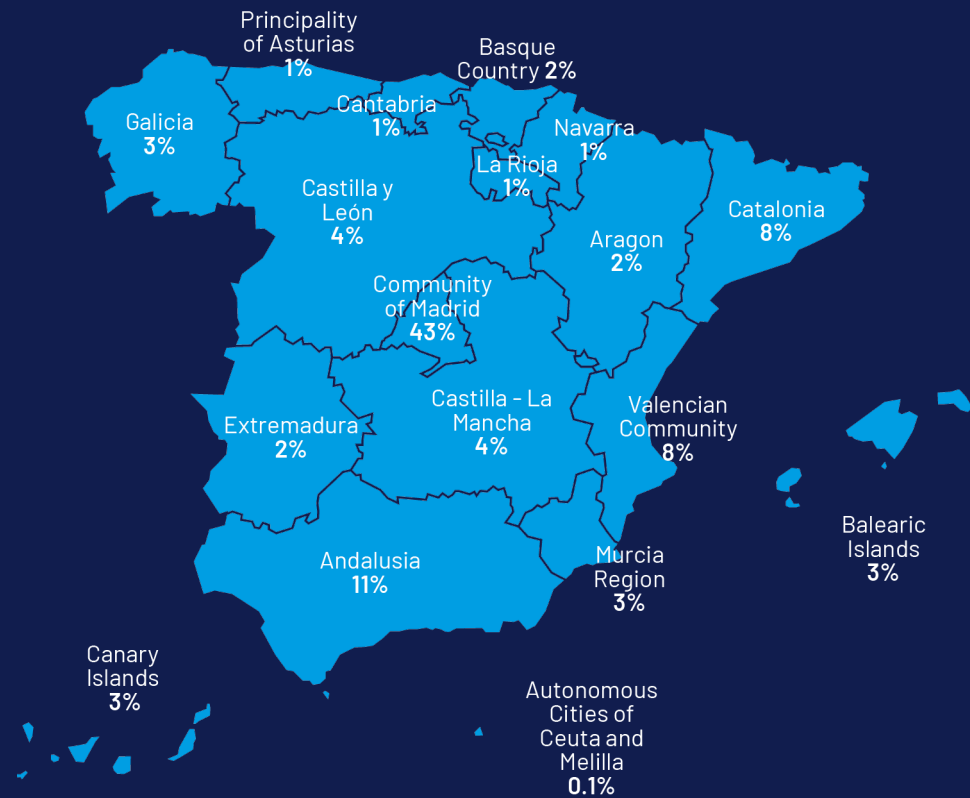
Exhibiting company details.

	2021	2022	2023
Total	16,165	21,360	33,978

International participation by direct exhibitors.

	2021	2022	2023
In-house trade fairs	53%	75%	67%
Externally-organised trade fairs	47%	25%	33%

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



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





## Trade fair activity as a driver of sectoral development.

In the specific assessment of the trade fair sector, it is worth recalling the previous year's context: IFEMA MADRID was the only international organisation that ran a full trade fair calendar in 2022, in a global context marked by sector uncertainties due to the lingering presence of coronavirus, particularly at the beginning of the year.

The strong commitment to reviving in-person trade fairs and, consequently, the economic activity of the various represented sectors has enabled the 2023 editions of the fairs held at IFEMA MADRID to make significant progress in two key areas:

- Their role as spaces for business generation and sectoral promotion, with a general trend towards a more professional visitor profile.

- The consolidation of trade fairs as a central resource in the internationalisation strategy of companies, largely due to IFEMA MADRID's efforts to attract visitors from outside Spain.

In achieving these dual objectives, the consolidation of the hybrid trade fair model in a very high percentage of events merits attention. This approach has enhanced the unique elements of each interaction environment. On the one hand, the in-person fair serves as a key space for initiating contacts and providing media and institutional exposure to the sector. On the other hand, IFEMA MADRID's LIVE Connect platform serves as a virtual space to continue *networking* throughout the year and maintain contact with professionals worldwide.

### FITUR sets the trend

The 2023 trade fair calendar kicked off in mid-January with **FITUR**. The International Tourism Fair exceeded all expectations, both in terms of the global tourism activity growth outlook and the attendance and impact of the event itself.

**FITUR** doubled the attendance of the previous edition, with more than 222,000 attendees, including 136,000 visitors from 131 countries during the professional days and 86,000 during the public days—figures close to the historical record of 2020. In addition to the in-person attendance, more than 56,000 people registered on the FITUR LIVE Connect digital platform, an increase of more than 80% over the previous edition.

The leadership and global reach of the event, which had Guatemala as the guest country, were also reflected in its institutional and media impact. Once again, the presence of Their Majesties the Monarchs of Spain and a delegation from the Spanish Government on the opening day stood out, leading a total of 400 authorities.

On the media side, nearly 6,400 journalists were accredited, an increase of 58% compared to 2022, reaching a potential audience of 43.8 million people. All of this translates into an estimated impact on the Madrid economy of around 400 million euros, compared to 150 million euros from the previous edition.

The main theme of the trade fair's key activities and meetings was sustainable development, demonstrating the sector's commitment to this area.

### General increase in attendance

February saw some of IFEMA MADRID's most popular fairs replicate the success of FITUR, both as a barometer for the recovery of their respective sectors and in the increase in attendance figures.

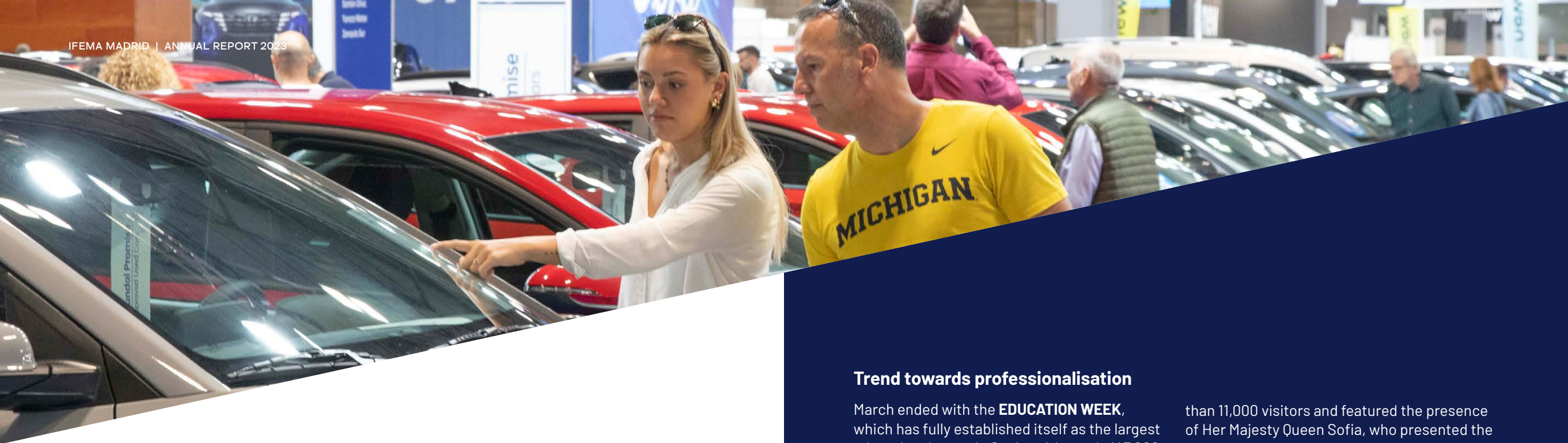
A good example was the multisectoral lifestyle fair including **INTERGIFT**, **BISUTEX**, **MADRIDJOYA** y **MOMAD**, which attracted more than 36,000 visitors from 89 countries and over 1,000 exhibiting brands. The significant commercial activity and the synergies and business opportunities demonstrated the success of the joint format of the four events.

A few days later, **PROMOGIFT** also consolidated its position as a benchmark fair in the promotional gift sector in southern Europe, with an attendance of 5,000 professionals from 33 countries.

The second half of February began with the 77th edition of **MERCEDES-BENZ FASHION WEEK MADRID**, bringing together the proposals of 42 designers in an event characterised by the identity and diversity of Spanish fashion.

These two concepts defined both the style of the collections presented and the *casting* of models. It is also worth highlighting the reinvention of the "Cibelespacio" into a social area with entertainment activities and inspirational talks, and the first-ever visit by the President of the Government of Spain to the event.





**GENERA**, the Energy and Environment International Trade Fair, aligned with Spain's role as a leading player in the development of renewable energies worldwide and its contribution to the energy transition. The event brought together over 35,100 professionals (up 76% versus 2022) and 400 companies, coinciding with the International Renewable Energy Conference (SPIREC).

The month concluded with another key event on the calendar: **ARCOMadrid** which exceeded 95,000 visitors, thus returning to pre-pandemic figures. The significance of the galleries and artistic programs attracted high-quality national and international collectors, resulting in excellent sales.

In the first week of March, the fifth edition of **MEAT ATTRACTION** set a new record with more than 14,200 professionals from 66 countries. Much of the visitor quality was due to the fair's investment in attracting major importers in the sector through its guest programme. This solidified its position as a fundamental space for the internationalisation of the meat industry.

The focus on internationalisation was also a key feature of the eighth edition of **IBERZOO+ PROPET**, with a 30% increase in firms from outside Spain. Thus, the International Trade Fair for Pet Professionals once again positioned itself as a key event in the sector in Europe. A fundamental element of its success was the interest in the novel programme of activities, with an extensive range of debates, workshops, and other activities.

**The significance of the galleries and artistic programmes at ARCOMadrid attracted high-quality national and international collectors, resulting in excellent sales.**

### Trend towards professionalisation

March ended with the **EDUCATION WEEK**, which has fully established itself as the largest educational event in Spain, with nearly 147,000 visitors and 235 companies and organisations. The visitor profile highlighted the increase in professional attendees and the significant presence of school directors, demonstrating the event's broad interest for the entire educational community.

In April, **ANTIK PASSION ALMONEDA**, the event for art, collecting, decoration and jewellery enthusiasts, was held for the first time with "The Time Capsule", an experimental space dedicated to the 1990s. The fair brought together more than 16,000 enthusiasts of retro culture.

May featured two fairs of particular relevance in their respective sectors in Spain. **EXPOFRANQUICIA** welcomed 5,000 visitors with a highly professional and qualified profile. One of the novelties was the Visitor Journey programme,, which offered accompanying services for potential investors.

More popular in focus and aimed at animal-loving families, **100X100 MASCOTA** hosted more

than 11,000 visitors and featured the presence of Her Majesty Queen Sofia, who presented the first edition of the award bearing her name to the best dog in the Mad Dog Show.

In June, **ORGANIC FOOD IBERIA & ECO LIVING IBERIA** held their fourth edition with the participation of over 4,800 professionals, confirming them as the leading professional events for the organic sector internationally. Their global impact was enhanced by the International Hosted Buyer & Hosted VIP programme and activity on the LIVE Connect platform. Both initiatives facilitated nearly 1,200 meetings between international professionals and local companies.

The first half of the year ended with the **SALÓN DEL VEHÍCULO DE OCASIÓN**, which attracted more than 19,000 visitors and generated around 1,500 sales transactions. These figures confirmed the high profitability of Spain's largest commercial showcase for pre-owned vehicles, which enjoys strong support from the main associations in the sector.



## Consolidation of major fairs in various sectors

The trade fair calendar resumed in September with the autumn editions of **MERCEDES-BENZ FASHION WEEK MADRID**, featuring a total of 41 new fashion shows, and the multisectoral event comprising **INTERGIFT**, **BISUTEX**, **MADRIDJOYA** and **MOMAD**, which once again surpassed 30,000 visitors.

One of the most significant events in the second half of the year was **FRUIT ATTRACTION**, fully established as one of IFEMA MADRID's most prominent fairs. Celebrating its 15th anniversary, it achieved the best figures in its history, with nearly 104,000 professionals from 145 countries attending (a 16% increase from 2022) and 2,000 exhibitors spread across nine halls of the Recinto Ferial for the first time. Thus, **FRUIT ATTRACTION** solidified its

role as a fundamental tool for global fruit and vegetable marketing and a major business hub for the sector nationwide.

In its return to Madrid—as it alternates between Madrid and Barcelona—the success of **LIBER** success highlighted the growing dynamism of the Spanish-language publishing sector. This edition saw 9,200 visitors from over fifty countries (a 10% increase on the 2022 edition) and 210 direct exhibitors, the highest number in the past six years.

Also, at the beginning of October, the ExpoMeloneras venue in Maspalomas hosted a new edition of **GRAN CANARIA SWIM WEEK BY MODA CÁLIDA**, the only runway show in Europe specialising in swimwear, organised by the Cabildo of Gran Canaria and IFEMA MADRID, with excellent follow-up data. In turn **ESTAMP**

held its 31st edition with 16,000 visitors and sales that confirmed it as the major autumn event for the art market in Spain.

Another notable event in October was **GLOBAL MOBILITY CALL**, which in just two editions has established itself as a leading event in sustainable mobility at the international level. With over 8,000 professionals from 37 countries (twice the in-person attendance of 2022), it also cemented itself as the main platform for the exchange of projects and investments between the public and private sectors.

