

HANDS-ON HUMAN A DRIVING FORCE COMMITTED

IFEMA
2019 CORPORATE SOCIAL RESPONSIBILITY REPORT



MAIN FIGURES

ENVIRONMENT

Consumption of drinking water
92,994 M³

Electricity consumption ratio
160.38 MWH/€M.

Natural gas consumption ratio
96.34 MWH/€M.

Paper consumption ratio
9,135.03 UNITS/€M.

Diesel consumption ratio
57.95 L/€M.

Petrol consumption ratio
3.47 L/€M.

Non-hazardous waste
9,572.56 T

Hazardous waste
3.796 T

EMPLOYMENT

Total employees
427

Men	Women
49.40%	50.60%

Permanent staff
99.3%

Trainee positions
1,856

Training hours
11,503

ECONOMIC IMPACT ON MADRID REGION*

Financial impact
€ 5,104 M.

Contribution to the GDP of the city of Madrid
3.8%

Contribution to the GDP of the Madrid Region
2.2%

Jobs created
39,343

SOCIAL WORK

Collaborating social entities
4

Employees who participate in the Corporate Volunteering Plan
10% OF THE WORKFORCE

Hours of volunteer work
536

CUSTOMER SATISFACTION**

Satisfaction rate of exhibitors
3.41 ★★★★★

Satisfaction rate of visitors
4.01 ★★★★★

€--M.: millions of euros.
T: tonnes.
L: litres.
MWH: megawatt hours.

* Source: "Study of IFEMA's socioeconomic impact". © 2020 KPMG Asesores, S.L.
** From June to December 2019, 31 in-house trade fairs surveyed.

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CSR MASTER PLAN

Corporate Social Responsibility (CSR) represents a value of growing importance in our activity and which we exercise according to quantitative goals in our various areas of activity.

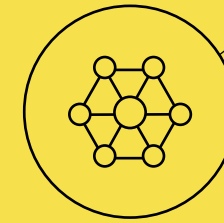
We are committed to achieving sustainable development based on harmonising economic growth, social inclusion and environmental protection, which is why we've developed a CSR Master Plan that has guided our actions and initiatives during this financial year, aimed at making us a driving force for and an example of responsibility. Specifically, the plan revolves around the following goals:



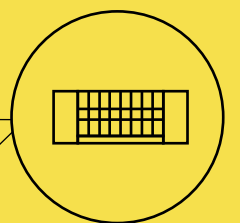
01
Generation of economic growth and quality employment.



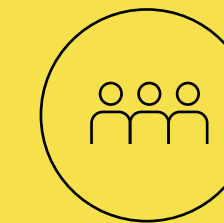
02
Promotion of sustainable tourism practices.



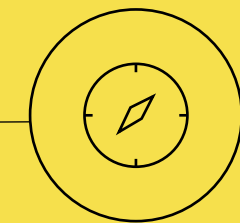
03
Creation of capacities within our stakeholder groups: employees, companies, suppliers, visitors, etc.



04
Creation of sustainable infrastructures, reducing the environmental impact of our operations.



05
Support for social responsibility amongst employees.



06
Transparency, ethical management and effectiveness of a public-owned institution.

IFEMA'S commitment

Since the implementation of IFEMA's CSR Master Plan, we have reinforced our commitment to promote the Sustainable Development Goals (SDGs) affected by our activity.

These SDGs are some of the 17 adopted in 2015 by the United Nations organisation (UN) for the purpose of eradicating poverty, protecting the planet and ensuring prosperity for everyone as part of a new global sustainable development agenda.

Each goal defined by the UN has specific targets that must be met in the next 15 years with a view to achieving a sustainable world by the year 2030 and the achieving of these targets requires the collaboration of the governments, civil society and of course, companies.

Main SDGs IFEMA impacts

Specifically, our CSR Master Plan covers our direct impact on 6 of the 17 SDGs established by the UN:



GOAL 8 Decent employment and economic growth

Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.



GOAL 9 Industry, innovation and infrastructure

Build resilient infrastructure, promote inclusive and sustainable industrialisation and foster innovation.



GOAL 11 Sustainable cities and communities

Make cities and human settlements inclusive, safe, resilient and sustainable.



GOAL 13 Climate action

Take urgent action to combat climate change and its impacts.



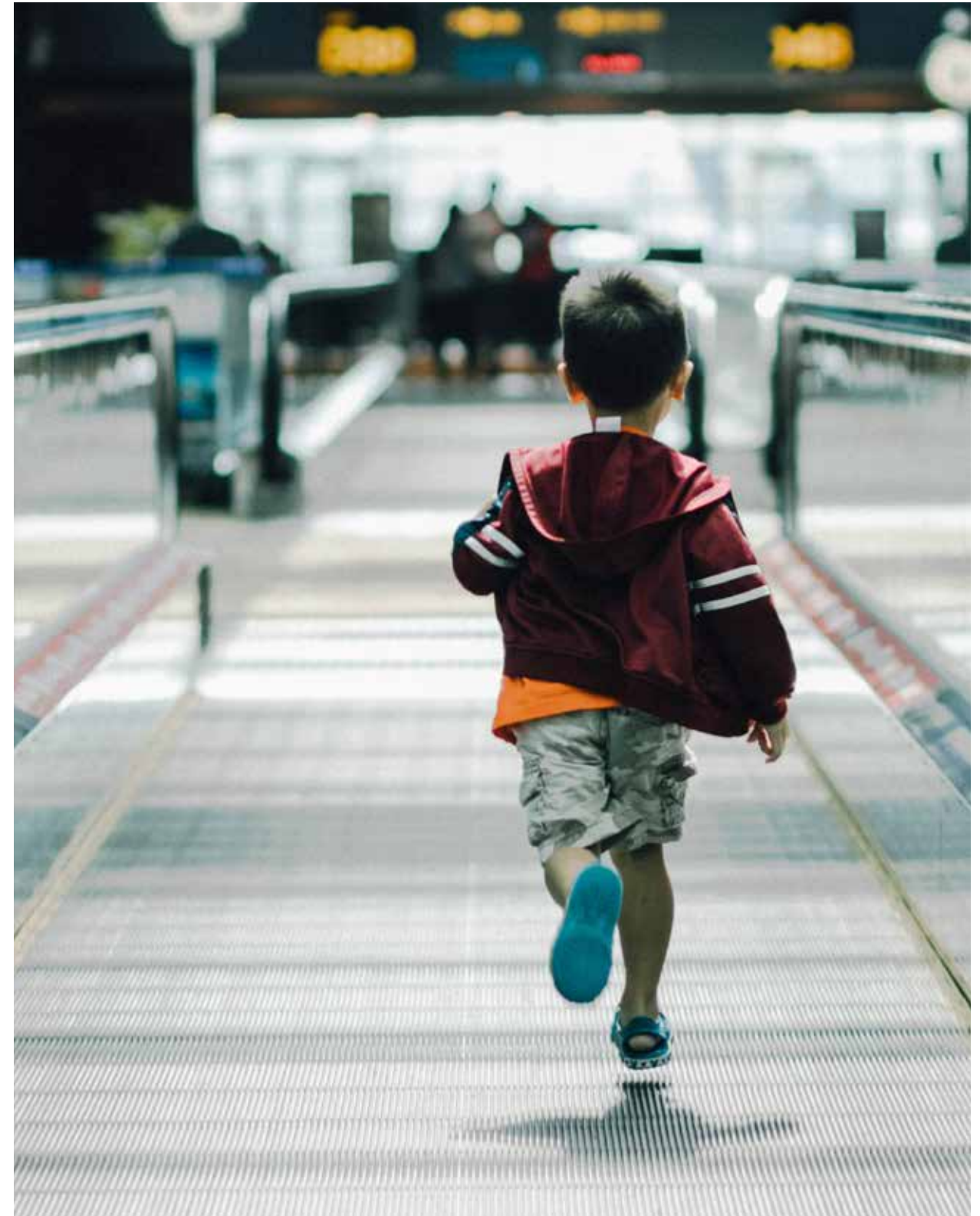
GOAL 16 Peace, justice and strong institutions

Promote just, peaceful, inclusive societies.



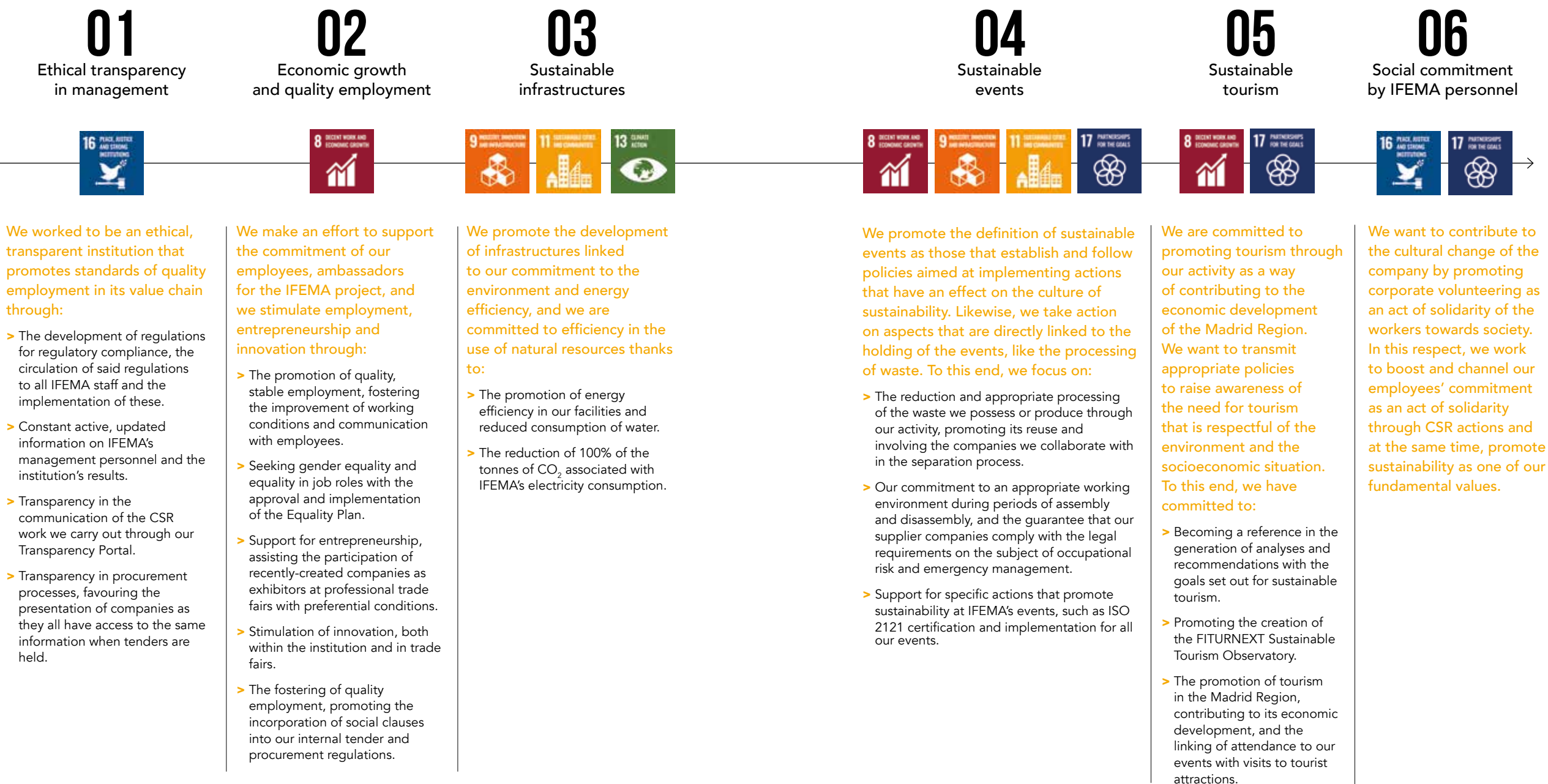
GOAL 17 Partnerships for the goals

Revitalize the Global Partnership for sustainable development.