Within the framework of **GLOBAL MOBILITY CALL**, **TRAFIC**, the International Safe and Sustainable Mobility Exhibition, was held, maintaining its own identity with a programme focused on connectivity, digitalisation, and efficiency in road safety.

November, the final month of the trade fair year, provided another example of the variety of sectors and activities hosted at IFEMA MADRID's facilities. The first two weeks of the month featured **1001 BODAS**, **MADRID CÓMIC POP UP**, **SALÓN LOOK** and **ACCOUNTEX ESPAÑA**.

**1001 BODAS** attracted nearly 8,000 visitors interested in the latest wedding and celebration trends, with a 16% increase in the number of exhibiting brands. In its third edition, **MADRID CÓMIC POP UP** welcomed more than 23,000 fans, 69 exhibiting companies, and over 80 guest artists. **SALÓN LOOK** celebrated its 25th anniversary with more than 42,000 professionals, representing over 250 companies from 17 countries. And **ACCOUNTEX ESPAÑA** concluded its second edition with more than 5,000 professional attendees, establishing itself as a reference event for

One of the most significant events in the second half of the year was **FRUIT ATTRACTION**, fully established as one of IFEMA MADRID's most prominent fairs.

firms, consultancies, and companies with their own finance departments.

The next event was another long-standing fair at IFEMA MADRID: **FERIARTE** celebrated its 46th edition with a total of 14,800 visitors and an excellent balance in terms of acquisitions. In turn, **SIMO EDUCACIÓN** maintained its leadership as a global event in educational technology and innovation, attracting nearly 10,000 professionals from 34 countries. The event took place under the theme "Education in the age of artificial intelligence: exploring new frontiers."

The final event on the trade fair calendar for the year was **C&R - CLIMATIZACIÓN Y REFRIGERACIÓN**, which in its 20th edition also stood out for increased attendance by professional visitors and exhibitors. In total, more than 46,600 professionals from 76 countries attended one of its most dynamic and representative editions, according to both the organisers and visitors.



## A world leader in congress tourism.

In 2023, IFEMA MADRID maintained its position as the world's leading destination for major congresses and professional events organised by entities from around the world, amidst the recovery of the MICE sector (meetings, incentives, conferences, and exhibitions) after the pandemic years.

IFEMA MADRID's facilities hosted 16 events, with a total of 75,000 attendees. Notable among these were the return of five major international congresses that brought together professionals and experts from around the world:

- **FTTH Conference** (April 18-20), the largest global conference on optical fibre, with 4,000 attendees.
- **ECToH** (April 25-27), the European Conference on Tobacco or Health, with 500 participants.
- **61st Annual PTCOG Conference** (June 11-15), organised by the Particle Therapy Cooperative Group, which brought together 1,150 attendees.
- **SEC – Smart Energy Congress** (October 4-5), with 650 participants.

- **ESMO Congress** (October 19-24), the largest global congress on oncology research, which brought together 33,000 experts and 600 speakers, sponsored by the European Society for Medical Oncology.

In addition, notable national congresses held in 2023 included:

- **AEPAP** (2-4 March), sponsored by the Spanish Association of Primary Care Paediatrics.
- **ASLAN CONGRESS** (March 22-23), the annual event of the National Association of Technology Industry, with technology and management leaders from the entire value chain.
- **6th National Dermopharmacy Conference MásDermo** (8 June).
- **XVI AERCE Congress** of the Spanish Association of Procurement, Contracting, and Supply Professionals.
- **Spanish Breast Congress – 6CEMA** (26-28 October), organised by the Spanish Society of Senology and Breast Pathology (SESPM) and the Spanish Society of Breast Imaging Diagnosis (SEDIM).

Furthermore, notable conventions held in 2023 included:

- **Level Up** (January 18-20).
- **Insurance Week** (14-16 February).
- **Retail Forum** (28 March).
- **Salesforce Live** (13 April).
- **Sacyr Shareholders' General Meeting** (27 April) and **ACS Shareholders' General Meeting** (5 May).
- **Sport Woman** (5-6 May).
- **Expo:QA** (31 May – 1 June).
- **AWS Summit** (15 June).
- **EBAday** (20-21 June).
- **HYROX** (23 September).
- **Internal Auditors Conference** (27-28 September).
- **ESRI Conference** (4-5 October).
- **KIA Product Presentation** (18 October).
- **World Business Forum** (28-29 November).

### Permanent meeting module of the Spanish Presidency of the EU Council

During the months in which Spain held the Presidency of the European Union (EU) (July to December 2023), IFEMA MADRID Recinto Ferial hosted the Permanent Meeting Module, where technical meetings were held between various Spanish ministries and their European counterparts.

The Spanish Government has once again entrusted IFEMA MADRID with an event of such institutional and media importance, 13 years after it hosted the meeting centre for the previous Spanish Presidency of the EU.

IFEMA MADRID's work included the installation and adaptation of a plenary hall in a parliamentary council, the provision of complete audiovisual equipment, the management of interpreters and support staff and the provision of catering services during the five months of the module's activity.

The project was developed with a particular focus on the quality of the set-up and the comfort of the facilities, as well as an innovative culinary proposal representative of the local cuisine.

The more than 4,000 delegates who attended the 50 high-level meetings held in the module praised the quality of the premises, the technical resources, the catering, and the friendliness and professionalism of the staff.



## New distinctive proposals at IFEMA MADRID LIVE.

IFEMA MADRID LIVE, the Institution's commitment to leisure and cultural tourism at its facilities, made a qualitative leap in 2023 by expanding its offerings and incorporating distinctive proposals into its calendar.

The Recinto Ferial hosted important music festivals, as well as some of the capital's most successful exhibitions, especially among families.

Throughout the year, new proposals were developed in collaboration with leading national and international promoters, adding distinctive value to the leisure event calendar. One of the most important innovations was **Christmas by STARLITE**, which in just one edition has already become an unmissable part of Christmas in Madrid.

In this way, IFEMA MADRID LIVE is making a decisive contribution to the strategic objective of diversifying activities and generating new revenue streams for the Institution. In addition, these events allow for the facilities to be used profitably during the off-peak trade periods for trade fairs and congresses, mainly during the summer and Christmas seasons.

The success of the initiative is reflected in the year-end results: in 2023, a total of 40 concerts and long-term events, including shows, musicals, festivals, concerts, and exhibitions, attracted nearly 1.3 million visitors, a record number for leisure and cultural activities at IFEMA MADRID.

### IFEMA MADRID LIVE in figures.



# 40

concerts and long-term events:  
shows, musicals, festivals and exhibitions



# 1.3 M

visitors

M: million.

The first half of the musical event season was particularly marked by thematic festivals of various styles, many of which were held for the first time at the Recinto Ferial.

These events, characterised by high attendance and immersive experiences, took full advantage of IFEMA MADRID's spacious and flexible facilities. Among them were several electronic music events: the indoor festival **AFTERLIFE** (15,000 attendees); **ELROW TOWN MADRID** (33,000), with a total of eight stages and more than 200 artists; **CIRCOLOCO** (7,000), the first edition in Madrid of the underground electronic party born in Ibiza; and the third edition of **MAUDES FESTIVAL** (9,300), entitled "Hymn Of Myranda."

Also noteworthy were the three editions of **BRUNCH ELECTRONIK** held in May, which drew more than 24,000 attendees, as well as the concerts by **Boris Brejcha** (8,200) and **Black Coffee** (10,000).







## Festivals and artists of all styles

In other musical styles and with the same successful turnout as the electronic offerings, IFEMA MADRID hosted the **HORTERIALIA** festival (5,500 attendees), held in March with a lineup based on humour and fun.

In June, the first edition of **I LOVE REGGAETON** (21,500 attendees) took place, featuring more than 20 artists on two stages, along with new editions of **LOVE THE 90'S** (31,500) and **LOVE THE TWENTIES** (32,500). These last two events, which were first held at IFEMA MADRID in 2022, are known for reviving popular artists and groups from the 1990s and 2000s on themed stages.

After the summer, the activity continued in September with three other massive events: **SUAVEFEST** (5,500 attendees), organised by influencer María Pombo in conjunction with **MERCEDES-BENZ FASHION WEEK MADRID**; the first edition of **BRAVA MADRID** (18,500 attendees), featuring artists like Mika, Sugababes, Melanie C, and Loreen; and **MADRID SALVAJE** (25,000 attendees), showcasing more than 35 rap and trap artists.

Meanwhile, the Palacio Municipal of IFEMA MADRID hosted concerts throughout the year by international stars such as **Anastacia**, **Caetano Veloso** and **Devendra Banhart**, as well as an event with writer and podcaster **Jay Shetty**. These four events drew over 6,200 attendees.



## The first Christmas by STARLITE revolutionises the holiday season

December brought one of the year's biggest novelties in IFEMA MADRID's leisure offerings: the first edition of **Christmas by STARLITE**, a series of six concerts featuring top international and national artists: Rod Stewart, Sting, Manuel Turizo, Lola Índigo, Carlos Rivera, and Sebastián Yatra. The concerts were held in Hall 6 of the IFEMA MADRID Recinto Ferial, which also offered a great selection of cuisine and DJ sessions. Over the six nights, the festival attracted a total of 20,655 people.

December's musical offerings also included the dance music show **ORO VIEJO BY DJ NANO** (5,000 attendees) and the New Year's Eve party **BRESH!**, where another 5,000 attendees celebrated the year's end at IFEMA MADRID.

Beyond the musical offerings, the 2023 Christmas season at the Recinto Ferial featured activities for the whole family: the well-known **HANGAR 52 REVOLUTION** (8,400 attendees), **CIRCLASSICA - GRAN CIRCO MUNDIAL** (118,500 attendees), and **JUVENALIA**, along with the children's shows **MIKECRACK Y LA SUPERARMA SECRETA** and **CANTAJUEGOS**, which sold out with a combined 3,600 attendees. December also saw the immersive exhibition **MUNDO PIXAR**, which remained in Hall 5.1 until May 2024.

## The magic of Starlite arrives at IFEMA MADRID

In June, the Starlite Group and IFEMA MADRID announced an agreement to co-organise **Christmas by STARLITE**, a new format that adapts Marbella's Starlite Occident boutique festival, which took place in mid-December.

The festival featured national and international music stars with a carefully crafted stage design in a spectacular auditorium. The experience was rounded off with a top-notch culinary offering, including dishes from around the world and food trucks, among others, and DJ sessions with electronic music celebrities after the concerts.

The first edition of **Christmas by STARLITE** was a success and will continue in the 2024 Christmas season.







### Consolidated cultural proposals and new exhibitions

Alongside successful concerts and music festivals concentrated in certain seasons of the year, the IFEMA MADRID Recinto Ferial continued to host major shows and exhibitions throughout 2023.

By attendance numbers, **MALINCHE**, the project by Nacho Cano, which premiered in September 2022 and has run continuously all year, attracted more than 261,000 spectators. Following this is the unique **WAH Madrid**, which brings together gastronomy and music in a show enjoyed by 180,000 people in 2023.

IFEMA MADRID also hosted shows based on the world of contemporary and groundbreaking circus acts. **CIRCLASSICA**, which in its two editions this year

surpassed 141,000 spectators; **ROCK CIRCUS**, a combination of extreme circus and classic rock (39,000 spectators); and **CIRCO BACANAL**, a new show from El Circo de los Horrores (19,000 spectators).

Among the long-duration events were the immersive exhibitions **DESAFÍO DALÍ** and **IMAGINE PICASSO**, already held during the previous year; **JURASSIC WORLD BY BRICKMAN®**, the largest LEGO® exhibition ever seen in Spain; **FÓRMULA 1: THE EXHIBITION**, which had its world premiere in Madrid; and **MUNDO PIXAR**, featuring scenes from the studio's most famous films. These exhibitions occupied Hall 5.1 throughout the year and attracted over 347,000 visitors.



## Driving the internationalisation strategy.

In 2023, IFEMA MADRID fully resumed its international expansion plans, one of the three main objectives of the Institution's Strategic Plan. This goal is pursued through three main lines of action:

- Attracting major international events, including congresses attended by professionals from all over the world, producing the Permanent Meeting Module for the Spanish Presidency of the Council of the European Union, and expanding IFEMA MADRID LIVE's offerings with festivals and artists of worldwide renown.
- The development of expansion projects, through the organisation of trade fairs in collaboration with local operators, as well as strategic consultancy projects for the creation and management of exhibition centres outside Spain.
- Attracting foreign companies and international visitors to the fairs held at IFEMA MADRID through initiatives such as the Buyers Programme.

### Four major projects abroad

In terms of participation in the organisation of events abroad, 2023 saw the continuation of three projects from previous years and the initiation of a new collaboration with one of Latin America's most established events: ESS+, Colombia International Security Fair, alongside local operators CORFERIAS and ProColombia.