Lines of action for each SDG

These are some of the actions and initiatives we have carried out during this financial year, included in the CSR Master Plan which also establishes quantified targets to reach the goals we have set ourselves:



Other lines of action

Our activity not only has an influence on the six SDGs included in our CSR Master Plan.

Given that our commitment to sustainability is an attitude, within our operations we also carry out actions that have a direct impact on the following additional eight SDGs, although they have not been definitively incorporated into the Master Plan:



GOAL 1 and 2

- > Promotion of awareness talks for IFEMA's workforce with NGOs that combat hunger in the world.
- > Development of volunteer projects and campaigns, collaborating in the classification, distribution and donation of food, clothing and toys for the less fortunate.
- > Generation, directly or indirectly, of wealth and employment with a fundamental impact on the Madrid Region.

GOAL 5 and 10

- > Equality in our workforce: more than 50% are women, and 50% of IFEMA's director positions are held by women.
- > Actions that promote inclusion, based on knowledge of diversity, with projects like FITUR LGTBI.
- > Actions to improve the accessibility of our trade fairs and communication channels.



GOAL 3

- > Campaigns to promote workers' health: vaccines, specific healthcare preventive campaigns and for those belonging to risk groups.
- > Medical Service in our facilities on a permanent basis.

GOAL 7

- > Origin of the electrical energy supplied to IFEMA 100% from renewable sources, with renewable energy guarantee of origin certificate.
- > Use of geothermal energy for the air conditioning of the office building.
- > Electric vans for maintenance staff.



GOAL 4

- > Agreements with universities, training centres for the disabled and professional training centres for the incorporation of internship staff into IFEMA.
- > Promotion, during Education Week, of the knowledge of the various study opportunities, both at university and professional training level.

GOAL 12

- > Collection of excess food from IFEMA's in-house trade fairs belonging to the food and agriculture sector and donation to various NGOs.



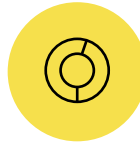
Certificates, in recognition of our commitment

As a result of the efforts made to align our activity with the achieving of the United Nations Sustainable Development Goals, evolve towards constant improvement and ensure the maximum quality standards in areas that are strategic for our activity, we have obtained the ISO 9001, ISO 50001, ISO 14001, ISO 20121 and ISO 22320 certificates. The obtaining of these certificates, based on internationally accepted and recognised standards, involves an examination of all the work we have carried out in the framework of the quality and corporate social responsibility policies by an authorised, neutral company.

IFEMA's certifications

ISO 9001

Quality management.



ISO 50001

Certification of energy efficiency for the South Entrance building.



ISO 14001

Environmental management.



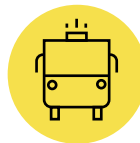
ISO 20121

Management of sustainable events.



ISO 22320

Emergency management and incident response.



We are also members of the United Nations Global Compact

Since the end of 2019, IFEMA has formed part of the United Nations Global Compact, the world's largest corporate sustainability initiative of which 13,000 entities from more than 170 countries are currently part.

Through this membership, we have committed to aligning our operations with the 10 Principles of the Global Compact with respect to human rights, labour standards, the environment and anti-corruption, in addition to adopting measures that support the UN's 17 Sustainable Development Goals (SDGs).

This new commitment represents another step forward to promote the sustainability of the more than 800 events that take place in our facilities each year, in addition to our responsibility to the more than 4 million visitors and 33,000 companies that participate in our activity each year.



Through our membership of the United Nations Global Compact, we have committed to aligning our operations with the 10 Principles of the Global Compact with respect to human rights, labour standards, the environment and anti-corruption.



THE MANAGING DIRECTOR'S VISION

Eduardo López-Puertas Bitaubé

I'm proud to present this Report that sums up our institution's accomplishments in the various areas of corporate social responsibility over the course of 2019, in addition to our efforts to identify and act in favour of the Sustainable Development Goals that IFEMA's activity has a direct effect on as a trade fair, congress and events operator and organiser.

A financial year during which we made so much progress in the consolidation of our CSR Master Plan, and so much progress in the drawing up of a strategy, that we deemed it necessary to make this report a document in its own right, making it independent of the Activity Report, and thus give our commitment to all aspects of sustainability the importance it deserves.

It's a reality that today more than ever, institutions and companies are being called upon to promote projects and initiatives that revolve around ethical and sustainable operations from an economic, social and environmental point of view, as a result of their commitment to society and the responsibility of their influential capacity which also extends to the sphere of health and safety and people. These areas have become the cornerstone of all organisations in their commitment to sustainability. And to a greater extent for those who have a greater influence on society. A circumstance confirmed by IFEMA, an institution that generates wealth, employment and business

development, that brings together over 4 million visitors and 33,000 participating companies, and which meets their needs by developing sustainable infrastructures and services.

Amongst IFEMA's main commitments is the huge progress made in the environmental sphere. Aware of the impact of our trade fair and congress activity, and the short-lived nature of our projects, we have established goals and methods for the control, measurement and offsetting of the generation of waste, the emission of greenhouse gases, noise pollution and the sustainable use of energy and natural resources. Also noteworthy are the goals defined to promote circular economy through the processing of waste, and even to protect the biodiversity of our surroundings.

I would like to highlight the two key pillars in terms of our commitment to the creation of sustainable infrastructures. On the one hand, the reduction of the environmental impact of IFEMA's operations and on the other, appropriate management of waste and correct recycling, taking into account the constant construction and deconstruction of the events that make up our activity. Another important factor on top of this is the power supply required by IFEMA's operations, and which this year achieved the goal of being 100% clean energy from renewable sources.

In the framework of the recently-created electrification of mobility at the end of 2019, we also implemented the installation of the first electric vehicle charging car park created for a trade fair venue in Spain. According to estimates, it could be used to charge 13,000 vehicles a year, with a 100% green power supply with renewable source guarantee of origin certificates (GdOs).

In another order of things, but closely linked to the goal of sustainability, we must underline IFEMA's sensitivity towards its human capital. IFEMA has traditionally been an institution committed to its workers, without doubt our main asset, due to their high level of commitment, specialisation and professionalism. That's why we pay great attention to matters like the respecting of equality and diversity, training, trade union relations and the promotion of policies to boost flexibility and the reconciliation of work and family life, with the incorporation of working from home in 2019, which comes on top of our other measures directly in relation to the health and safety of our employees, and which IFEMA continues to implement year after year, to revalidate its certification as a Family-Responsible Company. And all this without forgetting the work we have been carrying out in relation to the respecting of human rights, with the

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creation of a reporting channel, and the anti-corruption measures with the creation this year of regulations for regulatory compliance, in addition to the training of our workforce in this area.

We also must not forget that IFEMA's activity is impregnated with an element of transcendental importance: its enormous influential capacity. Hence why one of the major elements of our CSR Master Plan is the economic impact we have on our environment and our commitment to local and business development. Our work focusses on providing value and services for companies, which is why we have been promoting initiatives that favour support for entrepreneurship and also innovation, each year fostering actions that constitute the backbone of each of our trade fairs and the projects IFEMA organises.

Last but not least, I would like to give a very special mention to the work carried out by IFEMA aimed at promoting social work through a Corporate Volunteering Plan, of which I am particularly proud. The generosity and initiative of our employees has led us to work on charity projects of particular relevance and, more importantly, suggested by the employees themselves. In this chapter we will also look at the social work carried out by IFEMA with various organisations and associations, as well as access to its venues and services.

This is all in addition to the goals in which we have made progress during 2019 such as the creation of sustainable infrastructures, the promoting of sustainable tourism practices, the promotion and channelling of the social work of our clients, integrating corporate social responsibility activities into our trade fairs, in addition to the promotion of transparency, ethical management and effectiveness as a public institution that generates quality employment and facilitates the economic growth of the surrounding area.

I couldn't end without mentioning some of the milestones reached in 2019. On the one hand, the development of an Integrated Management System that helps the organisation comply with the requirements of the most demanding international environmental, energy and sustainability standards, through which IFEMA hopes to become a centre of reference for good environmental practices, both in the ethical, responsible management of resources and the correct handling of the waste it generates.

“We also must not forget that IFEMA's activity is impregnated with an element of transcendental importance: our enormous influential capacity. Hence why one of the major elements of our CSR Master Plan is the economic impact we have on our environment and our commitment to local and business development.”

On the other hand, IFEMA's commitment to raising its quality, sustainability and environmental standards as much as possible, efforts that have materialised through our obtaining of the following certifications: ISO 9001, ISO 50001, ISO 14001, ISO 20121 and ISO 22320 in relation to Energy Efficiency, Environment, Sustainable Events, Quality and Safety in Emergencies. Efforts that will result in the consolidation of IFEMA's competitiveness for the capturing of international-scale events, as with the production of COP25, another event that served to culminate a year of particular impact and recognition in terms of the environment, along with IFEMA's joining of the United Nations Global Compact.

Finally, I would like to show my appreciation for all the exhibitors and visitors who were present at our trade fairs and events over the course of 2019. Thank you for the trust you have placed in us.

I invite you all to continue forming part of our family in the future.



HANDS- ON

01

Respect for and commitment to the environment

Environmentally-sustainable events | **20**

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ENVIRONMENTALLY SUSTAINABLE EVENTS

The impact of our work on the environment arises principally from the considerable movement of people (more than 4 million during this financial year) and goods that takes place for IFEMA's trade fairs and events, in addition to the use of its facilities and services.

For this reason, our efforts focus on promoting the sustainability of the infrastructures and events to reduce the environmental impact of our activity.

As set out in IFEMA's Corporate Social Responsibility Master Plan, we want to promote the development of infrastructures linked to our environmental and energy efficiency commitment, and also the efficient use of natural resources.

For us, a sustainable event is one that establishes and follows policies designed to implement actions that have a positive effect on the culture of sustainability, in addition to acting on aspects directly linked to the holding of the

events like the handling of waste.

Based on these convictions, over the course of 2019, we carried out important initiatives for the care and protection of the environment.

Responsible use of natural resources

Smart, appropriate management of the planet's resources has now become an essential requirement for any entity that advocates environmentally-friendly activity and the protection of the environment.

Aware of this fact, during 2019, we continued with our policy for the responsible use of natural resources and achieved significant reductions in all of these.

In 2019 we continued with our policy for the responsible use of natural resources and achieved significant reductions in all of these.

Water, our most valuable asset

Our concern over the global scarcity of water, an essential element for life, makes us extremely careful in our use of this precious resource. In 2019, we achieved a reduction of 11.32% in our water consumption, with a total of 92,994 m³ used. This meant savings equivalent to five Olympic-sized pools.

The adaptation work on our plumbing installations, together with the incorporation of automatic taps and dual-flush toilets in all the halls contributed significantly to this accomplishment, leading to an annual reduction of over 5,000 m³ of water, in addition to the installation of waterless urinals, which signify total water savings.

CONSUMPTION OF NATURAL RESOURCES WITHIN IFEMA

Indicator	2019 data	% reduction compared to 2018
Consumption of water (m ³)	92,994.00	-11.32%
Electricity consumption ratio (MWh/€M.)	160.38	-22.13%
Natural gas consumption ratio (MWh/€M.)	96.34	-20.35%
Paper consumption ratio (units/€M.)	9,135.03	-39%
Carpet consumption ratio (m ²) / No. of net m ² sold per year	0.66	-22%
Diesel consumption ratio (l/€M.)	57.95	-40.69%
Petrol consumption ratio (l/€M.)	3.47	-30.22%



IFEMA managed to reduce its carbon footprint, with a ratio of tonnes of CO₂/turnover (millions of euros) of 67.75, signifying a reduction of 39.7% compared to 2018 and 50.68% compared to 2017.

Electricity and other energies

Energy efficiency is another of our main goals in the environmental sphere which in 2019 translated to a considerable reduction of the consumption ratios (kg of CO₂/turnover) of electricity and natural gas, with reduction percentages of 43.03% and 23.85% respectively.

The investment made in the installation of energy-efficient LED lighting in the 12 halls and accesses of Feria de Madrid brought energy and material replacement savings of 45%, corresponding to around 280,000 euros annually and 897.57 tonnes less CO₂ emissions, equivalent to that generated by 600 vehicles in a year.

Lighting using energy-efficient LED bulbs in all our halls, as well as 100% of the modular stands we sell, contributes to lower energy consumption during the holding of our trade fairs and events.

At the same time, our geothermal power plant for the heating of the Feria de Madrid office building, operational since the end of 2017, provides combined electricity and natural gas energy savings of 313 MWh/year, leading to a reduction in CO₂ emissions of 80 tonnes annually.



Combating climate change

Reduction of CO₂ emissions

According to most scientists, the planet is embarking on a climate change largely caused by the emission of greenhouse gases (GHGs). An organisation's carbon footprint quantifies the amount of GHG emissions released into the atmosphere as a result of its activity, with three types of scope defined: scope 1, direct GHG emissions produced by the organisation itself; scope 2, indirect GHG emissions associated with the generation of electricity acquired and consumed by the organisation, and scope

3, other types of indirect emission such as those produced by transport means.

According to scopes 1 and 2, in 2019, IFEMA managed to reduce its carbon footprint, with a ratio of tonnes of CO₂/turnover (millions of euros) of 67.75, signifying a reduction of 39.7% compared to 2018 and 50.68% compared to 2017.

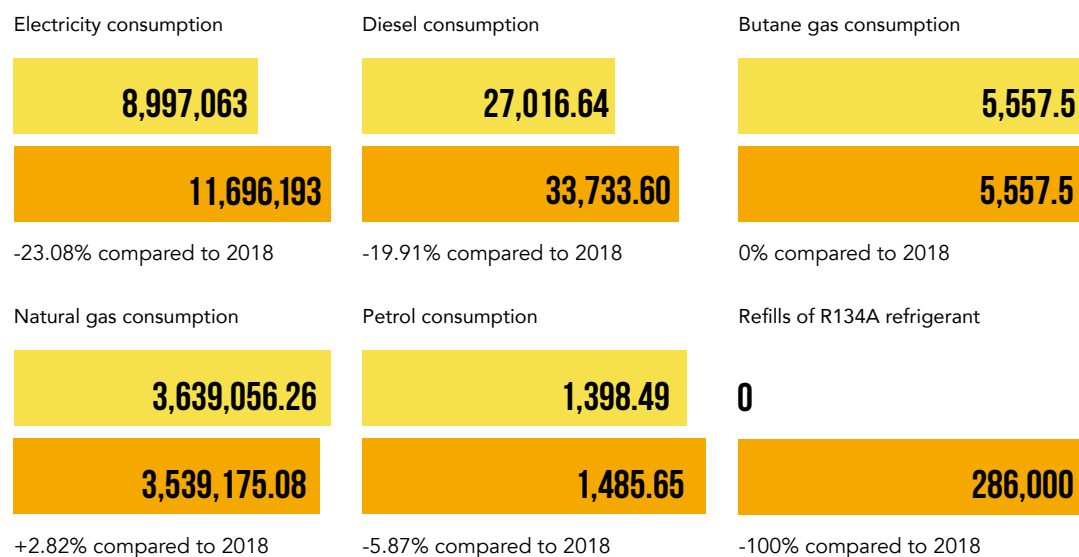
IFEMA's direct emissions were due to the combustion of natural gas in its boilers during the winter and the consumption of diesel by the emergency equipment (generators). There is another type of emissions, called diffuse emissions, which in IFEMA are caused by refrigerator gas leakage from its air conditioning and refrigeration units in the summer and consumption of

diesel and petrol by vehicles and machinery.

The emissions arising from the consumption of diesel and petrol dropped by around 25% during this financial year, whilst those due to the consumption of natural gas have increased by 2.82%. The emissions due to refrigerator gas leakage from air conditioning and refrigeration units dropped 100% as there were no leaks during 2019.

IFEMA's carbon footprint (kg de CO₂)

2019 | 2018



IFEMA'S CARBON FOOTPRINT: RATIO OF KILOS OF CO₂/TURNOVER IN MILLIONS OF EUROS (KG OF CO₂/€M.)

Indicator	Ratio of kg of CO ₂ /€M. in 2018	Ratio of kg of CO ₂ /€M. in 2019	% reduction 2019-2018
Electricity consumption (kWh)	84,449.05	48,112.64	-43.03%
Natural gas consumption (kWh)	25,553.61	19,460.19	-23.85%
Diesel consumption (l)	243.56	144.47	-40.68%
Petrol consumption (l)	10.73	7.48	-30.28%
Butane gas consumption (kg)	40.13	29.72	-25.94%
Refills (kg) of refrigerator gas R134A	2,064.98	0.00	-100%

Free of noise pollution

On the 4th of April, 2019, we carried out an environmental noise pollution test through an evaluation of the noise emission per activity in IFEMA's facilities.

The test was conducted by the Eurocontrol noise testing laboratory at four points (North, South, East and West) and during three periods of time (day, evening and night), and the measurement report issued by the laboratory was

satisfactory: all the results were in compliance with the limits established by the Madrid City Council Regulations on Protection against Noise and Thermal Pollution.

Commitment to renewable energies and sustainable mobility

In addition to giving continuity to the use of geothermal energy (one of the most efficient renewable energies that exists) in the air conditioning of our facilities, in 2019 the commitment we made to renewable electrical energy and sustainable mobility were noteworthy.

This commitment materialised through the installation of the first public electric vehicle charging car park available at a trade fair venue and came as a result of our strategic agreement with Iberdrola. The new Iberdrola charging car park, which allows the simultaneous charging of 34 electric vehicles, supplies 100% green energy, from clean generation sources, with Renewable Energy Guarantee of Origin Certificates (GOs). According to estimates, it will be possible to charge 13,000 vehicles a year, which will signify savings of 226 tonnes of CO₂ emissions into the atmosphere.

Within IFEMA's corporate social responsibility policy, our commitment to sustainable mobility also materialises through our main Motor & Mobility trade fairs, as well as through our institutional policies themselves, and represents a determining factor in relation to which we are setting up various initiatives and collaboration agreements, like that signed with Iberdrola

to make it our strategic partner on the subject of mobility and electrification of transport.

This collaboration agreement will allow us to build a dissemination framework to send messages to both the business sector and civil society aimed at raising awareness for an ecological and environmentally-favourable transition through the use of electric vehicles.

IFEMA has a fleet of 12 vehicles: 3 diesel, 7 Kangoo ZE maintenance vans and 2 Hyundai Ioniq hybrid cars for commercial use, the latter incorporated in 2019.

Since the incorporation of electric cars into our fleet at the end of 2017, we have saved 6,518.6 litres of diesel, signifying a reduction of 16.25 tonnes of CO₂ emissions and annual savings of 3,500 euros.

In addition to giving continuity to the use of geothermal energy in the air conditioning of our facilities, in 2019 the commitment we made to renewable electrical energy and sustainable mobility was noteworthy.



Circular economy and waste management

In the framework of our commitment to the environment, at IFEMA we are fully immersed in a circular economy model through which we promote the use of resources and the reduction, reuse and recycling of the elements used for our activity.

This system represents an alternative to the traditional linear economy model, based on the consumption and elimination of resources. In this way, we are moving away from the "use and throw away" system and opting for another more environmentally-friendly system based on prevention, reuse, repair and recycling.



Less waste generated and more segregation

The waste materials most generated by IFEMA during 2019 (wood and mixtures of inert waste), in addition to not being hazardous, have dropped by 18% and 14% respectively.

As regards other non-hazardous waste, this year we made an effort to increase separation, a task that has paid off with a drop in the volume of tonnes of mixtures of inert waste generated and an exponential increase in the generation and collection for recycling of paper/cardboard, plastic and glass, of 339, 51.5 and 14.2 tonnes, respectively.

We also ensured that all the paper we bought for our graphic materials and for the internal printing of documents, as well as for the envelopes we use for institutional and event-related correspondence, was paper with the PEFC or FSC certification, which certify that it comes from sustainably managed woods.

Additionally, the installation of a screen to communicate information to visitors on the façade of the South Entrance has allowed us to eliminate 100% of the vinyl sticker paper used in this area to promote each trade fair.

At the same time, we have managed to reduce the amount of hazardous waste generated by more than 60% thanks to the elimination of stock of electrical equipment that wasn't going to be used and which was sent for recycling.

Also remarkable is the fact that we were able to increase the separation of our hazardous waste, reaching 100% in many cases.

Overall, our efforts to reduce the waste we generate showed good results in 2019, as we managed to lower both our non-hazardous waste and hazardous waste figures compared to 2018, specifically by 12.05% and 65% respectively.