The international trade fair calendar began in late May with the sixth edition of **ARCOLisboa**, co-organised with the Câmara Municipal de Lisboa (Portugal). The Portuguese edition of the International Contemporary Art Fair closed with positive results and strong commercial activity, with 86 galleries from 23 countries (a 32% increase over the previous year) and a record attendance of over 13,000 visitors.



In August, the 29th edition of **ESS+ POWERED BY SICUR** was held in Bogotá (Colombia), the first to include IFEMA MADRID's participation under the brand of SICUR, the Spanish security fair. This collaboration is part of the agreement signed in 2022 between IFEMA MADRID and CORFERIAS, Colombia's leading trade fair operator, which was renewed in 2023 with the addition of ProColombia.

The fair featured 145 direct exhibitors and 300 brands from 36 countries across 17,000 square metres of exhibition space. The number of professional visitors exceeded 14,000, positioning **ESS+ POWERED BY SICUR** as a key meeting point in Latin America for innovative companies in the sector. Alongside the international scope of the fair, the quality of numerous organised activities stood out, with more than 60 conferences and panels led by experts and professionals in the sector, and nearly 70 academic events.

In early September, IFEMA MADRID participated in the second edition of **MOTORTEC CHILE**, the International Automotive Aftersales Trade Fair, co-organised with the Espacio Riesco venue in Santiago (Chile) and impacting all of Latin America. The fair featured 60 exhibiting companies—half of them international—and was attended by more than 4,000 aftersales and spare parts professionals.

Espacio Riesco in the Chilean capital also hosted the fourth edition of **SALÓN LOOK Santiago de Chile**, held in November with the participation of 70 exhibitors and 10,000 visitors.

### Buyers Programme

One of the main tools for promoting IFEMA MADRID's trade fairs abroad is the Buyers Programme. The aim of this initiative is to attract potential import companies from abroad to visit the fairs held in Madrid, thus giving the events a strong international profile.

### Boosting trade fair activity and its socio-economic impact in Colombia

The main milestone in strategic consulting in 2023 was the renewal and expansion of the collaboration agreement signed the previous year with CORFERIAS, Colombia's leading trade fair operator. This time, in addition to the two trade fair institutions, ProColombia, the entity responsible for promoting tourism, foreign investment, and exports in the Latin American country, has joined in.

The agreement aims to create new lines of action based on the events, platforms, and services of the three operators, with the goal of promoting joint business and the internationalisation of the trade fairs and participating companies.

As part of this initiative, IFEMA MADRID participated in the organisation of **ESS+ POWERED BY SICUR**, contributing the experience gained from **SICUR**, the leading International Security Fair.

To carry out this programme, the Institution collaborates with associations, exhibitors, and foreign trade promotion agencies. A success story in this regard has been the joint work with ICEX España Exportación e Inversiones and the Ministry of Agriculture, Fisheries, and Food (MAPA) in attracting buyers and promoting IFEMA MADRID's agri-food sector fairs, such as **FRUIT ATTRACTION** and **MEAT ATTRACTION**. As a result, **FRUIT ATTRACTION** had the highest number of international buyers invited in 2023, with over 650.

By the end of the year, 22 IFEMA MADRID fairs had offered this programme, attracting 2,155 buyers from 60 countries. Along with **FRUIT ATTRACTION** and **MEAT ATTRACTION**, other fairs that have integrated this service include **FITUR**, **MOMAD**, **INTERGIFT**, **BISUTEX**, **MADRIDJOYA**, **ARCOmadrid**, **ARCOlisboa**, **ORGANIC FOOD IBERIA**, **GRAN CANARIA SWIM WEEK BY MODA CÁLIDA**, **GLOBAL MOBILITY CALL**, **C&R -CLIMATIZACIÓN Y REFRIGERACIÓN**, **PROMOGIFT**, **GENERA** and **MADRID CÓMIC POP UP**.

In addition, the Spanish Publishers Guild Federation promoted a specific buyers programme for **LIBER**, which was attended by 332 professionals from 53 countries.



## New projects.

### “Only in Madrid”, the first campaign of Madrid Turismo by IFEMA MADRID

In 2023, “Only in Madrid”, the first campaign developed by the Madrid Turismo by IFEMA MADRID project, was launched following the presentation and establishment of the initiative in the last quarter of 2022.

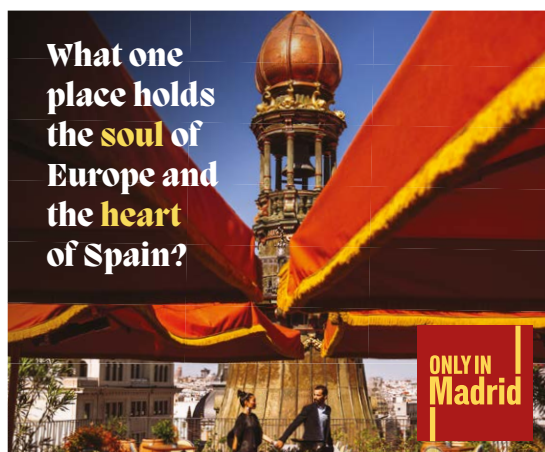
Madrid Turismo by IFEMA MADRID is a joint project by the Community of Madrid, the City Council, and IFEMA MADRID aimed at promoting Madrid under a single brand (city and region), in collaboration with the Madrid tourism industry.

This is the first time that the Regional Government and the City Council have worked together to promote Madrid as a destination with a unified message, especially targeting visitors from non-European countries. IFEMA MADRID is the entity in charge of managing the initiative, which has an annual budget of 12.8 million euros.



To ensure its proper execution, the Madrid Tourism Board has been established as the advisory body for the Madrid Tourism project. This board facilitates the creation of specific working groups called “themed committees” to identify priorities and specific needs for each strategic area or group of international outbound tourism markets.

The committee comprises the main tourism associations in Madrid—Madrid Hotel Business Association (AEHM), Madrid Business Confederation-CEOE (CEIM), Madrid Travel Agencies Federation (FEMAV), Hostelería Madrid, and OPC Madrid—as well as the designated companies representing them on the board, such as Acotex, Corral de la Morería, El Corte Inglés, Four Seasons, Iberia, Marriott Madrid Auditorium, Meliá Hotels International, NH Hotel Group, and The Madrid Edition.



### Exclusive experiences

The first action of Madrid Turismo by IFEMA MADRID was the “Only in Madrid” campaign, which was launched simultaneously in 16 markets in the Americas, Asia, and the Middle East, targeting a high-impact tourist profile. The aim was to communicate and highlight experiences that can only be enjoyed in Madrid, making the Spanish capital the most vibrant destination in Europe.

The main audiovisual spot celebrates the lifestyle of the people of Madrid and conveys the incredible pace of life in the city through the talent of its musicians and dancers. In addition to urban offerings, the “Only in Madrid” creatives also highlight the destination's opportunities to enjoy beautiful natural and cultural environments just a few kilometres from the city centre, as well as highly attractive wine and gastro-tourism spots.

With a dedicated budget of 26 million euros for its creation and promotion, the campaign reached an audience of over 246 million people throughout 2023, with an equivalent advertising value of over 35 million euros.



### Impact of the “Only in Madrid” campaign.



**+246 M**

people in 16 countries



**+€35 M**

of equivalent advertising value

M: million.

### Digital marketing, prestigious media, and ambassador influencers

The “Only in Madrid” campaign was developed with a 360-degree view to capture the attention of potential high-impact tourists around the world and in different environments.

It integrated digital marketing actions, with microsites in 10 languages and advertising campaigns; sponsored content in some of the world's most prestigious media; air connectivity, with the launch of new direct Iberia routes to Doha and Tokyo; and travel influencer content, among other actions.

As part of the influencer and key opinion leader strategy, Madrid Turismo by IFEMA MADRID also appointed its first international ambassadors: four celebrities from South Korea who shared and promoted their passion for the Madrid lifestyle.



## New catering hub

Parallel to carrying out activities in the trade fair, MICE, and leisure sectors, IFEMA MADRID launched a significant transversal project in 2023 aimed at improving services for its visitors: a major transformation of its catering model.

This initiative will increase the number of restaurants and terraces at the Recinto Ferial, aiming to position IFEMA MADRID as a major culinary hub in the city.

## Change in management model

To achieve this qualitative leap in its gastronomic offerings, IFEMA MADRID has decided to change the management model of its catering services, coinciding with the start of service operations by the Spanish multinational company Areas under a 10-year contract.

In partnership with Areas, the project includes three leading companies in the sector as gastronomic partners and official beverage, beer, and coffee brands, respectively: Mahou San Miguel, Coca-Cola Europacific Partners and JDE Peet's coffee (L'OR brand).

The objective is to evolve towards a varied, international, fresh offering that satisfies the current demand from the different visitor profiles at the Recinto Ferial. This approach combines renowned international brands and local "flavour of Madrid" concepts, designed exclusively for a gastronomic space incorporating 32 restaurants, both in outdoor areas and inside the halls.

The new model began in September 2023 with the opening of the first 12 establishments, and will be completed in 2024. The initial months of operation have been very positive, exceeding expectations.



## Creation of La Avenida de la Gastronomía

The project to transform the culinary offerings includes the creation of "La Avenida de la Gastronomía", featuring a diverse and high-quality selection of renowned culinary brands.

Among the new establishments are iconic Madrid concepts such as cervcerías (beer bars), jamonerías (ham bars), and tapas bars (Rodilla, Bareto, and MásQMenos); haute cuisine restaurants like Pura Brasa and Gastrohub, with menus curated by chef Nino Redruello; national brands (SantaGloria Coffee&Bakery and Pepito Grillo); international brands (Tacos Don Manolito and Tim Hortons); healthy options (Aloha Poke); Asian flavours (Udon); and other brands like Farine and Mahou, among others.

In addition to La Avenida de la Gastronomía, the restaurants found in each hall will also be redesigned, featuring interiors that enhance natural light.



**IFEMA MADRID's new catering model includes three leading companies in the sector as gastronomic partners and official beverage, beer, and coffee brands, respectively: Mahou San Miguel, Coca-Cola Europacific Partners and JDE Peet's coffee (L'OR brand).**



## Awards and recognitions.

For another year running, IFEMA MADRID's efforts to achieve excellence in event organisation and execution have been recognised with prestigious awards in the sector and the business and institutional spheres:

### Madrid Open City Award, "Invest in Madrid Honorary Spanish Ambassador" category

IFEMA MADRID received this distinction for its contribution to improving and enhancing Madrid's visibility, image, and presence internationally, as well as for its commitment, quality, excellence, and support for the region.

The mission of the Madrid Open City association is to position and promote the city in foreign markets as an international centre of business, human capital, and innovation.

### Tribute to Adrián Piera, founder of IFEMA MADRID

In May, IFEMA MADRID unveiled a commemorative bust of Adrián Piera, the first president of the Institution's Executive Committee, who held the position for 20 years (1978-1998).

The bust, sculpted by Santiago de Santiago, recognises Piera's visionary and entrepreneurial abilities, which led to the creation of IFEMA MADRID from his presidency of the Madrid Chamber of Commerce and Industry.

His work was decisive for the creation of the Consortium in 1978 that has governed the Institution since its inception, also formed by the Madrid City Council, the current Community of Madrid (then, the Provincial Council of Madrid), and Caja de Madrid.

### Veredictas Silver Emporia Award for "Best Construction for an Event"

Veredictas, an organisation specialising in managing excellence standards, awarded IFEMA MADRID the Silver Emporia Award for the successful production of the 2022 NATO Summit.

The award recognised the overall management of the event (design, production, lighting, sound, video, translation, setup, and logistics), which occupied more than 50,000 square metres and involved 1,200 professionals.

The Emporia Award is the standard of excellence in the ephemeral architecture sector in Spain, certified by Veredictas Internacional.

### AERCE Award, "Best Procurement Project for the Public Sector" category

The Spanish Association of Procurement, Contracting, and Supply Professionals (AERCE) recognised the execution and awarding of contracts for the sustainable carpet recycling project used in trade fairs and events, in the twelfth edition of its awards.

This initiative, which promotes the reuse of this material in various events and its transformation into furniture, also received the Industry Partner Award from the International Fair Industry Association (UFI) in 2022.

### XVI edition of the SME Awards

In 2023, IFEMA MADRID and the newspaper Expansión convened the XVI edition of the SME Awards, which recognise the dedication of Spanish small and medium-sized enterprises.

The award ceremony for this edition was held in November, attended by the winning companies in the six award categories: Civitatis ("Job Creation"), WorkandLife ("CSR"), Cimico ("Environment"), J. Huete Greenhouses ("Internationalisation"), Added Value Solutions - AVS ("Technological Innovation"), and Balene ("Best Entrepreneur"). An additional accolade was awarded to Jana Producciones for its internationalisation activities.

By organising these awards, IFEMA MADRID highlights and gives visibility to the work of SMEs, which account for 98% of the country's business fabric, generating 75% of employment and 65% of the national GDP.