GENERATION OF WASTE IN IFEMA

Waste generating activity	Type of waste	Amount generated in 2019 - Total (tonnes) per type of waste	Variation 2019-2018
Non-hazardous waste			
Trade fair and restaurant activity	Rest: mixture of inert waste	5,487.7	-14.80%
Trade fair and office activity	Paper and cardboard	239	135.31%
Trade fair activity	Plastic-containers	51.53	894.80%
Trade fair activity	Wood	3,416.49	-18.41%
Restaurants	Glass	14.243	27.40%
Maintenance	Construction and demolition waste (CDW)	80	-19.66%
Maintenance	Scrap metal	272.62	1,016%
Offices	Electric and electronic device waste	1.195	-86%
Restaurants	Used oil	4.6	-10%
Washing and first aid	Type I medical waste	5.18	0%
Hazardous waste			
First aid	Type II medical waste	12 units	0%
Maintenance	Used oil	0.48	100%
Maintenance and trade fair activity	Contaminated empty containers	0.079	-97%
Maintenance and trade fair activity	Paint sludge with solvent	0.519	100%
Maintenance	Empty aerosols	0.009	100%
Maintenance	Contaminated absorbents	0.027	100%
Offices	Electric and electronic device waste	0.515	-93%
Offices and maintenance	Batteries and storage batteries	1.73	100%
Offices and maintenance	Fluorescent lights, bulbs, etc.	0.437	-7%

NON-HAZARDOUS WASTE

Ratios of tonnes (t) of non-hazardous waste (NHW)	Results of 2019	% reduction compared to 2018
T of NHW generated	9,572.56	-12.05%
Ratio of t of NHW/Turnover (€M.)	51.19	-34.8%
Ratio of t of NHW/Turnover rate (€M.)	540.82	-21%

HAZARDOUS WASTE

Ratios of tonnes (t) of hazardous waste (HW)	Results of 2019	% reduction compared to 2018
T of generation of HW	3.796	-65%

RECYCLING AND REUSE OF WASTE

	Results of 2019
T of NHW recycled or reused/Total T of NHW	72.77%
T of HW recycled or reused/Total T of HW	85.62%
T recycled or reused of the total waste/total T of waste	72.78%
Total no. of waste items recycled or reused/ Total no. of waste items	72.5%



Promoting recycling

In parallel, we have increased the volume of waste we send for recycling or reuse (repurposing) which represented 72.5% of the total.

In this respect, we have developed regulations to raise awareness amongst those involved in our activity (assembly companies, cleaning teams, exhibitors, etc.) of the need to select and separate waste, and a system of coloured signs has been established for the waste collection container areas of our facilities.

A SHOWCASE FOR ECOLOGICAL AND ENVIRONMENTAL AWARENESS

The trade fairs and events we organise are the best stage to give visibility to initiatives and projects that contribute to raising awareness on the importance of caring for the environment.

In 2019, we incorporated **ORGANIC FOOD IBERIA** and **ECO LIVING IBERIA**, the largest ecological trade fair for professionals of the Iberian Peninsula, into our official calendar, thus promoting environmentally-friendly agriculture and consumption of products.

As regards food, the excess food from **MEAT ATTRACTION**, the **International Trade Fair for the Meat Industry**; **FRUIT ATTRACTION**, the **International Trade Show for the Fruit and Vegetable Industry**; and **INTERSICOP**, **International Bakery, Pastry, Ice Cream and Coffee Show** was donated, thus reducing the volume of organic waste generated.

For its part, the fashion industry gave a nod towards ecology and sustainability through the **MERCEDES-BENZ FASHION WEEK MADRID**, the Spanish fashion platform, organised by IFEMA. The 70th edition of this fashion show handed over its materials in cloth bags made from organic material, presented collections with more responsible fabrics and advocated second hand fashion.

Other noteworthy actions in benefit of the environment took place at **EXPOTURAL**, **Nature, Climate and Sustainable Tourism Fair**, for which 100% of the tonnes of CO₂ emitted was offset, and **ARCOmadrid**, **International Contemporary Art Fair**, where no carpets were used, allowing us to reduce the consumption of textile material and as a result, natural resources.



The excess food from **MEAT ATTRACTION**, **FRUIT ATTRACTION** and **INTERSICOP** was donated, thus reducing the volume of organic waste generated.

We also organised the **COP25 Climate Change Conference** in record time and with extraordinary results. This event made us the epicentre of the world for concern for the environment for the 12 days it was running. More than 25,000 representatives from 200 countries came together at IFEMA from the 2nd to the 13th of December for the purpose of reaching agreements and commitments between nations to combat the effects of climate change.

During COP25, a spectacular installation by the artist Michael Pinsky, "Pollution pods", dominated the circular patio of the Feria de Madrid venue, symbolising the situation of huge cities with high pollution rates like New Delhi, London, São Paulo and Beijing, and acting as a wake-up call for institutions, governments, authorities and civil society.

"Pollution pods", which was exhibited in other public spaces of large cities, is based on a laboratory simulation that emulates the nitrogen and sulphur dioxide and carbon monoxide particles present in the air of these capitals with a high density of population, industry and vehicles using artificial aromas and perfumes. An experience that allowed visitors to pass through more and more contaminated cells and find out about the health risks of breathing in polluted air, a reality for millions of people all over the world, in addition to finding out about the actions that are causing this situation.

We also hosted the 35th edition of **BIOCULTURA, Fair of Ecological Products and Responsible Consumption**, which presented all the new developments of the ecological sector and offered more than 400 activities in relation to

The trade fairs and events we organise are the best stage to give visibility to initiatives and projects that contribute to raising awareness on the importance of caring for the environment.

the areas of food, cosmetics, sustainable fashion, health, etc., with new proposals to achieve "zero waste". A fun, awareness-raising, informative event on natural, environmentally-friendly consumption.



PROTECTION OF BIODIVERSITY

IFEMA is not located in an area of high biodiversity, so our activity does not affect or interfere with any species that is protected, threatened or in danger of extinction of the Madrid Region. Nonetheless, as part of our policy of respect for the environment, we continued to carry out actions for the care and conservation of the biodiversity that surrounds us.

In our garden areas, we have planted a selection of native and foreign vegetation species adapted to the climatological conditions of the area. The selection was made taking into account their physiology and their needs, which has provided greater stability and a reduction in the subsequent maintenance tasks, at the same time as allowing us to preserve the vegetative biodiversity.

At the same time, we have used vegetation species that pose no risk for users' health and safety, ruling out toxic, thorny and very allergenic species, and we have ensured that the subsequent development and growth of the species will not cause problems for the visitors, thus guaranteeing sustainable public use. Additionally, we ensured

that the selected species were adapted to the use of regenerated water implemented throughout the site.

The plants have been distributed into hydrozones based on their water needs, as in the case of the North Entrance and the South Entrance, where we have separated the shrubs from the meadow to favour their optimum development and improved maintenance.

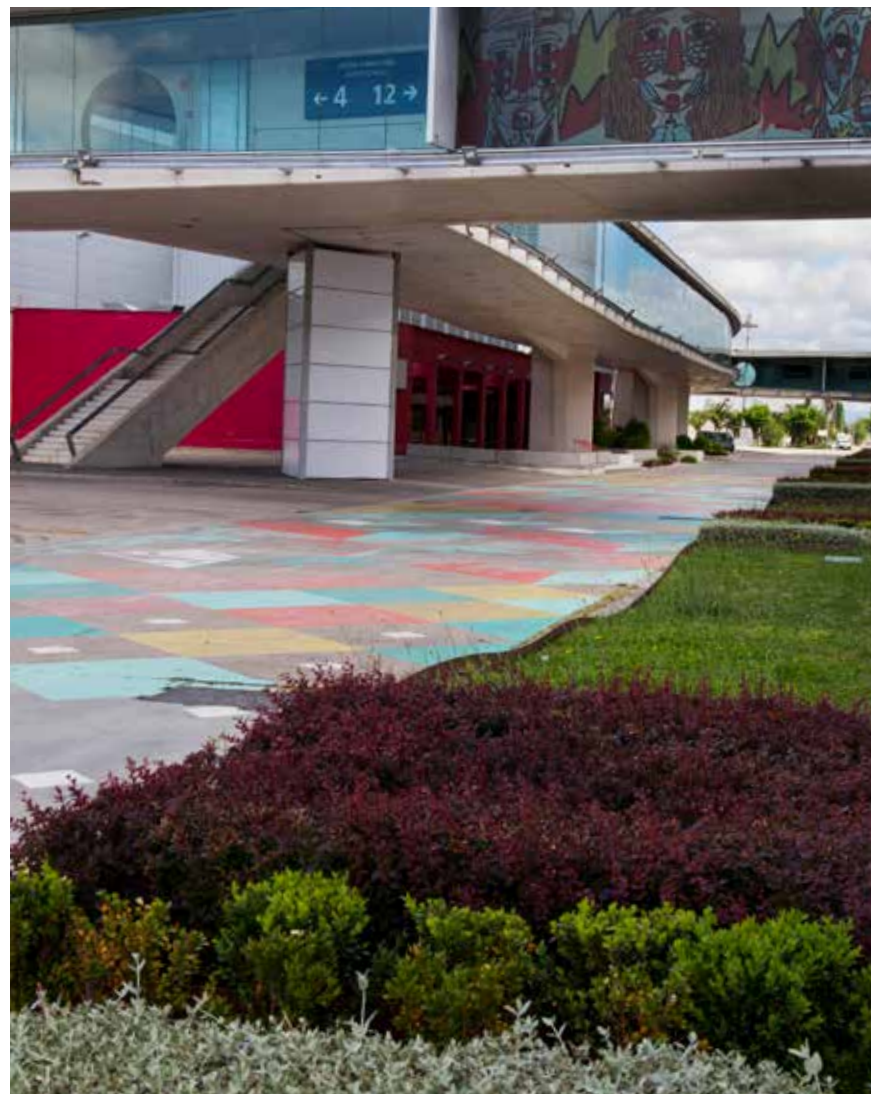
At the same time, we have reduced our lawn and meadow area by a total of 29,279.64 m² to achieve lower water consumption and less time for maintenance. The mix of seeds used in the new plantations and reseeded lawn includes species that have lower water requirements and which are adapted to the climatology of Madrid, thus reducing the maintenance costs (less-frequent cutting and less need for fertilisers).



As part of our policy of respect for the environment, we continued to carry out actions for the care and conservation of the biodiversity that surrounds us.

We have also prioritised the use of climbing plants in replacement of other types of coverage. In this case, in the East and West zone car parks, we have used creeper species to cover all the inclines. The goal was not only to achieve the stability of the land as the roots act as anchorage for the earth but also to prioritise their high ornamental value, their capacity to avoid the appearance of weeds and the possibility of using a localised irrigation system, thus reducing the consumption of water. Additionally, we have used filler made of recycled wood chips in all shrub plantation areas of the North Entrance and the South Entrance.

For replacement, new plantation and reseeding, we prioritised the purchasing of the vegetation species and supplies in local garden centres, obtaining plants that are better adapted to the climatological conditions of IFEMA's environment with shorter transport times for the material, with the resulting savings in fuel consumption.



We also promoted the use of organic fertilisers, restricting chemical fertilisers to situations of shortage and performing the pertinent prior analyses. In order to reduce the contamination of aquifers with nitrates, we prioritised the use of fertilisers of balanced composition, with low nitrogen percentages.

Finally, we opted for weed control through manual or mechanical means, eliminating the use of herbicides.

CERTIFICATES THAT VOUCH FOR OUR ENVIRONMENTAL WORK

At IFEMA we have various international certificates that have raised our environmental and sustainability quality standards.

ISO 14001 - Environmental management system

ISO 14001: 2005 certification: this is an international standard that allows companies to show the commitment they have made to protecting the environment through the management of the environmental risks associated with their activity. This reinforces the company's commercially sustainable image.

Since 2019, IFEMA has held the ISO 14001 certification for all the trade fairs we organise. With the goal of carrying out good management and handling of the waste generated by these events, we have implemented a programme for the separation and reuse of waste materials. We have also established an awareness and communication programme aimed at exhibitors during assembly and disassembly, with the goal of aligning our goals and adding good practices that contribute to the conservation of the environment.



ISO 20121 - Sustainable events management system

All our trade fairs also have ISO 20121: 2013 certification: which specifies the requirements for a sustainability management system for any type of event or activity in relation to this. It therefore offers criteria for the different phases and activities: design, planning, execution, implementation, review and activities after the sustainable event. The purpose of this standard is not the certification of the event in itself but rather the management system of the organisations in charge of the events in order to ensure that those included in the scope are managed according to criteria of sustainability.

The plan we have developed within IFEMA in relation to standard 20121 is broad and pioneering in our country, as we are the only operator in Spain to hold this for such a high number of trade fairs.

It's worth noting that, as required by the regulation, we carry out an internal evaluation of the sustainability system of our suppliers once a year during which we take into account not only any internal complaints but also any external reports. In the event of a negative evaluation, we ask them to produce a plan of action in this respect.

ISO 50001 - Energy management system

In 2019, we also became certified for business energy management standard ISO 50001: 2018, which underlines IFEMA's commitment to sustainability. The certification of an energy management system according to this standard helps organisations to implement an energy policy and appropriately manage the energy-related aspects arising from its activity like the services, facilities, etc. which translates to real, quantifiable cost savings.

In relation to this certification, at IFEMA we have implemented the promotion of the consumption of green energy and the generation of geothermal energy through a plant that caters for the air conditioning needs of our central building, amongst other measures.



In 2019, we were certified for business energy management standard ISO 50001: 2018, which underlines IFEMA's commitment to sustainability.



HUMAN

02

People, our most valuable asset

Personally responsible | **38**

Ethical, transparent conduct | **45**

The IFEMA family | **48**

PERSONALLY RESPONSIBLE

For IFEMA, people are the centre of our activity and one of our most precious resources. In the same way that we take care of the visitors and professionals we welcome to our trade fairs and events, our employees constitute our most valuable asset because they are the mind, hands and heart of our institution. They think, act and feel to breathe life into IFEMA and keep us growing year after year.

For this reason, our efforts focus on offering our employees a safe, healthy working environment in which they can develop both personally and professionally.

In addition to promoting equality and diversity and ethical conduct, as a Family-Responsible Company, we favour the reconciliation of work and family life, always motivated by the end goal of contributing to improve and enrich people's lives.

A workforce based on equality and diversity

The development of IFEMA's employees is based on gender equality and equal opportunities, non-discrimination and respect for diversity.

Once of our main goals is to promote equal consideration between men and women in relation to access to employment, professional training and promotion and working conditions. Therefore, our human team is made up of 427 people, of which 49.4% are men and 50.6% are women.

We also take care to guarantee the quality of the employment by promoting permanent contracts and the contracting of trainee staff. In this respect, 99.3% of our staff are permanent and the average length of time with the company is 20.6 years.

Since 2017, IFEMA has formed part of the "More Women, Better Companies" programme, an initiative of the Ministry of Healthcare, Social Services and Equality, to favour the balanced participation of women and men in decision-making in the business environment, with the end goal of increasing the presence of

women in executive roles. At the end of the financial year, IFEMA's management team, made up of 28 people, had 50% men and 50% women.

Additionally, IFEMA's executive staff participate in the Promociona Project, a programme by the Spanish Confederation of Employers' Organisations (CEOE) and the Women's Institute to enable more women to reach senior management positions within companies. At the end of 2019, all the women on IFEMA's Management Committee had participated in the programme.

During the year, we gave continuity to our commitment to practice and demonstrate equal treatment that promotes the personal and professional progress of our workforce. This work took place in various spheres, all of them key to compliance with the equal opportunities policy.

On the one hand, we decided to hire new employees through an objective evaluation of the candidates' knowledge and skills to carry out the role, with no discrimination whatsoever between men and women. And we determined the promotion and professional development of our employees following objective criteria based on target and performance evaluation systems.

On the other hand, we do not apply any wage differences in the hiring of people due to their gender or other discriminatory considerations.

Likewise, we guarantee absolute respect for diversity and reject any type of discrimination, be this as a result of age, gender, race, marital status, sexual orientation, political ideology, religion, nationality or any other vital option.

As collaborators of the Socially Responsible Public Procurement Forum, an entity that promotes the employment of disabled people, our permanent workforce includes eight employees with some type of disability, whom we provide with an appropriate environment for professional training and growth, as well as the same opportunities for promotion.

99.3% of our staff are permanent and the average length of time with the company is 20.6 years.

Workforce data

Total employees

427

211

Men

216

Women

Permanent	Temporary
99.3%	0.7%

Executive management team

28

14

Men

14

Women

Employees by functional area

Central	167 (M: 75 / W: 92)
Sales	124 (M: 17 / W: 107)
Technicians	59 (M: 55 / W: 4)
Services	77 (M: 64 / W: 13)



Reconciliation of work and family life

Family-Responsible Company (FRC)

In 2019, IFEMA renewed its certification as a Family-Responsible Company (FRC), granted by the Másfamilia Foundation and certifying our commitment to the values of the reconciliation of work, family and private life. The FRC model is a unique tool in the world created in response to a new work culture in the area of corporate social responsibility and which enables the reconciliation process in the business industry.

It was the twelfth consecutive year for which we have revalidated our FRC certification, which we have held since 2007. This certification confirms that the FRC management model implemented in IFEMA complies with the guidelines and requirements of the fourth edition of FRC Standard 1000-1 in relation to the design, strategy and implementation of family-responsible practices as far as Institutions are concerned.

IFEMA has achieved the "Proactive B" category of this certification which confirms our actions for the balancing of the professional and personal lives of our employees. Along these lines, we actively encourage our workforce to achieve a balance

in their day-to-day lives that allows them to take care of their other personal and family responsibilities, beyond their work duties.

IFEMA renewed its certification as a Family-Responsible Company (FRC), granted by the Másfamilia Foundation and certifying our commitment to the values of the reconciliation of work, family and private life.



Flexibility, the key to a good balance

As part of the company's commitment to promoting measures that favour the reconciliation of the private, family and work lives of its employees, and increase work flexibility, during 2019, IFEMA's Management decided to introduce a Flexible Work Pilot Programme.

As a result, the Work-from-home Study Commission was created, made up of members of the company's Management and the union representation of the workers, for the implementation of said pilot programme. Its goal is to study the viability of working from home in IFEMA to be able to extend this system throughout the organisation in the future.

At the same time, IFEMA has a wide range of reconciliation and flexibility measures included in its Collective Bargaining Agreement and Equality Plan. Amongst these measures, worth noting is the extension of leave granted for family reasons: maternity/paternity leave, due to illness or death of family members, and for the medical accompaniment of children who are minors or disabled and parents.

Additionally, people with family responsibilities and particular difficulty in reconciling their work and family life can work a straight shift without breaks without the need to reduce their working hours.



What's more, in terms of the working day and reconciliation, we also promote the use of flexibility measures that allow us to make the workers' right to work-life balance and the organisational needs of the company compatible.

Finally, with respect to working hours, flexible start and finish times are allowed, adapting this to the type of work carried out within the venue and trying to facilitate the reconciliation of work and family life not only of office staff but also of hall staff. Likewise, periods of straight shifts are established coinciding with the school calendar to facilitate this balancing in Easter Week, Christmas and bank holiday weekends.

During the year 2019, the company's management decided to create a Flexible Work Pilot Programme the goal of which was to study the viability of working from home in IFEMA to be able to extend this system to the whole organisation in the future.

Work training and development of talent

The capacities and skills of our human team are decisive in the success of our activity and in IFEMA's growth. The basis for our future lies in the talent of our organisation, which constitutes one of our main responsibilities, which is why we offer an ongoing training and development plan for our employees that allows them to grow professionally.

Training plan

In 2019, we dedicated 11,503 hours to training, with an annual average of 27 hours per employee. Additionally, we offered 1,856 internal trainee positions in various areas of IFEMA.

The Training Plan of this financial year focussed on areas like information technology, marketing, management systems and technical maintenance, essential aspects to face the challenges in relation to innovation and digital transformation. It also touched on other essential subjects of our times, like

languages, quality and the environment, human resources and regulatory compliance.

Our Training Plan has benefited both our workforce and the organisation. Our employees have been able to acquire new abilities and skills linked to their professional careers, increasing their motivation and confidence when carrying out their roles and taking on new responsibilities. For its part, IFEMA has improved the professional training of its human team so they are better-prepared to face the challenges of the future.

At the same time, as a result of the analysis and measurement of the potential of each employee, we have fostered the internal promotion of some of IFEMA's employees to positions of relevance and responsibility within the organisation. 53% of these internal promotions in 2019 corresponded to women.

We also invested in development processes for specific individuals or groups through training and coaching sessions and we implemented new methodologies for constant improvement and the optimisation of processes in some work groups that we are extending to the whole organisation.

Promoting health and safety in the workplace

Because the health and safety of our employees is fundamental to IFEMA, our Prevention Plan considers various procedures and actions to assess, detect and eliminate risk in our facilities and in our work systems. It also includes campaigns to monitor the health of our employees through periodic medical examinations, the monitoring of people who are particularly sensitive to certain risks and preventive healthcare campaigns.

All action and agreements in this scope come from the Health and Safety Committee in coordination with the External Prevention Service. Particularly in the sphere of the coordination of business activities, IFEMA promotes policies and actions with considerable contribution of resources to guarantee appropriate coordination amongst those involved.

53% of internal promotions in 2019 corresponded to women.

2019-2020 Training Plan

11,503
hours of training received

1,856
internal trainee positions

11
training grants

148
grantees

Training areas of knowledge

Languages

Skills

Safety, self-protection and risk prevention

Information technology

Quality, environment and integrated management system

Purchases and supplies

Human resources, equality and reconciliation of work and private life

Regulatory compliance

Sales and marketing

Management systems

Technical maintenance

In search of talent

Conscious that the capturing of young talent is fundamental for IFEMA's future, we have taken on 148 work experience students thanks to our cooperation agreements with 35 education entities.

Currently, our greatest efforts to attract young talent are being channelled through the various social networks on which IFEMA is present, which is why the new hirings made in 2019 came through these channels.