# Trade fair and event activity in 2023.

## In-house trade fairs.

Dates held	Name	Description	Format	Net surface area	Total exhibitors	In-person and virtual visitors
18/01/2023-22/01/2023	FITUR	International Tourism Fair	Hybrid	69,033	724	278,188
01/02/2023-05/02/2023	INTERGIFT (1st ed.)	International Gift and Decoration Fair	Hybrid	18,876	214	50,480
02/02/2023-05/02/2023	BISUTEX (1st ed.)	International Fashion Jewellery and Accessories Fair	In-person	6,453	236	5,710
02/02/2023-05/02/2023	MADRIDJOYA (1st ed.)	International Trade Fair for Urban and Trendy Jewellery and Watchmaking	In-person	3,731	127	4,768
03/02/2023-05/02/2023	MOMAD (1st ed.)	International Footwear and Accessories Show	In-person	6,299	217	7,043
07/02/2023-09/02/2023	PROMOGIFT	International Promotional Gift Trade Fair	Hybrid	4,548	145	10,052
15/02/2023-19/02/2023	MERCEDES-BENZ FASHION WEEK MADRID (1st ed.)		In-person	6,196	16	25,294
21/02/2023-23/02/2023	GENERA	Energy and Environment International Trade Fair	Hybrid	18,783	385	58,181
22/02/2023-26/02/2023	ARCOmadrid	International Contemporary Art Fair.	In-person	18,852	267	95,000
06/03/2023-8/03/2023	MEAT ATTRACTION	The Trade Show for the Meat Industry	Hybrid	6,165	129	14,200
15/03/2023-17/03/2023	IBERZOO+ PROPET	Pet Industry International Trade Fair	Hybrid	8,676	218	18,538
22/03/2023-26/03/2023	EDUCATION WEEK		Hybrid	9,796	187	147,000
23/03/2023-25/03/2023	MADRID ES CIENCIA		In-person	2,344	87	150
15/04/2023-23/04/2023	ANTIK PASSION ALMONEDA	Antiques, Art and Collectors Fair	In-person	3,175	82	16,000
18/05/2023-20/05/2023	EXPOFRANQUICIA	International Franchising Trade Fair	Hybrid	2,177	104	6,680
27/05/2023-28/05/2023	100X100 MASCOTA	Madrid Pet Fair	In-person	16,714	81	11,200

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

Dates held	Name	Description	Format	Net surface area	Total exhibitors	In-person and virtual visitors
07/06/2023-08/06/2023	ORGANIC FOOD IBERIA	Iberia's First Organic International Trade Show	Hybrid	4,412	334	4,800
07/06/2023-08/06/2023	ECO LIVING IBERIA	International Professional Trade Fair for Natural, Ethical And Sustainable Cosmetics, Fashion and Homeware in the Iberian Peninsula	Hybrid			
13/06/2023-18/06/2023	USED VEHICLE SHOW	Second Hand Mobility Show	Hybrid	15,593	34	19,000
13/09/2023-17/09/2023	INTERGIFT (2nd ed.)	International Gift and Decoration Fair	Hybrid	20,027	203	39,563
14/09/2023-17/09/2023	BISUTEX (2nd ed.)	International Fashion Jewellery and Accessories Fair	In-person	6,650	243	4,883
14/09/2023-17/09/2023	MADRIDJOYA (2nd edition)	International Trade Fair for Urban and Trendy Jewellery and Watchmaking	In-person	5,871	172	5,958
15/09/2023-17/09/2023	MOMAD (2nd ed.)	International Footwear and Accessories Show	In-person	6,857	216	4,993
12/09/2023-17/09/2023	MERCEDES-BENZ FASHION WEEK MADRID (2nd ed.)		In-person	7,892	20	31,102
03/10/2023-05/10/2023	FRUIT ATTRACTION	International Fair of the Fruit and Vegetable Sector	Hybrid	63,548	1,275	104,051
04/10/2023-06/10/2023	LIBER	International Book Fair	Hybrid	3,672	193	9,200
05/10/2023-07/10/2023	GRAN CANARIA SWIM WEEK BY MODA CÁLIDA		In-person	1,955	11	3,744
19/10/2023-22/10/2023	ESTAMPA	Contemporary Art Fair	In-person	4,695	96	16,000
24/10/2023-26/10/2023	GLOBAL MOBILITY CALL	Connecting Sustainable Mobility Ecosystem	Hybrid	6,814	87	10,954
24/10/2023-26/10/2023	TRAFIC	International Safe and Sustainable Mobility Exhibition	Hybrid			
26/10/2023-27/10/2023	SME UNIVERSITY		In-person	1,009	100	2,000
03/11/2023-05/11/2023	1001 BODAS	Trade Show of Products and Services for Weddings	In-person	2,833	105	8,000
03/11/2023-05/11/2023	MADRID COMIC POP UP	Comic Book Convention	In-person	2,372	60	23,000

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



Dates held	Name	Description	Format	Net surface area	Total exhibitors	In-person and virtual visitors
04/11/2023-06/11/2023	SALÓN LOOK	International Image and Integral Aesthetics Show	Hybrid	9,835	220	37,518
07/11/2023-08/11/2023	ACCOUNTEX SPAIN	Professional Trade Fair for the Sector of Professional Firms and Business and SME Advisors	In-person	3,883	112	5,024
11/11/2023-19/11/2023	FERIARTE	Antiques and Art Galleries Fair	In-person	3,000	67	14,800
14/11/2023-16/11/2023	SIMO EDUCACIÓN	International Exhibition of Education Technology and Innovation	Hybrid	3,143	107	11,975
14/11/2023-17/11/2023	C&R-CLIMATIZACIÓN Y REFRIGERACIÓN	International HVAC & R Exhibition	Hybrid	26,298	368	46,600

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



Externally-organised trade fairs.

Dates held	Name	Description	Net surface area	Total exhibitors	Visitors
11/02/2023-12/02/2023	JAPAN WEEKEND MADRID (1st ed.)	Manga, Anime and Culture Festival	5,383	1,303	35,000
21/02/2023-23/02/2023	International Gaming & Gambling Trade Show		6,870	59	6,424
06/03/2023-08/03/2023	HIP - HOSPITALITY INNOVATION PLANET	Professional Exhibition for the Horeca Sector	18,165	381	43,794
07/03/2023-08/03/2023	WOOE	World Olive Oil Exhibition	1,245	73	1,858
08/03/2023-10/03/2023	ORTO MEDICAL CARE		6,278	96	10,000
23/03/2023-26/03/2023	CINEGÉTICA		4,480	260	29,000
24/03/2023-26/03/2023	INTEROCIO		5,914	51	12,500
28/03/2023-30/03/2023	REB - REBUILD	Showroom and National Congress of Advanced Architecture and Construction 4.0	11,878	544	22,854
17/04/2023-20/04/2023	SALÓN GOURMETS		39,564	1,186	116,257
21/04/2023-22/04/2023	ZURICH ROCK'N'ROLL RUNNING SERIES MADRID		10,200	90	45,000
25/04/2023-27/04/2023	PCK - PICK&PACK	European Intralogistics Summit	3,496	80	6,243
10/05/2023-11/05/2023	INDUSTRYLIVE		3,415	112	4,186
12/05/2023-19/05/2023	FEINDEF	International Defence Trade Fair	22,066	350	20,000
24/05/2023-27/05/2023	SIMA	Madrid Real Estate Exhibition	9,300	200	7,000
19/09/2023-21/09/2023	C!PRINT MADRID		7,271	156	11,965
20/09/2023-21/09/2023	FARMAFORUM		8,012	240	6,200
20/09/2023-21/09/2023	BIOTECHFORUM				
20/09/2023-21/09/2023	COSMÉTICA FORUM				
20/09/2023-21/09/2023	LABFORUM				
23/09/2023-24/09/2023	JAPAN WEEKEND MADRID (2nd ed.)	Manga, Anime and Culture Festival	9,441	603	35,000
10/10/2023-11/10/2023	EXPOCECOFERSA		2,922	67	450
10/10/2023-11/10/2023	AUTOMOTIVE MANUFACTURING MEETINGS		1,183	98	300

Dates held	Name	Description	Net surface area	Total exhibitors	Visitors
27/10/2023-29/10/2023	FISIO EXPO		10,366	104	6,780
30/10/2023-31/10/2023	E-SHOW / MADRITECH		9,327	166	12,000
02/11/2023-05/11/2023	BIOCULTURA		3,780	420	8,308
04/11/2023-05/11/2023	MI BEBÉ Y YO FERIA		1,300	60	5,000
07/11/2023-09/11/2023	HYGIENALIA		5,405	140	6,000
15/11/2023-16/11/2023	EMPLOYMENT FAIR FOR PEOPLE WITH DISABILITIES		1,543	75	7,406
15/11/2023-16/11/2023	ADVANCED MANUFACTURING MADRID		15,024	636	13,475
	COMPOSITES MADRID				
	ROBOMÁTICA MADRID				
24/11/2023-26/11/2023	RETROMÓVIL MADRID		12,738	147	28,250
25/11/2023-27/11/2023	IFEMA MADRID HORSE WEEK		34,500	30	10,000
28/11/2023-30/11/2023	EUROPEAN ROTORS		13,217	204	7,000
29/11/2023-30/11/2023	EMPACK MADRID/ LOGISTICS MADRID	The Future of Packaging Technology	7,817	239	10,623
	LOGISTICS & INDUSTRIAL BUILD				
	LOGISTICS & AUTOMATION MADRID				
29/11/2023-30/11/2023	EXPO FOOD SERVICE		582	38	6,604
29/11/2023-01/12/2023	RAIL LIVE		5,808	246	6,431
22/12/2023-31/12/2023	JUVENALIA	Children's and Young People's Leisure Fair	37,400	44	75,100
15/12/2023-17/12/2023	GAMERGY		8,550	15	13,000

## International projects

Dates held	Name	Description	Country	Net surface area	Total exhibitors	Visitors
25/05/2023-28/05/2023	ARCOLisboa	International Contemporary Art Fair	Portugal	4,002	92	13,000
16/08/2023-18/08/2023	SALÓN LOOK SANTIAGO DE CHILE	International Image and Integral Aesthetics Exhibition	Chile	7,914	145	14,040
07/09/2023-09/09/2023	MOTORTEC CHILE	International Trade Show for the Automotive Spare Parts and Aftermarket Industry	Chile	1,620	60	4,000
05/11/2023-07/11/2023	ESS+ POWERED BY SICUR	International Security Trade Fair	Colombia	1,604	70	10,000





Congresses with exhibition.

Dates held	Name	Description	Net surface area	Total exhibitors	Visitors
23/01/2023-25/01/2023	MADRID FUSION		14,899	189	22,000
01/03/2023-02/03/2023	FACONAUTO CONGRESS		1,500	30	1,500
22/03/2023-23/03/2023	ASLAN CONGRESS		992	30	1,500
18/04/2023-20/04/2023	FTTH CONFERENCE		12,033	103	4,000
09/05/2023-11/05/2023	SALÓN CARREFOUR		10,968	132	2,000
07/06/2023-09/06/2023	33 NATIONAL SEMES CONGRESS		3,992	30	1,600
12/06/2023-15/06/2023	61ST ANNUAL PTCOG CONFERENCE		1,456	31	1,150
20/06/2023-21/06/2023	EBAday		5,300	62	2,000
25/09/2023-27/09/2023	AIRSPACE INTEGRATION CONGRESS		1,992	60	3,400
04/10/2023-05/10/2023	SEC - SMART ENERGY CONGRESS		88,260	142	33,000
14/10/2023-24/10/2023	ESMO CONGRESS		2,500	50	1,000
26/10/2023-28/10/2023	SPANISH BREAST CONGRESS - 6CEMA		1,050	15	650
28/11/2023-29/11/2023	WOBI		1,833	11	750





Concerts and long-term events.

Dates held	Name	Name of the external co-organiser/ organiser	Total net surface area	Visitors
01/01/2023- 15/01/2023	PRODUCTORES DE SONRISAS	PRODUCTORES DE SONRISAS	2,198	23,287
01/01/2023- 12/02/2023	IMAGINE PICASSO	ZUSUP	2,260	5,383
01/01/2023- 5/03/2023	DESAFÍO DALÍ	ZUSUP	2,000	15,359
01/01/2023- 31/12/2023	MALINCHE	MALINCHE THE MUSICAL	2,000	261,488
01/01/2023- 31/12/2023	WAH MADRID	PUM TOURS MEDIA SPAIN S.L.	1,440	180,000
07/01/2023	CANTAJUEGOS		855	1,800
20/01/2023	LA MEJOR MÚSICA DE CINE		855	1,800
21/01/2023	WALT DISNEY IN CONCERT MADRID		855	1,800
02/02/2023- 19/02/2023	BACANAL CIRCUS	PRODUCTORES DE SONRISAS	2,198	19,369
03/03/2023- 04/03/2023	AFTERLIFE	CENTRIS EVENTS S.L.	4,464	15,050
18/03/2023	HORTERALIA	HORTERALIA, EVENTOS Y PRODUCCIONES	1,674	5,591
21/03/2023- 16/07/2023	FORMULA 1 - THE EXHIBITION	GP1X Limited	1,400	167,000
30/04/2023	ELROW TOWN MADRID	ENTRETENIMIENTO MUSICAL	7,347	33,086
12/05/2023	CIRCOLOCO	TE HACEMOS BAILAR S.L.	5,022	7,000
14/05/2023	BRUNCH ELECTRONIK (1st ed.)	BRUNCH IN FESTIVAL	2,175	8,059
21/05/2023	BRUNCH ELEKTRONIK (2nd ed.)	BRUNCH IN FESTIVAL	2,175	5,774
27/05/2023	BRUNCH ELEKTRONIK (3rd ed.)	BRUNCH IN FESTIVAL	2,175	10,516
27/05/2023	JAY SHETTY	LIVE NATION ESPAÑA S.L.	855	1,812
10/06/2023	I LOVE REGGAETON	SHAREMUSIC CONCERTS S.L.	4,176	21,474
17/06/2023	LOVE THE 90s FESTIVAL	SHAREMUSIC CONCERTS S.L.	18,107	31,524
24/06/2023	LOVE THE TWENTIES	SHAREMUSIC CONCERTS S.L.	18,107	32,558
30/06/2023- 01/07/2023	MAUDES FESTIVAL	ADAPTACIONES MUSICALES A.I.E.	2,175	9,328
17/07/2023	ANASTACIA	LIVE NATION ESPAÑA S.L.	855	1,812
06/09/2023	CAETANO VELOSO	LIVE NATION ESPAÑA S.L.	855	1,812

Dates held	Name	Name of the external co-organiser/ organiser	Total net surface area	Visitors
16/09/2023	SUAVEFEST	BERRINCHE MUSICAL A.I.E.	2,175	5,646
22/09/2023- 23/09/2023	BRAVA MADRID	SALVAJE FESTIVAL S.L.	14,581	18,497
29/09/2023- 30/09/2023	MADRID SALVAJE	SALVAJE FESTIVAL S.L.	14,581	25,001
30/09/2023- 31/12/2023	JURASSIC WORLD BY BRICKMAN	PROACTIV	1,569	59,530
03/10/2023	FIESTA FLAMENCA	SO-LA-NA ENTERTAINMENT	3,600	527
05/10/2023- 01/11/2023	ROCK CIRCUS	PRODUCTORES DE SONRISAS	2,198	39,085
11/10/2023	BORIS BREJCHA IN CONCERT	CENTRIS EVENTS S.L.	5,022	8,202
31/10/2023	BLACK COFFEEE	BRUNCH IN FESTIVAL A.I.E.	5,022	10,020
10/11/2023	DEVENDRA BARHART	PROUND EVENTS S.L.	855	800
24/11/2023- 31/12/2023	CIRCLASSICA - CIRCO MUNDIAL	PRODUCTORES DE SONRISAS	2,198	118,405
02/12/2023	ORO VIEJO	DISORDER EVENTS	5,022	0
02/12/2023- 03/12/2023	MIKE CRACK	LA ROCK ENTERTAINMENT S.L.U.	855	1,800
05/12/2023- 31/12/2023	MUNDO PIXAR	PROACTIV	2,260	99,826
14/12/2023- 21/12/2023	CHRISTMAS BY STARLITE	BENDEUS	4,464	20,655
22/12/2023- 31/12/2023	HANGAR 52	PROACTIV	855	8,411
31/12/2023	BRESH!	JG EVENTS S.L	5,022	7,990





# Dissemination.

## 03.

### Communication impact.

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# IFEMA MADRID in the media.

IFEMA MADRID has maintained its high informational and reputational standing. In 2023, it has been a prominent feature in the media, with a strategy that combined dissemination and impact across both traditional and digital media. The Institution has continued its upward trend in communication indicators, regaining pre-pandemic figures.

The emphasis on various digital channels, including the corporate website and social media platforms, has resulted in notable audience levels and media impact throughout the year, supporting IFEMA MADRID's recognition as a leading player in the trade fair and congress sector.

The communication efforts have generated media coverage totalling 483,693 news articles in national and international media, reaching a potential audience of 92.101 billion people and an economic valuation exceeding 11.350 billion euros.

The most significant event in terms of media impact was once again **FITUR**, the International Tourism Fair, generating 185,347 media impacts and reaching an audience of 46.098 billion people, translating into an economic valuation of 300.599 billion euros.

Second place was **FRUIT ATTRACTION**, the International Fair of the Fruit and Vegetable Sector, with 19,454 impacts, an audience of 4.366 billion people, and an economic valuation of 26.6036 billion euros, followed by **ARCOmadrid**, the International Contemporary Art Fair, with 15,454 impacts, an audience of 1.968 billion people, and a valuation of 46.403 billion euros.

**IFEMA MADRID's focus on various digital channels has resulted in remarkable audience levels and media impact throughout the year.**





**MERCEDES-BENZ FASHION WEEK MADRID**, a standout event in the fashion sector, achieved 11,300 media mentions, an audience of 8.420 billion people, and an economic valuation of 75.300 billion euros for its February edition, with an additional 5,077 impacts, an audience of 4.695 billion, and a valuation of 32.6706 billion euros for the September edition.

Other significant media events for IFEMA MADRID in 2023 included **IBERZOO+ PROPET**, the International Pet Fair, with 9,691 impacts, an audience of 143,730 people, and an economic valuation of 2.2245 billion euros; the **EDUCATION WEEK**, with 7,860 news articles, an audience of 1.060 billion, and 8.470 billion euros in valuation; **SIMO EDUCACIÓN**, the International Fair of Educational Technology and Innovation, with 6,705 impacts, an audience of 496 million, and 3.4013 billion euros; and **GLOBAL MOBILITY CALL**, a leading congress with an exhibition on sustainable mobility, which achieved 5,996 mentions, an audience of 2.889 billion people, and an economic valuation of 18.0265 billion euros.

Impact of IFEMA MADRID in the media.



News items

483,693



Audience

92,101.2 M.



Economic valuation

€11,351.8 M

M: million  
Source © 2023. Onclusive, Inc.



Accredited journalists.

Throughout 2023, events and fairs organised by IFEMA MADRID were covered by 14,111 journalists, a 24% increase compared to the previous year. Of the total accredited journalists, 1,035 were international.

**FITUR**, the International Tourism Fair, attracted the most media coverage with 6,459 accredited journalists, followed by **ARCOmadrid**, the International Contemporary Art Fair, with 1,880 journalists.

The event with the third biggest press following was **MERCEDES-BENZ FASHION WEEK MADRID**, with a total of 1,071 journalists accredited in the March edition and 1,089 in the September edition. **FRUIT ATTRACTION** (529) and **INTERGIFT** (304) complete the ranking of events with the highest number of accredited professionals.

Figures of accredited journalists at IFEMA MADRID.



Total journalists

14,111

(+24% compared to 2022)



National journalists

13,076



International journalists

1,035



# The social media community.

IFEMA MADRID's digital community continued to grow in 2023, establishing itself as a fundamental tool for communication and interaction with users. The implementation of a personalised content strategy for each network was key to this success, leading to a significant increase in both the number of profiles and the community of followers.






By the end of the year, IFEMA MADRID had a total of 68 accounts for its fairs on X, 66 profiles on Facebook, 65 on YouTube, 58 on Instagram, and 52 on LinkedIn. The Institution's digital community totalled 3,125,401 followers, an increase of 36.9% compared to 2022.

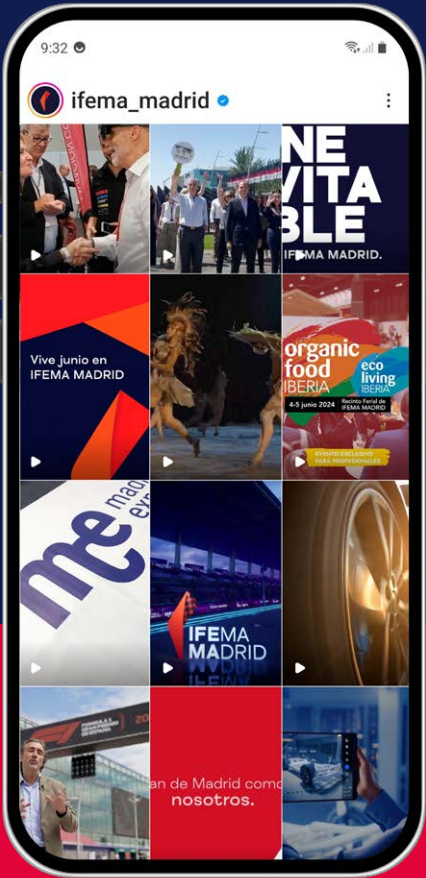
In terms of individual event channels, **MERCEDES-BENZ FASHION WEEK MADRID** continued to lead with 372,785 followers, followed by **FITUR**, the International Tourism Fair, with 294,009 users; **ARCOmadrid**, the International Contemporary Art Fair, with 231,843; and **MOMAD**, with 73,609. IFEMA MADRID's corporate channels on Facebook, Twitter, Instagram, YouTube and LinkedIn had 200,559 followers.

In 2023, IFEMA MADRID boosted its TikTok account by generating varied and specific content focused on the younger audience, resulting in significant growth on this platform.

The implementation of a personalised content strategy for each network has driven a significant increase in both the number of profiles and the follower community.

### Followers and interaction on IFEMA MADRID's social media.

-  Facebook
-  X
-  Instagram
-  LinkedIn
-  YouTube



Total followers  
**3,125,401**  
(+36.9% compared to 2022)

Total impressions  
**84.9 M.**

Total interactions  
**1.14 M.**

M.: million.



# ifema.es, where our digital world begins.

The Institution's digital environments, along with ifema.es, experienced a significant increase in visitors, sessions, and page views in 2023, becoming a reference source of information for professionals, exhibitors, and event organisers, as well as an essential space for facilitating communication between them and the Institution.

The various contents, videos, elements, document downloads, etc., across different digital platforms resulted in a total of 10.4 million interactions.

In addition, 2.5 million private accesses (logins on authentication platforms) were recorded,

and 600,228 tickets were sold through the platforms, of which 274,471 were for the general public and 325,757 for professionals.

In total, registrations and entries on ifema.es and the different platforms generated more than 3.5 million euros in revenue.

Thanks to improvements in content and usability, ifema.es ended the year with 13.78 million unique users (a 24% increase compared to 2022), 20.8 million sessions (a 25% increase compared to the previous year), and a total of 45.47 million page views, representing a 14% increase compared to 2022.

## INFEMA MADRID's digital environments in figures.



Interactions

**10.4 M.**  
(+17% compared to 2022)



Private accesses

**2.5 M.**  
(+36% compared to 2022)



Tickets sold

**600,228**  
(+27.2% compared to 2022)



Income from registrations and tickets

**€3,558,065**  
(+7.9% compared to 2022)

## Audience of ifema.es.



Sessions

**+20 M.**  
(+25% compared to 2022)



Page views

**+45 M.**  
(+14% compared to 2022)



Users

**+13 M.**  
(+24% compared to 2022)

M: million.

M: million.

# Promoting the IFEMA MADRID Brand.

Inspiration and experience have been the central themes of IFEMA MADRID's advertising campaigns in 2023, highlighted by two major examples: the "Lives Touched" campaign and the IFEMA MADRID LIVE brand.

Following the launch of the brand in 2021 and its consolidation phase in 2022, 2023 saw the brand's value strengthened through various contents featuring relatable and tangible stories, such as the "Lives Touched by IFEMA MADRID" campaign.

**Inspiration and experience have been the common theme behind IFEMA MADRID's corporate communication in 2023.**



In addition, communication about the events has been maintained through an active year-round campaign, and the IFEMA MADRID LIVE brand has established itself as a benchmark in shows and entertainment.

Besides driving traffic to the website, the event communication campaigns have facilitated the sales process and strengthened the business by attracting visitors and exhibitors



**Impact of IFEMA MADRID's advertising campaigns.**



Impressions

**+574 M.**



CTR (click-through rate)

**0.55%**



VTR (view-through rate)

**16.16%**

(+1.16% above the market rate of 15%)



Total impacts

**+74 M.**

M: million.



## Personal experiences full of inspiration.

The “Lives Touched by IFEMA MADRID” campaign brings viewers real-life experiences narrated in the first person by their protagonists, reflecting stories of entrepreneurship, health, innovation, sustainability, or change inspired by their relationship with IFEMA MADRID.

“Lives Touched” was structured in two phases over six months. The first phase consisted of

three audiovisual pieces showcasing the before and after of the protagonists' businesses after attending the trade fair.

The second phase introduced five new real-life characters sharing how they found inspiration by attending one of the events held at IFEMA MADRID, thereby enhancing the image of the fairs as true hubs of business, development, and professional enrichment.



The “Lives Touched by IFEMA MADRID” campaign brings viewers real-life experiences narrated in the first person by their protagonists.



“Lives Touched by IFEMA MADRID”.