IFEMA, a great place to work

IFEMA's management is committed to maintaining regular dialogue with its employees in order to implement measures in line with their concerns and interests. For this reason, in 2019, a work climate survey was conducted amongst the employees, with representation of all the company's areas and levels of responsibility.

With an overall participation of 75.1% of the workforce, 95% of the employees consider that IFEMA is a good place to work and 79.5% said that they were happy with their job.

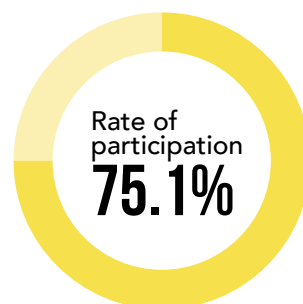
By gender, the men were 82.5% satisfied compared to 77% of women. Amongst the youngest, 88.2% indicated that they were very satisfied with their

job. Additionally, 87.5% of the people who work for IFEMA believe that there is equality between men and women.

As a relevant detail, it was also found that more than 80% of the workforce were aware of the institution's targets and strategy.

In short, the work climate survey made it clear that the employees consider that IFEMA provides them with the technological tools and appropriate means to carry out their work, fosters communication and informs them of its main decisions. Additionally, they felt that the company recognised their efforts in their job role.

Survey on work climate in IFEMA



95%
of employees consider that IFEMA is a good place to work

79.5%
are satisfied with their job

87.97%
are happy with the quality and service offered to clients

ETHICAL, TRANSPARENT CONDUCT

For IFEMA, respect for legislation and regulations, both internal and external, is absolutely essential, in addition to the carrying out of its activity within a framework of ethics and transparency.

Our Regulatory Compliance Unit, created in 2017, is responsible for establishing the standards that regulate our policies in terms of compliance, in addition to ensuring that these are respected by both our employees and our exhibitors and visitors.

Although IFEMA's Compliance System was still in the construction phase in 2018, in 2019 this system could be considered to be fully implemented and communicated to all the organisation's employees.

Thus, during the financial year, the Institution's Ethics Channel was implemented, engaging the services of an external company to manage this, with the goal of giving this means greater transparency, trust and confidentiality, in addition to guaranteeing the possible anonymity of reports.



IFEMA's Regulatory Compliance Unit is responsible for establishing the standards that regulate our policies in terms of compliance, in addition to ensuring that these are respected.

In 2019, various other policies and procedures were also updated:

- > Our Code of Conduct, to adapt this to IFEMA's Compliance Management System.
- > Our Ethics Channel Management Procedure, partly as a result of the implementation of the Ethics Channel tool and partly as a result of the new regulations on the subject of data protection.
- > Regulations for the Regulatory Compliance Committee, with a review of the Committee's duties and its functioning and adapting this to the new Ethics Channel.

> Our Equality Plan, adapting this to the new employment regulations in this area.

Two new corporate policies also came into force:

- > Our Anti-corruption Policy, with the goal of preventing corruption and complying with the legislation in force in all areas and ensuring that all the operations IFEMA gets involved in are carried out with the maximum diligence with assessment of all the legal implications and risks.
- > Our Conflict of Interests Policy, with the goal of establishing the procedures that must be followed in IFEMA on the subject of the prevention or, where this is not possible, handling of any possible conflict of interest.



In 2019, IFEMA's Compliance System was fully implemented and was communicated to all the organisation's employees.



With respect to communication and awareness, various information circulars (on the Code of Conduct, Ethics Channel and Gift Policy) were published on IFEMA's intranet, its whole workforce were issued pendrives containing all the procedures and policies approved to date on the subject of regulatory compliance and the gift register for the Christmas campaign was activated.

Finally, with regards to training, a face-to-face session on the Compliance Management System was provided for the whole workforce in which 99% of the employees participated. Additionally, during the first two trimesters of the year, all directors and intermediate managers received training on the subject of data protection.

Elements of IFEMA's internal compliance regulations

- Code of Conduct
- Regulatory Compliance Manual
- Anti-corruption Policy
- Conflict of Interests Policy
- Gift Policy
- Ethics Channel Management Procedure
- Harassment Protocol
- Regulations of the Regulatory Compliance Committee

THE IFEMA FAMILY

IFEMA's employees are the mind, hands and heart of our institution. They think, act and feel to breathe life into the company and keep us growing year after year.



GLOBAL EXHIBITIONS DAY 5 JUNE 2019
GLOBALEXHIBITIONSDAY.ORG



A DRIVING FORCE

03

Stimulating economic growth and job creation

A driving force that generates progress | 52

An open window on innovation | 61

A DRIVING FORCE THAT GENERATES PROGRESS

Since IFEMA opened for business 40 years ago, we have embarked on a journey during which we have never stopped moving or progressing. Our incessant, growing activity has been the main driving force that has generated wealth for the Madrid Region and has stimulated its development and international promotion.

Likewise, we have contributed to boosting the growth of business and commercial activity and entrepreneurship not only in our city but on a national and international scale.

In 2019, we continued to forge forward with the resulting year of excellent figures in terms of economic and employment impact and stimulation. These are not just numbers: they are a reflection of how effort, together with a commitment to innovation, can generate progress for the company.



Catalysts for economic and employment development

A source of wealth for Madrid

Since its creation, IFEMA constitutes one of the main agents for the economic and social stimulation of the Madrid Region, where we have become the economy's second largest driving force, only behind the Adolfo Suárez Madrid-Barajas airport.

In 2019, our work in the stimulation of growth and generation of employment was particularly relevant. Our extensive agenda of trade fairs, all of reference in the various economic sectors, in addition to congresses and other events, have translated to considerable movement of people, services and goods that has allowed us to contribute more than ever to the creation of wealth in the community and the activation of the related sectors, like transport, restaurants, trade and hotels. The business tourism generated by the visitors and exhibitors at IFEMA's various events has been a determining factor in this respect.

Our contribution to Madrid's finances was 5,104 million euros, which represents an impact of 3.8% of Madrid's gross domestic product (GDP) and 2.2% of the total GDP of this Region, as well as an increase of 16.7% with respect to our income in 2018.

The greatest economic impact occurred in the auxiliary services sector (hotels and restaurants, trade, etc.), with 47.3%, followed by transport (21.3%) and industry (12.6%).

All these factors, together with the growth in our areas of activity, have contributed to the creation of 39,343 direct and indirect jobs during 2019, 50.34% more than the previous year, with a proportion of 1 job per 110 visitors to IFEMA.

The sectors where the most jobs were generated were auxiliary service activities, with 23,456 jobs, followed by transport (8,855) and Public Administration (3,029).

Likewise, our trade fairs and events acted as a platform to give visibility to the work of professionals, companies and new entrepreneurs with an innovative vision who can bring something new to the market, as well as for the detection and development of talent in the various sectors represented.

Socioeconomic impact of IFEMA in the Madrid Region*

€ 5,104 M.

+16.7% compared to 2018

3.8%

of the GDP of the city of Madrid

+18.75% compared to 2018

2.2%

of the GDP of the Madrid Region

+4.76% compared to 2018

39,343

jobs created

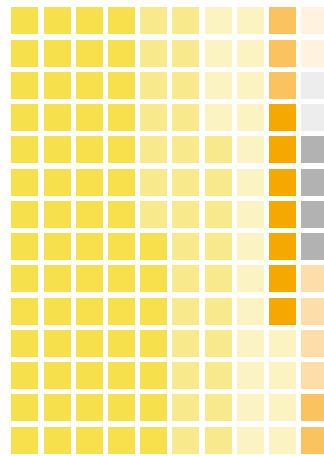
+50.34% compared to 2018

*Source: "Study of IFEMA's socioeconomic impact".
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Our extensive agenda of trade fairs has allowed us to contribute more than ever to the creation of wealth in the community and the activation of the related sectors.

Creation of economic value per sector

Total impact
€ 5,104 M.



DISTRIBUTION OF IMPACT BY SECTOR

Sector	€M.	%
Auxiliary service activities Hotels and restaurants, wholesale trade, etc.	2,038	47.3%
Transport	893	21.3%
Industry Manufacturing of goods and services	528	12.6%
Construction and real estate assets Construction and real estate activity	262	6.2%
Energy Electricity, gas and water	140	3.3%
Financial and insurance activity	102	2.4%
Other services R+D, social and personal services, etc.	101	2.4%
Agriculture, forestry and fishing Includes the cattle industry	72	1.7%
Public Administration Excludes taxes	65	1.5%