Impressions

**+286 M.**



Clicks

**918,820**

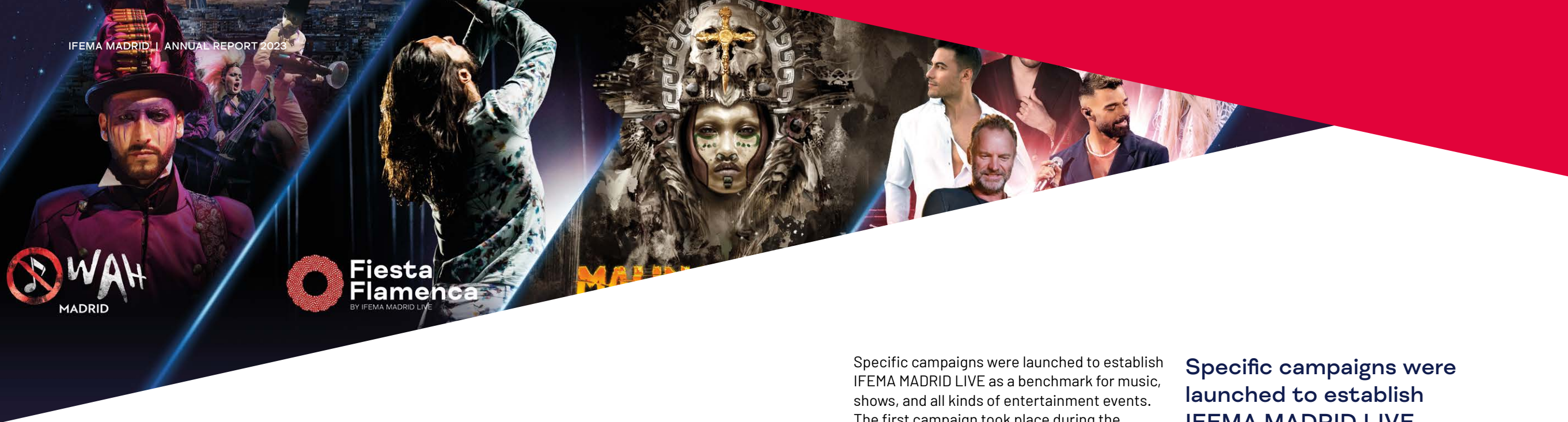


Views

**+31 M.**

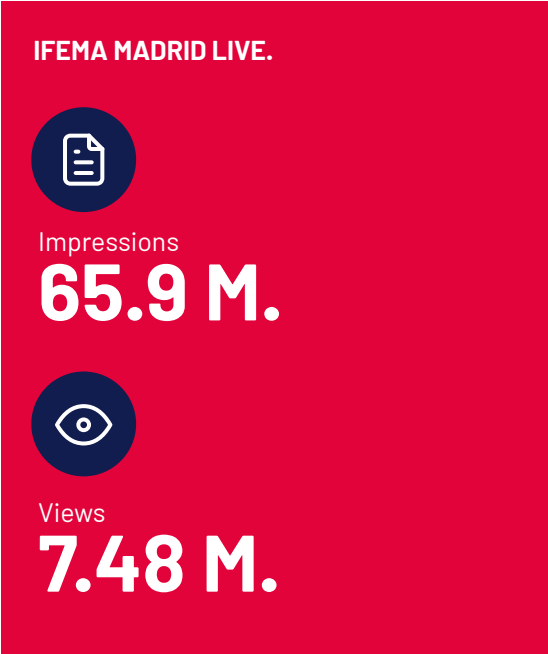
M: million.





# IFEMA MADRID LIVE.

2023 saw the continuation of the commitment to IFEMA MADRID LIVE, the brand identified with live concerts and shows, exhibitions, and leisure events held at the Institution's facilities, in collaboration with the best producers and promoters in Spain.



M: million.

Specific campaigns were launched to establish IFEMA MADRID LIVE as a benchmark for music, shows, and all kinds of entertainment events. The first campaign took place during the summer months, aiming to position itself as a benchmark in Madrid with a programme open to all audiences. The second campaign was held during Christmas, a period when leisure activity is particularly intense.

Specific campaigns were launched to establish IFEMA MADRID LIVE as a benchmark for music, shows all kinds of entertainment events.







## Actions to boost sales.

An active campaign throughout the year has given visibility to professional and public events held at the Recinto Ferial, both organised by IFEMA MADRID and by external agents.

The design of this campaign has evolved creatively and strategically to optimise the Institution's presence in usual channels and media and to increase its visibility in new digital channels and formats, which, besides driving traffic to the website, are a fundamental support for attracting new clients.

An active campaign throughout the year has given visibility to professional and public events held at the Recinto Ferial.

### Event visibility campaign.



Impressions

**222.9 M.**



Clicks

**1.8**

M: million.

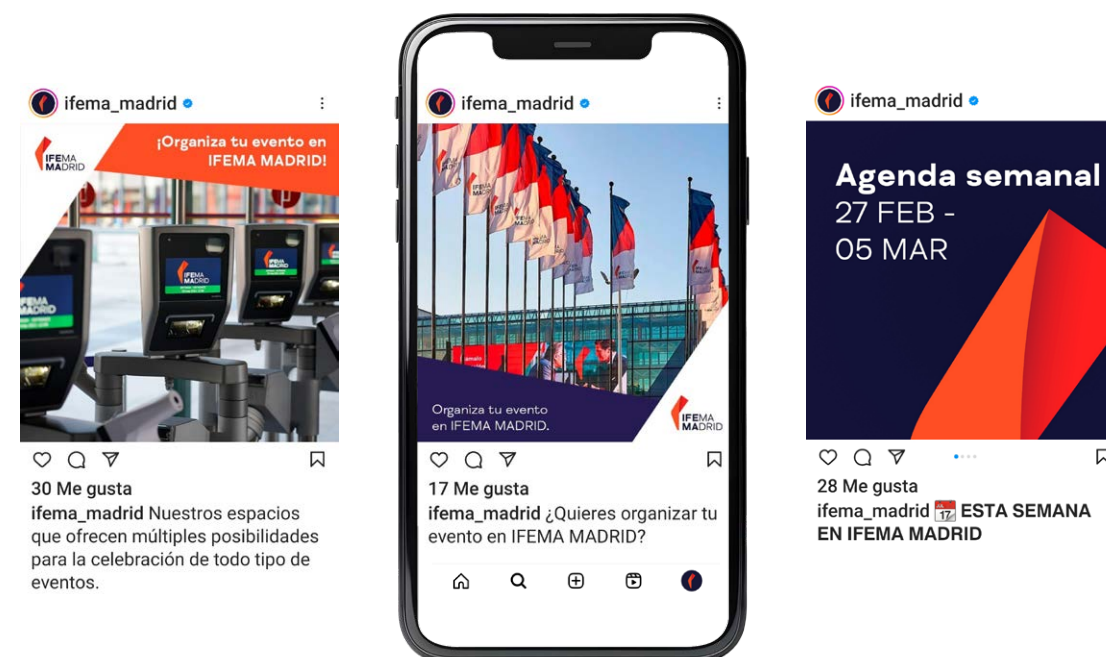
## Giving visibility to IFEMA MADRID's brands.

To generate maximum reach, impact, and visibility for the various fairs, the necessary synergies have been established between different channels, leveraging creativity, traditional media, and digital media. This approach has allowed for budget optimisation and maximised expected results.

Of the total investment in 2023 fair campaigns, 65% was allocated to online advertising and 35% to offline formats. The latter enabled us to achieve 460 million impacts, in particular

through outdoor media, which reinforce the image of the fairs a few weeks before their opening.

In the digital campaign strategies, selecting upper funnel channels such as DV360 or META generated user traffic to the IFEMA MADRID website. Google consolidated its position as the largest conversion channel of the year, while LinkedIn provided a more professional and qualified audience.





# Evolution.

# 04.

## Looking to the future.

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## Innovation and digitalisation.

Focusing on innovation is key for IFEMA MADRID to continue growing and staying at the forefront of the trade fair sector. In 2023, various projects continued to be implemented, allowing for better and more attractive experiences for exhibitors and visitors.

Throughout the year, the Institution maintained its value-added proposition by using advanced technological tools and new, disruptive formats in its events, without forgetting digitalisation as a core part of the internal process management strategy.

## Digital solutions: LIVE Connect.

As part of its digital transformation strategy, IFEMA MADRID continued to promote the LIVE Connect platform as a key tool to enhance the experience of exhibitors and visitors at its fairs and events.

LIVE Connect has become consolidated in 2023 as a fundamental part of IFEMA MADRID's offer, combining the face-to-face nature of the events with hybrid and virtual capabilities. Through this platform, the Institution offers a complete range of value-added digital services that, on one hand, enhance networking and interaction among all participants and, on the other, allow for maintaining event-related activity throughout the year.

**LIVE Connect has become consolidated in 2023 as a fundamental part of IFEMA MADRID's offer, combining the face-to-face nature of the events with hybrid and virtual capabilities.**

### Improvements and expansion of LIVE Connect

In its second year, LIVE Connect experienced significant growth. In 2023, the platform offered a wider range of tools for exhibitors and visitors, such as lead retrieval functionality (allowing detailed visitor information and efficient follow-up), personalised agendas, contact management, 365 communities, and online networking.

In addition, it enabled more interactive events through in-person, virtual, or hybrid participation. The sum of these features has made LIVE Connect a space where knowledge is generated, relationships are built, and business is driven.

The commercialisation of the platform and its services at IFEMA MADRID events has activated digital business, contributing to diversification and generating new growth opportunities. In this context, the SaaS (Software as a Service) version of LIVE Connect was launched in October 2023, allowing it to be offered to external clients as a comprehensive technological solution for their events.

The LIVE Connect  
year in figures.



**LIVE Connect, recognised by the sector**

In 2023, LIVE Connect was selected as one of the five finalists for the UFI International Awards (International Fair Industry Association) in the “Digital Innovation” category.

This nomination has solidified the platform as one of the most disruptive technological solutions in the MICE sector and confirmed IFEMA MADRID's commitment to innovation and excellence.





## Visual Space

Following the positive experience that started in 2022 with Visual Space, this platform, which allows online control of in-person and hybrid fairs covering all event phases, has been established as IFEMA MADRID's official tool for managing spaces at its in-house trade fairs.

In addition, the Institution has progressed in integrating the event management flow for external events so that all events organised at the Recinto Ferial will use Visual Space as a support tool for commercialisation, construction, execution, and dismantling by the end of 2024.

Visual Space has been custom-developed and has evolved in reliability and stability, as well as its integration with Salesforce, IFEMA MADRID's corporate CRM.

In 2023, the platform's functionalities were expanded to include the publication of interactive maps on event websites, the integration of an authorisation system that allows highly detailed user action granularity, and the automation of the space-marking process.

**The parking network upgrade has provided a smoother and more secure experience for visitors and employees.**

## Parking network update

Updating the switching and cabling infrastructure in IFEMA MADRID's parking network was a strategic move to optimise connectivity and network capacity, providing a smoother and more secure experience for visitors and employees.

Thanks to the actions taken in 2023, the new infrastructure offers greater reliability, capacity, and data transfer speed, ensuring faster and more reliable connectivity for all parking users.

Also, advanced security measures have been introduced to protect data integrity and user privacy, and the design maximises efficiency and reduces energy consumption to help preserve the environment.

## Robotic Process Automation (RPA)

In 2023, a pilot project was launched to assess the benefits of robotic process automation (RPA) for IFEMA MADRID, such as freeing up time from routine tasks and minimising incidents, thereby optimising costs.

The project, carried out with the UiPath tool, will allow an evaluation and analysis to be performed on which processes can be automated in the future.

## Expansion of digital services

Continuing the work started the previous year, in 2023, IFEMA MADRID's application landscape evolved towards a more advanced architecture that offers several advantages, such as greater agility in software development and subsequent changes, high scalability, and high availability to provide better service based on business needs.

Efforts have been made to improve some internal processes, achieving both time optimisation and minimisation of possible human errors. Key improvements include the homogenisation and simplification of user access to all corporate applications and a new centralised solution for managing and authorising passes in the turnstile access control system.

## IT Governance

IT Governance involves aligning information and communication technologies with business strategy. In this regard, in 2023, the Demand and Services Management Platform (D&SMP) implementation programme was launched, allowing IFEMA MADRID to perform comprehensive and efficient management of the demand and internal services provided by its various departments and functional areas.

The platform will enable National Security Framework (ENS) and ISO 20000 (Service Management System) certificates to be obtained, and will allow the management of the portfolio of programmes and projects, internal and external demand and services, and the Institution's internal risks and controls.

The entire process will be supported by a consistent and uniform framework of collaboration among all areas of IFEMA MADRID, allowing for continuous improvement and anticipation of new needs.

# Management tools.

## New CRM phase.

Almost two years after implementing IFEMA MADRID's CRM (Customer Relationship Management), 2023 marked the beginning of its corrective and evolutionary maintenance phase to stabilise and improve the processes involved in trade fair marketing.

To this end, the gradual onboarding of events to the tool has begun, adjusting functionality to the needs of different trade fair groups. This work is ongoing, with efforts to achieve integral management of external trade fairs once the marketing of all in-house trade fairs is accomplished.

The evolution affects not only Salesforce core clouds (Sales Cloud and Service Cloud) but also those serving as front-end for exhibitors and clients (Expo Zone, Commerce) and Marketing Cloud, IFEMA MADRID's marketing and communication platform.

## Data Driven Platform.

In September 2023, IFEMA MADRID began designing and implementing its new corporate data analytics platform.

Custom-developed, its mission is to gather analytical information from different systems and provide the Institution with new analytical capabilities. This will enable not only the automation of dashboards with key business indicators but also the application of analytical models to better understand clients and offer them improved service.

The implementation of this tool will continue throughout 2024.

The new platform will allow:

1. Creation of a unified view of the client, avoiding data duplications across different platforms even with multiple information sources.
2. Qualification of clients from various perspectives to enable proper segmentation and adapt the supply to meet demand.
3. Unification of the measurement of marketing campaigns and calculation of their return on investment (ROI).
4. Providing a comprehensive view of visitor actions at different events, both in-person and virtual.

The primary objective is to transform the organisation's management model and technological environment, by leveraging the power of big data and advanced analytics. This will enable mass data exploitation in a coherent and consistent manner, significantly optimising information retrieval times.

In addition, it will provide IFEMA MADRID with a powerful tool for conducting predictive, descriptive, and prescriptive analyses to facilitate more strategic and effective decision-making.



# Growth.

# 05.

## Annual accounts.

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**IFEMA MADRID started 2023 with a budget estimation suitable for the existing economic situation at the end of the previous fiscal year, marked by a partial return to activity and instability in the European environment. In this scenario, a priority objective was established: to achieve a positive result that would solidify the total recovery of activity.**

The Institution has achieved this objective, as the development of trade fair and congress activity throughout 2023 has been extremely positive, with growth in most events held and the incorporation of new convention events.

In total, IFEMA MADRID's facilities hosted 585 events, including in-house and externally-organised trade fairs, congresses, concerts, musical events and other professional and recreational activities, attracting a total of 33,978 exhibiting companies and 3.8 million visitors.

# Financial results.

IFEMA MADRID closed the 2023 financial year with revenues of €177.6 million. Being an odd year with fewer in-house events, the revenue figure showed a slight decrease compared to 2022 and an 80.2% increase compared to 2021, the previous odd year but with a partial recovery in activity.

Similarly, EBITDA stood at 27.3 million euros, up 34.1% on 2022, and net profit at 7.1 million euros, 265.4% more than the preceding year. On the other hand, the operating margin was

15.4% on revenue, and the net margin was 4.0%, well above 2021 and 2022.

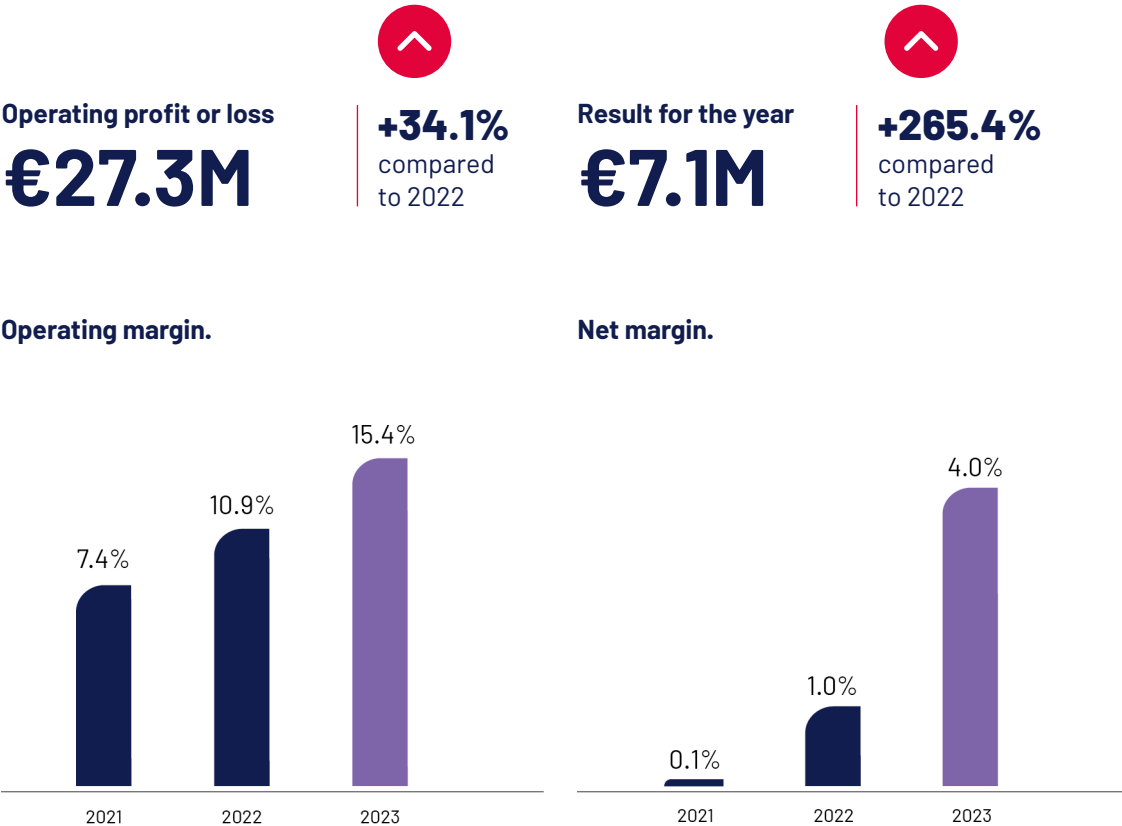
In summary, the 2023 financial year was positive, as revenues from regular activities improved compared to the previous two years. In addition, 2022 saw the exceptional NATO Summit, which significantly boosted revenues as a one-off. Both EBITDA and net profit also showed significant improvement compared to the exceptional circumstances of the previous two years.

Financial data.

Million euros	2021	2022	2023
Income	98.6	187.7	177.6
Expenses	91.3	167.3	150.3
Operating profit or loss	7.3	20.4	27.3
Result for the year	0.1	1.9	7.1







€M.: millions of euros.

Income.

In 2023, operating revenues reached €177.6 million, representing a -5.3% change compared to 2022, an even year that saw a return to normal activity and the exceptional NATO Summit.

By business line, 56% of revenue came from in-house trade fairs, 13% from conventions and congresses, 12% from external fairs, 5% from concerts and long-term events, and 3% from the Palacio Municipal of IFEMA MADRID, with the remaining 11% from various sources including catering, Recinto Ferial services, institutional sponsorships, and the Madrid Turismo by IFEMA MADRID project.

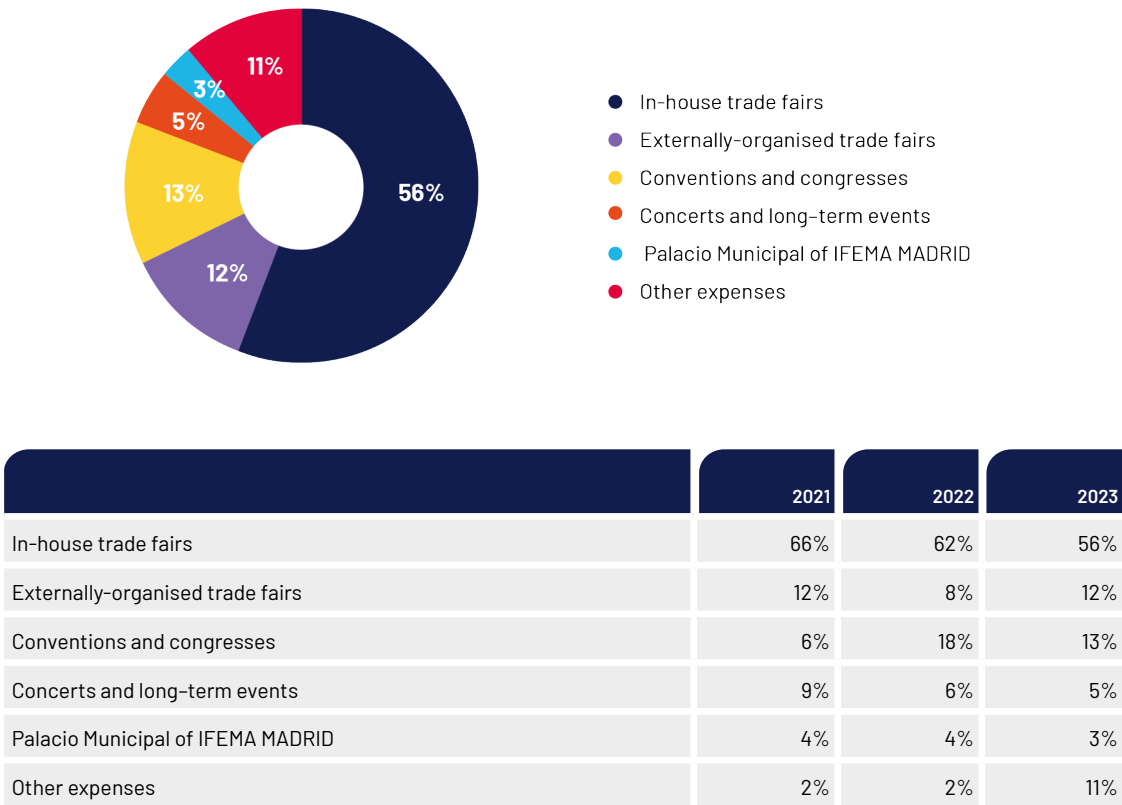
By venue, 90.1% of revenue originated from the Recinto Ferial, 2.6% from the Palacio Municipal, 0.8% from international venues, and the remaining 6.5% was not attributed to any specific venue.



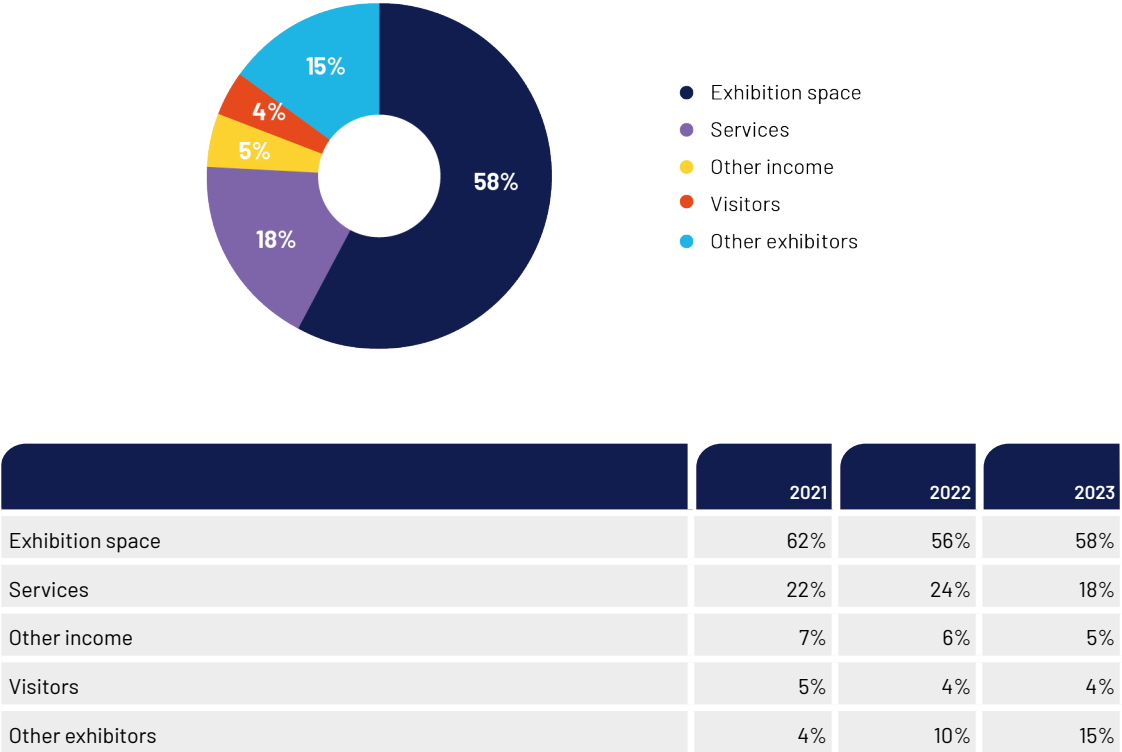
The majority of IFEMA MADRID's revenue (56%) come from in-house trade fairs.



Distribution of income by business line.