Contribution to employment per sector

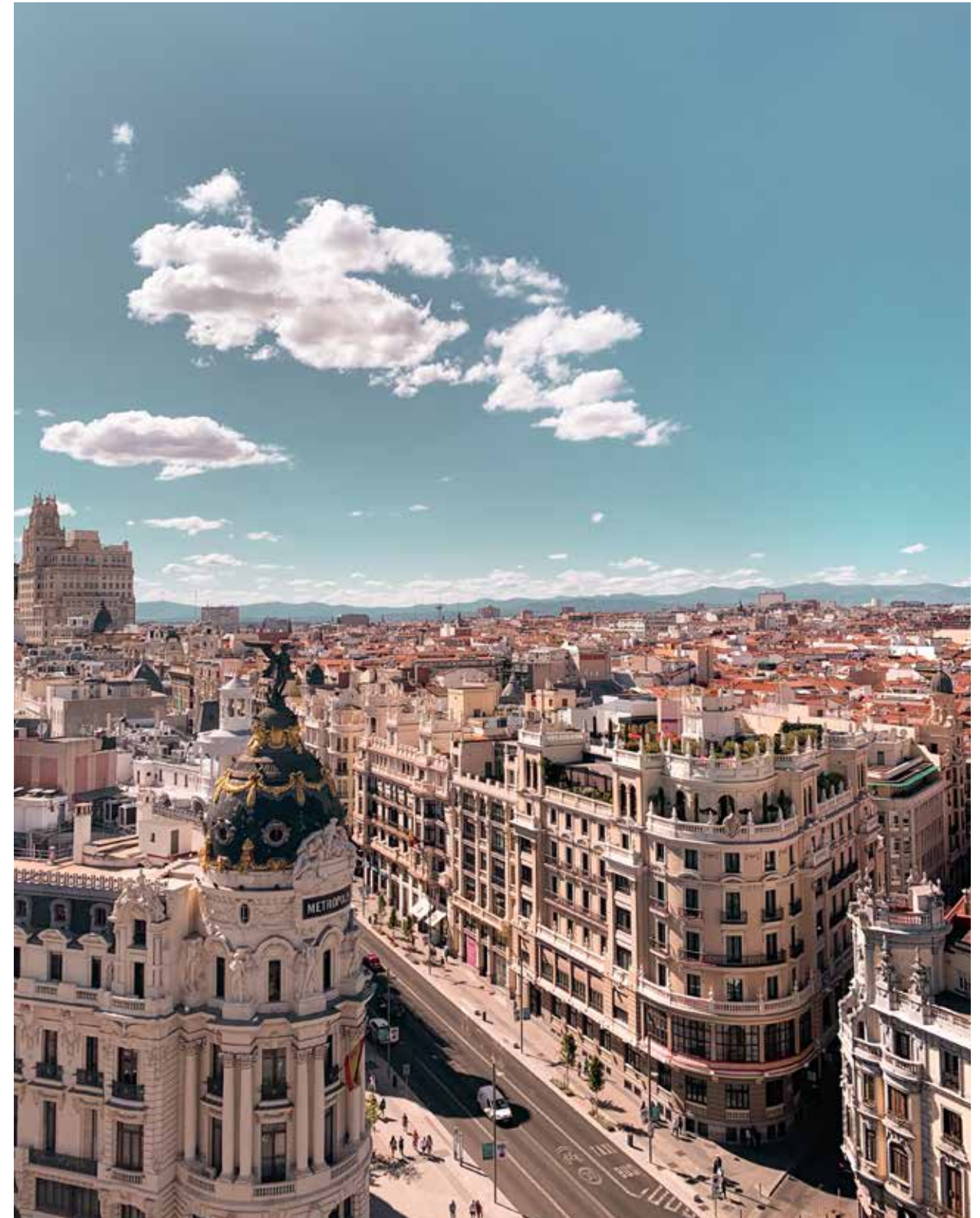
Total employment
39,343
jobs



DISTRIBUTION OF EMPLOYMENT BY SECTOR

Sector	€M.	%
Auxiliary service activities Hotels and restaurants, wholesale trade, etc.	23,456	59.6%
Transport	8,855	22.5%
Industry Manufacturing of goods and services	3,029	5.9%
Construction and real estate assets Construction and real estate activity	2,046	5.2%
Energy Electricity, gas and water	1,671	4.2%
Financial and insurance activity	952	2.4%
Other services R+D, social and personal services, etc.	703	1.8%
Agriculture, forestry and fishing Includes the cattle industry	439	1.1%
Public Administration Excludes taxes	308	0.8%

Source: "Study of IFEMA's socioeconomic impact".
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€--M.: millions of euros.



Internationalisation is one of the values we offer the companies that participate in our events, providing them with commercial platforms to introduce their products onto the European, Latin American and Asian markets.

Promoter of business on an international level

IFEMA is the leading trade fair organiser in Spain and one of the top ones in Europe and thousands of professional visitors from all over the world attend our trade fairs each year. Internationalisation is one of the values we offer the companies that participate in our events, providing them with commercial platforms to introduce their products onto the European, Latin American and Asian markets, where we also operate with the transfer of important trade fair projects.

In 2019, IFEMA offered over twenty specialised professional trade fairs, which constituted a great business opportunity for foreign companies interested in strategically positioning themselves in the Spanish market with the goal of internationalising their products.



The boosting of our expansion beyond our borders carried out during 2019 also had an effect on the internationalisation of our exhibitor companies, which we have provided with new forums for networking and international trade. Our programme of international buyers played a significant role in favouring networking to open new markets and commercial channels.

Additionally, wherever we go, we promote initiatives to create new business synergies and jobs, activate local economies and help redistribute wealth.

Our international consultancy and advisory work in various Latin American countries and North Africa helps to boost tourism and therefore, the economy of these areas, and boost the participation of companies and professionals in these countries in the various trade fairs organised by IFEMA, thus promoting the exchanging of trade.

A revolution in business stimulation and entrepreneurship

The numerous connections and exchanges that take place at IFEMA's trade fairs and events between exhibitors, visitors and the general public act as a catalyst for the establishing of new business and commercial relationships, and for the promotion of entrepreneurship and new projects.

Throughout 2019, we backed the interests of the various groups that form part of our ecosystem and supported numerous business initiatives, allowing startups and new companies to introduce themselves onto the market through their presence at our trade fairs.

Thanks to a system of subsidised participation, we give this type of company with future potential the chance to be present at the most prominent events of their industry, where they have the opportunity to meet and network with possible clients and promoters, minimising their investment costs and providing them with the tools for communications and promotion.

Below are some of the most prominent collaborations and actions we carried out in 2019 to contribute to the stimulation of business and entrepreneurship in various sectors through our trade fairs.

Throughout 2019, we backed the interests of the various groups that form part of our ecosystem and supported numerous business initiatives, allowing startups and new companies to introduce themselves onto the market through their presence at our trade fairs.



ARCOmadrid, International Contemporary Art Fair

The Opening section of ARCOmadrid, a special area for emerging galleries, allowed us to provide these with support to position themselves in the art industry. Additionally, we collaborated with the startup ITGallery to promote new artistic proposals through the use of new technologies.



Education Week – EXPOLEARNING, International Congress & Professional Fair

We provided various stands at more economic prices for the presentation of new business products in relation to education, thus fostering entrepreneurship.

FIMI, International Fair for Children's and Young People's Fashion

In support of young designers of Madrid, the design students of the University School of Design, Innovation and Technology (ESNE) of Madrid, the Valencia College of Art and Design and the School of Art and Design (EASDO) of Orihuela (Alicante) were able to showcase their proposals at FIMI as the professionals of the future.



FRUIT ATTRACTION, International Trade Show for the Fruit and Vegetable Industry, and MEAT ATTRACTION, International Trade Show for the Meat Industry

For these food industry events, we once again organised the Accelera Awards for Innovation and Entrepreneurship, which recognise product and service projects aimed at the horticulture and fruit industry. The candidates who entered and were accepted presented their proposals to a jury in the Innovation Hub over the three days of the event. The winners were chosen taking into account criteria of innovation, sustainability, technology applied and knowledge and we awarded 6,000 euros.



MOTORTEC AUTOMECHANIKA MADRID, Spain's Leading International Trade Fair for the Automotive Industry Targeting Trade Visitors from the Iberian Peninsula, Latin America and North Africa

In the framework of this trade fair, the 16th edition of the Young Car Technicians Competition, organised by Motortec Automechanika Madrid and the Commitment to Professional Training Foundation (COMFORP), took place.

The goal was to promote young talent in the area of after sales and collaborate in the incorporation of women into the automotive industry. We also contributed to giving visibility to a key type of training for the Spanish automotive industry at a time of transition to sustainable mobility. A startups forum was also held in which 15 recently-created companies had the chance to present their proposals and capture possible partners.

SIMO EDUCACIÓN, International Exhibition for Technology and Innovation in Education

During the holding of this event of reference in its field, we provided free spaces to certain startups selected by the association EDUTEC.



IBERZOO+ PROPET, Pet Industry International Trade Fair

This important event for the professional pet industry included the spaces known as Galleries for entrepreneurship, which we provided at more economical prices for the installation of stands dedicated to new business projects.



INTERGIFT, International Gift & Decoration Trade Fair, BISUTEX, International Fashion Jewellery and Accessories Trade Fair, MADRIDJOYA, International Urban and Trendy Jewellery and Watch Trade Fair

Talks, workshops and demonstrations to place the focus of attention on interior designers, decorators and designers took place during the holding of these three trade fairs of the gift, fashion jewellery and jewellery industry, where the professional career of the traders was highlighted to boost their businesses.

Likewise, the "Yo soy Bisutex" platform acted as a platform for the promotion and visibility of young entrepreneurs and companies wishing to present their creations and designs in fashion jewellery and/or fashion accessories for the next season, offering two designers the chance to exhibit their collections at the trade fair.

At the same time, 56 new companies took advantage of the Bisutex and Madridjoya Minis zones, areas made up of small stands specially designed to promote the participation of young designers and companies that require little space. Additionally, the two winners of the "Madridjoya Designers" competition organised by IFEMA through the social networks were able to exhibit their collections in the Minis zone of the trade fair.

MOMAD, International Clothing, Footwear and Accessories Trade Show

The MOMAD Talents competition, organised by the company behind MOMAD, was created to offer a platform for the promotion and visibility of young entrepreneurs and companies looking to promote their clothing and/or fashion accessory creations and designs for the next season.



SALÓN LOOK, International Image and Integral Aesthetics Exhibition

This prestigious event of the beauty industry favours the participation of professionals starting off their career in the trade fair environment, as it allows talented young hairdressers to show their work in the unique space that is the catwalk.



1001 MOMENTOS, Exhibition of Products and Services for Celebrations

This exhibition included a space for young designers and newly-created companies of the industry at more affordable prices.



RECOGNITION OF THE WORK OF SMALL AND MEDIUM-SIZED COMPANIES (SMES)

In yet another example of our work to support the business sector, in 2019, IFEMA organised the 15th SME Awards, which recognise the effort and journey of the best Spanish small and medium-sized businesses (SMEs), in collaboration with the newspaper *Expansión*.

The winners of this edition were Amafix, in the category of technological innovation; Brainstorm, in Internationalisation; Chocrón Joyeros, in Corporate Social Responsibility; Ortoplus, in Job Creation; Palibex, as Best Entrepreneur; and Agropaco and Relevo, joint winners of the award for the category of Environment. The award for the Best Small Business Owner went to Juan María Iriarte, founder of Ekhi Gold Chocolates.



AN OPEN WINDOW ON INNOVATION

With the goal of contributing in the present to lay the foundations for a better future, we are an open window on knowledge, innovation, and everything that helps us to progress and improve people's lives.



Our trade fairs constitute an excellent platform for the launching of new business projects onto the market that provide differential value in any of the sectors we operate in. In addition, they are also an ideal space to discover the latest new developments and innovations.

In 2019, our commitment to innovation materialised through numerous initiatives, occasionally organised jointly with other companies and entities.

Our trade fairs constitute an excellent platform for the launching of new business projects onto the market that provide differential value in any of the sectors we operate in.

Innovation Galleries
Various trade fairs organised by IFEMA, such as **GENERA, Energy and Environment International Trade Fair; Tecnova-PISCINAS, Technology and Innovation Trade Show for Aquatic Installations; IBERZOO+ PROPET, Pet Industry International Trade Fair; SICUR, International Security, Safety and Fire Exhibition** and **REFRIGERACIÓN - C&R, International HVAC & R Exhibition**, include these so-called Innovation Galleries.

It's an area the purpose of which is to offer support in the communication and promotion of the new products presented at the fair and which stand out for their innovative nature.

The Innovation Galleries aim to incentivise innovation as the practical application of knowledge and technology in industrial development, in addition to outlining and disseminating the more significant advances on this subject. It also seeks to recognise and disseminate the research, development and innovation work the companies of the sector are carrying out.

ARCOmadrid, International Contemporary Art Fair

In order to renew and promote new collections, ARCOmadrid has set up #mecomprounaobra in the digital arena. From the 26th of November to the 26th of December 2019, members of the public were able to buy works of art for less than 2,019 euros over the internet, offered by the galleries participating in the next edition of the trade fair over the koyac.net platform.



INTERSICOP, International Bakery, Pastry, Ice Cream and Coffee Show

In the ice cream industry, the manufacturing companies make a constant effort to launch new flavours each season. With the goal of rewarding innovation, for the first time, INTERSICOP offered its visitors the chance to do a fun tour of all the stands with a new ice cream flavour to try. It thus contributed to the creation of and showcasing of new products exhibited at the fair.