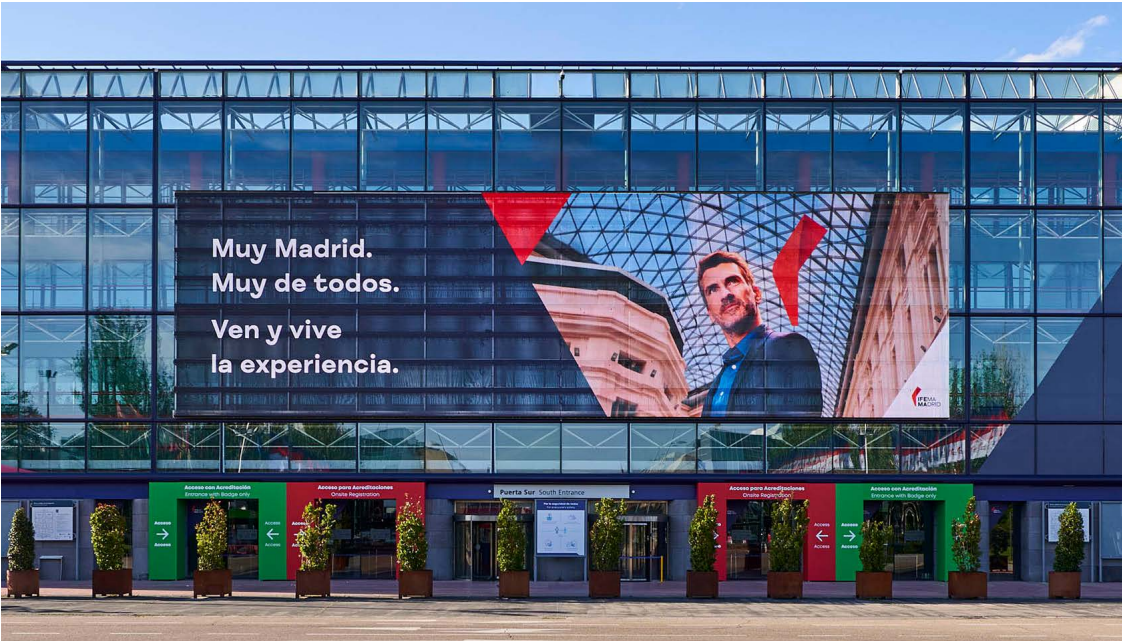


Distribution of income by business line at trade fairs organised by IFEMA MADRID.



The 2023 financial year’s balance sheet was positive, as revenues from regular activities improved compared to the previous two years.





## Expenses.

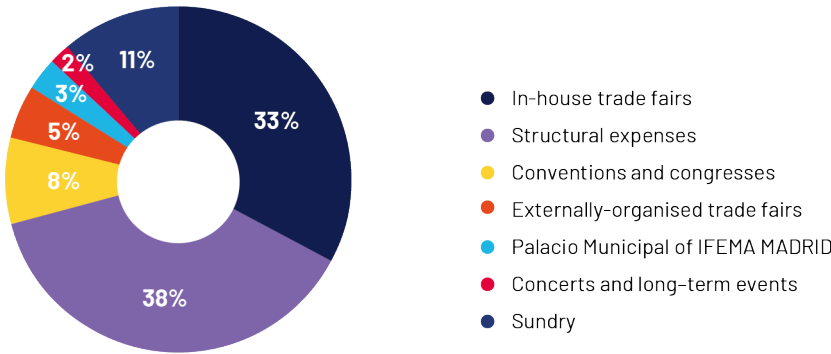
Operating expenses (excluding amortisations and provisions for commercial operations, as well as other current management expenses) in 2023 amounted to €150.3 million, a 10.1% decrease compared to 2022 and a 64.7% increase compared to 2021.

The distribution of 2023 expenses includes:

- **Variable expenses.** These are directly linked to the organisation of events and fairs and decrease in parallel with reduced activity: promotion and advertising, stand construction, adaptation, services, commissions, activities, etc.  
In 2023, variable expenses accounted for 59% of the total, compared to 62% in 2019, the year of greatest activity.

- **Fixed expenses.** These include all recurring items that serve as the basis for the operating structure of the business and venues: personnel expenses, maintenance of facilities and computer systems, repairs, supplies and consumption of replacement materials, institutional agreements with sector associations and membership fees for stakeholders, institutional promotion, insurance for the facilities and local taxes, among others.  
In 2023, fixed expenses accounted for 41% of the total, compared to 38% in 2019, the year of greatest activity. The increase in fixed expenses was mainly due to: personnel (increased hours worked due to greater activity and legislative changes) and maintenance of facilities (increased expenses for digitalisation) and WiFi network equipment.

Distribution of expenses by business line.



	2021	2022	2023
In-house trade fairs	35%	39%	33%
Structural expenses	41%	33%	38%
Conventions and congresses	7%	4%	8%
Externally-organised trade fairs	3%	13%	5%
Palacio Municipal of IFEMA MADRID	2%	2%	3%
Concerts and long-term events	7%	7%	2%
Other expenses	2%	2%	11%

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

	2021	2022	2023
Infrastructure expenses	35%	43%	42%
Promotion, advertising and public relations	23%	21%	21%
Other expenses	29%	24%	22%
Personnel	13%	11%	14%

**Percentage distribution of expenses by activity over total expenses.**

	2021	2022	2023
Personnel	27%	23%	26%
Promotion, advertising and public relations	14%	11%	16%
Other expenses	24%	25%	19%
Assembly and services	23%	26%	25%
General and upkeep	12%	15%	14%

**Percentage distribution of expenses by activity over total income.**

	2021	2022	2023
Personnel	25%	20%	22%
Promotion, advertising and public relations	13%	10%	14%
Other expenses	22%	22%	16%
Assembly and services	22%	23%	21%
General and upkeep	11%	13%	11%

## Financial aspects.

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

**The accounting result for 2023 reflects a profit of 7.1 million euros and will be applied to results from previous years.**

## Other aspects of interest.

The allocations for amortisation and impairment of property, plant and equipment for the 2023 financial year amounted to 16.7 million euros, representing approximately 1.9% of IFEMA MADRID's fixed assets.

Positive working capital amounted to 96.8 million euros.

The accounting result for 2023 reflects a profit of 7.1 million euros and will be applied to results from previous years.

Equity at 31 December 2023 amounted to 298.8 million euros.





# Investments.

Regular investments in 2023 amounted to €11.0 million, including the northern expansion project, IFEMA MADRID LAB, and fixed asset works. Of these €11.0 million, €9.0 million were annual investments, and €2.0 million were ongoing special projects.

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

- **Technological equipment and applications for digitalisation**, amounting to €6.5 million. Notable investments include:
  - Digital platform for fairs and events.
  - Implementation of CRM (Customer Relationship Management).
  - Miscellaneous technological networks.
  - Renewal of IT equipment.
  - WEB 3.0 project.
  - DataDriven platform.
- **Security of assets and people** (mainly scanners), amounting to 0.1 million euros.
- **Construction, civil works and installations**, amounting to 3.4 million euros, with an emphasis on:
  - Extension III of Valdebebas.
  - Acquisition of material for events.
  - Capacity control system.
  - Food and drink.
  - Bulevar Project.
- **Business, markets, people and processes**, amounting to 1.0 million euros, intended for:
  - IFEMA MADRID LAB.
  - Activation of in-house brands.
  - Purchase of works at **ARCOmadrid**.

Minor investments were also made for replacing hardware and updating software.





# Balance sheet.

At 31/12/2023. In euros.

ASSETS	2023
<b>NON-CURRENT ASSETS</b>	<b>443,618,497</b>
<b>Intangible fixed assets</b>	<b>267,741,310</b>
Development	2,229,638
Concessions	1,200,000
Patents, licences, trademarks and similar	2,981,180
Computer applications	17,176,542
Other intangible fixed assets	244,153,950
<b>Property, plant and equipment</b>	<b>167,025,662</b>
Construction	114,898,522
Technical facilities and other property, plant and equipment	41,169,670
Property, plant and equipment in construction and advance payments	10,957,470
<b>Non-current financial assets</b>	<b>580,840</b>
Other financial assets	580,840
<b>Deferred tax assets</b>	<b>8,270,685</b>
<b>CURRENT ASSETS</b>	<b>184,543,832</b>
<b>Inventories</b>	<b>509,534</b>
Raw materials and other consumables	509,534
<b>Trade and other receivables</b>	<b>30,985,754</b>
Trade receivables for sales and services	25,871,063
Receivable from Group companies and associates	2,668,526
Sundry accounts receivable	1,440,152
<b>Personnel</b>	<b>293,842</b>
Current tax assets	1,148
Other accounts receivable from public authorities	711,023
<b>Non-current financial assets</b>	<b>106,240,997</b>
Debt representative securities	81,120,279
Other financial assets	25,120,718
<b>Current accruals</b>	<b>3,161,118</b>
<b>Cash and cash equivalents</b>	<b>43,646,429</b>
Cash at bank and in hand	43,646,429
<b>TOTAL ASSETS</b>	<b>628,162,329</b>

EQUITY AND LIABILITIES	2023
<b>EQUITY</b>	<b>298,768,468</b>
<b>SHAREHOLDER EQUITY</b>	<b>298,768,468</b>
<b>Capital</b>	<b>60,356,483</b>
Capital	60,356,483
<b>Reserves</b>	<b>1,858,799</b>
Legal and statutory	378,766
Other reserves	1,480,033
<b>Results from previous financial years</b>	<b>229,499,780</b>
Retained earnings	249,934,171
Prior years' losses	(20,434,391)
<b>Result for the year</b>	<b>7,053,406</b>
<b>NON-CURRENT LIABILITIES</b>	<b>241,638,335</b>
<b>Non-current payables</b>	<b>241,638,335</b>
Other financial liabilities	241,638,335
<b>CURRENT LIABILITIES</b>	<b>87,755,526</b>
<b>Current provisions</b>	<b>606,666</b>
<b>Current payables</b>	<b>2,378,455</b>
Other financial liabilities	2,378,455
<b>Short term debts to group companies and associates</b>	<b>3,062,032</b>
<b>Trade and other payables</b>	<b>69,253,744</b>
Suppliers	35,026,961
Other payables	677,646
Personnel (salaries payable)	2,383,215
Other payables to public authorities	1,917,650
Customer advances	29,248,272
<b>Current accruals</b>	<b>12,454,629</b>
<b>TOTAL EQUITY AND LIABILITIES</b>	<b>628,162,329</b>



# Profit and loss statement.

At 31/12/2023. In euros.

CONTINUING OPERATIONS	2023
<b>Turnover</b>	<b>164,402,805</b>
Sales	68,764,382
Provision of services	95,638,423
<b>Capitalised expenses of in-house work on assets</b>	<b>1,698,512</b>
<b>Procurements</b>	<b>(1,479,246)</b>
Consumption of raw materials and consumables	(1,479,246)
<b>Other operating income</b>	<b>11,545,371</b>
Non-core and other current operating income	11,545,371
<b>Personnel expenses</b>	<b>(38,453,582)</b>
Wages, salaries and similar expenses	(27,942,585)
Social security contributions	(10,510,997)
<b>Other operating expenses</b>	<b>(115,934,073)</b>
External services	(103,464,311)
Taxes	(6,922,292)
Losses, impairment and changes in trade provisions	(2,485,438)
Other current management expenses	(3,062,032)
<b>Depreciation and amortisation</b>	<b>(16,655,066)</b>
<b>Excess provisions</b>	<b>375,607</b>
<b>Impairment and gains (losses) on disposal of non-current assets</b>	<b>(6,726)</b>
Gains/(losses) on disposals and others	(6,726)
<b>Other results</b>	<b>230,678</b>
<b>OPERATING PROFIT/(LOSS)</b>	<b>5,724,280</b>
<b>Financial income</b>	<b>3,463,933</b>
Shares in equity instruments	71,894
In third parties	71,894
From marketable securities and other financial instruments	3,392,039
In third parties	3,392,039
<b>Financial expenses</b>	<b>(156,599)</b>
Debts to third parties	(156,599)
<b>Foreign exchange gains (losses)</b>	<b>78,924</b>
<b>FINANCIAL RESULT</b>	<b>3,386,258</b>
<b>PROFIT/(LOSS) BEFORE TAX</b>	<b>9,110,538</b>
<b>Corporate income tax</b>	<b>(2,057,132)</b>
<b>PROFIT/(LOSS) FOR THE PERIOD FROM CONTINUING OPERATIONS</b>	<b>7,053,406</b>
<b>RESULT FOR THE YEAR</b>	<b>7,053,406</b>

# Summary of expenses and income by activities.

At 31/12/2023. In euros.

INCOME	2023
Trade fairs organised in-house	99,989,103
Externally-organised trade fairs	20,772,645
Congresses and conventions	22,814,283
Concerts and shows	9,303,967
Palacio Municipal of IFEMA MADRID	4,674,319
Miscellaneous income	20,092,372
<b>TOTAL INCOME</b>	<b>177,646,688</b>

EXPENSES	
Promotion, advertising and public relations	24,642,993
Assembly and service expenses	38,176,691
Personnel	38,453,582
General expenses and upkeep	20,318,173
Other expenses	28,727,991
<b>TOTAL EXPENSES</b>	<b>150,319,430</b>

OPERATING PROFIT OR LOSS - EBITDA	27,327,258
Direct financial charges	3,386,257
<b>Operating cash flow</b>	<b>30,713,515</b>
Allocations for amortisation and impairment	(16,655,066)
Allocations for provisions	(5,171,863)
Non-recurring results	223,953
Corporate income tax	(2,057,132)
<b>RESULT FOR THE YEAR</b>	<b>7,053,406</b>

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