INTERGIFT, International Gift and Decoration Trade Fair

The Hotels & Retail Design Forum, held as part of INTERGIFT, promoted innovation in the design of furniture and equipment for hotels, restaurants and commercial spaces. Recognised professionals of the sector told success stories and spoke about the industry's latest trends.

SALÓN LOOK, International Image and Integral Aesthetics Exhibition

One of the goals of this exhibition is to disseminate the innovative and technological nature of the professional beauty sector. To this end, it included various congresses and day events with talks on the latest technology in terms of devices, cosmetics and any aspect in relation to this industry.

Additionally, IFEMA also promotes innovation in the aesthetics sector through the SALÓN LOOK Quality and Innovation Awards, which are granted to exhibitions that, following an evaluation performed by a committee of experts, show compliance with the required aspects in terms of innovation, sustainability and quality. These distinctions are the equivalent of gastronomy's "Michelin Stars".

TRAFIC, International Safe and Sustainable Mobility Exhibition

The Arena Innovation space of this trade fair showcased the most innovative products and services of the mobility sector and included the "The future of mobility" day event, organised by Connected Mobility Hub, the innovation ecosystem that supports and promotes startups aspiring to change the mobility paradigm.

THE INNOVATION OF THE IFEMA LAB FOUNDATION, AT COP25

Conscious that innovation is the greatest catalyst for the transformation of companies faced with the need to stand out in a highly competitive environment, in 2019, the IFEMA LAB Foundation continued its research and development work.

The main goal of this technological space is to co-create and lead cutting edge new developments on the digital transformation of the trade fair scene on an international level.

The COP25 Climate Change Conference held by IFEMA was the stage for some of the research we have been carrying out in the area of virtual reality, through an unprecedented project of the IFEMA LAB Foundation called "Open Future Creation Communion".

It's a structure conceived as ephemeral mobile architecture applied to artistic creation which, following various deployments and uses at various trade fairs and events, was selected by the Ministry of Science, Innovation and Universities to be exhibited in Hall 1 which hosted the Green Zone of COP25.

The installation, which awoke considerable media interest for its innovative and revolutionary potential, consists of a large, central area with various collective creation experiences reflected on the outside, which makes it a unique experiential, multisensory and artistic concept, wrapped in 170km of thread making it a work of art in itself.

The COP25 World Climate Change Conference held at IFEMA was the stage for one of the research projects we are carrying out in the area of virtual reality.





COMMIT- TED

04

In touch with society

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CREATION OF VALUE TO SHARE

IFEMA's commitment to society goes beyond its initiatives designed to reduce the environmental impact of our activity or the stimulation of the economy or jobs.

Our trade fair activity, with more than four million visitors and over 33,000 exhibiting companies from the five continents places us in a privileged position to act as promoters and representatives for the values we want to promote and incentivise in order to collaborate to improve society.

In addition to contributing to the cultural change of the company by promoting the social responsibility of its employees through activities under the Volunteering Plan, we take advantage of the dissemination potential of our trade fair projects to promote and support charities, entrepreneurship, equal education and environmental awareness.

All this without ceasing our work to seek out excellence in our service with customer satisfaction, that of our exhibitors and visitors, at the centre of our business.



Charity work in trade fairs and exhibitions

Helping those who need it the most

Conscious of the scope of our trade fairs, in 2019 we worked to promote charity work to support the entities that take care of the least fortunate with the goal of contributing to covering their needs.

For the tenth consecutive year, IFEMA facilitated the collection of fruit and vegetables from the exhibitors of **FRUIT ATTRACTION, International Trade Show for the Fruit and Vegetable Industry**, to donate these to the Food Banks of Madrid. In total, 40,000 kilos of fruit and vegetable products were collected to be donated to charity, which allowed us to cover more than ten entities that feed an overall total of 7,500 people.

A similar initiative took place with **MEAT ATTRACTION, International Trade Show for the Meat Industry**, and the first edition of **INTERSICOP, International Bakery, Pastry, Ice Cream and Coffee Show**. During the latter, the collection of excess food produced during the trade fair (bread and pastries) was managed to send this to the Mensajeros de la Paz association, one of the entities IFEMA's employees collaborate with as part of the Corporate Volunteering Plan, implemented for the first time in the history of the institution

to channel and promote the social responsibility of its employees.

In addition to the food products donated, we supported the creation of a space for the donation of clothing, footwear and accessories for the various NGOs that help disadvantaged children as part of **FIMI, International Fair for Children's and Young People's Fashion**.

Additionally, during **MOMAD, International Clothing, Footwear and Accessories Trade Show**, we reached an agreement with the Humana Foundation, which had three second-hand clothing recycling containers during the event and offered, as part of its Destocka

Programme, an informative day event dedicated to helping brands that want to dispose of stock sustainably by donating this to charity.

In 2019 we worked to promote charity work to support the entities that take care of the least fortunate with the goal of contributing to covering their needs.



Providing education on equality, solidarity and entrepreneurship

Equality is established as one of the main themes of Education Week, which forms part of **AULA, the International Educational Opportunities Exhibition**. With the collaboration of the Spanish Institute for Women and Equal Opportunities (IMIO), Equality Week came into being, with participatory workshops and activities for students aimed at promoting and fostering equality between the two sexes. Its content also highlighted the

importance of women's role in the technological sector, promoting their participating in the digital year and other professional industries in which they are typically the minority or find themselves in a situation of discrimination.

One of these sectors is that of the automotive industry, which received our attention as part of the **MOTORTEC AUTOMECHANIKA MADRID** trade fair through the promotion of the Young Car Technicians Competition, organised by the Commitment to Professional Training Foundation (Comforp) and in which only students on

professional training courses in the area of "transport and vehicle maintenance" participated.

Entrepreneurship was another aspect highlighted during this financial year, with the creation of **CAMPUS IFEMA THINKIDS**, a new education programme to develop creativity and imagination that promotes leadership and team work from an early age.

Additionally, during **MOMAD, International Clothing, Footwear and Accessories Trade Show**, a professional development project was embarked upon through the signing of an agreement with the ISEM Fashion Business School, a dependency of the University of Navarra, whereby five master's students participated in work experience at the fair offering the service of Retailer's Guide, which helps visitors to find products and new developments amongst the exhibitors to stock their shops.

Equality is established as one of the main themes of Education Week, which forms part of **AULA, the International Educational Opportunities Exhibition**.



At IFEMA we make an effort to transmit appropriate policies to raise awareness of the need for tourism that is respectful of the environment and the socioeconomic context, in addition to promoting sustainability and the correct handling of waste.

Respectful tourism and sustainability

At IFEMA we make an effort to transmit appropriate policies to raise awareness of the need for tourism that is respectful of the environment and the socioeconomic context, in addition to promoting sustainability and the correct handling of waste.

As part of **FITUR, International Tourism Trade Fair**, we embarked upon the "Fiturnext Observatory" project, which will work over the next three years to identify, analyse and disseminate tourism models that have a positive impact on visitors' experiences, the lives of residents, the development of destinations and the balance of the planet.

Along the same lines, a "Responsible Traveller's Guide" was published on the website of **EXPOTURAL, the Nature, Climate and Sustainable Tourism Fair** which aims to raise the awareness of society and in particular, tourism on the subject of sustainability through a list of good practices. Also at this event, we collaborated in the organisation of the Race for Climate and Sustainable Human Development. Under the slogan "Walk or run for the SDGs", the event brought together thousands of people for a four kilometre run through the Parque Deportivo Puerta de Hierro in Madrid with the goal of promoting the Sustainable Development Goals (SDGs) adopted on the United Nations 2030 Agenda. Participants were able to collect their numbers from **EXPOTURAL** and also enjoy the activities on offer during the fair.

The concept of sustainability was also present in the events linked to the fashion industry. During **MOMAD, the International Fashion, Footwear and Accessory Exhibition**, the visit included the proposals presented by 38 national and international companies in the Sustainable Experience space, reserved for pieces manufactured using sustainable parameters or materials, which included the additional contribution of six exhibitors of ShoesRoom by MOMAD, the brand under which the footwear industry participates in the fair.

With pets

For years, we have been committed to the well-being of pets and our coexistence with them in our society, as well as their protection, the fight against abandonment and the promotion of adoption.

Taking advantage of the holding of **IBERZOO+ PROPET, Pet Industry International Trade Fair**, which in 2019 consolidated itself as the benchmark event for the professional pet market, we handed out the 3rd IBERZOO+ PROPET Awards, the purpose of which was to recognise the professional careers that form part of the pet industry and initiatives that promote animal well-being.

In this edition, the Antón Team of the Local Police of Fuenlabrada were recognised for their professional work in animal protection, and Metro de Madrid as an initiative in the institutional framework for its promotion of animal well-being and coexistence with pets.



At the same time, during the event, the AMVAC Solidario Award was given out, which allocates a percentage of the profits from the Vetmadrid congress of the previous year to an association suggested by one of its members. The beneficiary was the Mariscal Foundation with its Pepo Project, which donates rescue dogs and also instructs and trains women who have been victims of domestic violence to give them a chance to recover their freedom and confidence.

We also coordinated the donation of excess products by the exhibiting companies to the Animal Protection Federation of the Madrid Region.

We are committed to the well-being of pets and our coexistence with them in our society, as well as their protection, the fight against abandonment and the promotion of adoption.

Corporate Volunteering Plan

Commitment and dedication to society form part of IFEMA's DNA. The company gave its all in 2019 to encourage its employees to participate in charity work.

Thanks to the setting up of the Corporate Volunteering Plan, as a result of our CSR Master Plan, more than 10% of the workforce have joined forces to help those who need it the most.

The active participation of our employees, with a total of 536 hours invested, has focussed on projects in relation to four charity organisations chosen by the workers themselves through a vote.

The selected projects have devoted their efforts to various disadvantaged groups. Specifically, we collaborated with the 38 grados Foundation to fulfil the last wishes of people in the final stages of life; Soñar Despierto, in the organisation of leisure activities for minors staying in children's homes; Residencia San Camilo, in the accompanying and care of people with dementia, and Mensajeros de la Paz, in the distribution of food to people of limited means.

This volunteer work was complemented with other charity work throughout the financial year like the "Talks to change the world", which gave more detailed information on the great work carried out by Save the Children and Manos Unidas, in addition to the channels open to the company to help this cause.

Additionally, as is tradition, over Christmas, IFEMA set up various campaigns for the donation of food, toys and clothing to go to people in situations of need. As a result of this work, we were able to deliver almost 280 kilos of non-perishable food to the Food Bank of Madrid, 24 boxes full of toys to the Ni un Niño Sin Sonrisa association and around 120 kilos of clothing and shoes to the Madre Coraje NGO.

JOINING FORCES

Since December 2018, IFEMA has formed part of Voluntare, an international network for the promotion and professionalisation of corporate volunteer work in Spain and Latin America conceived as a place for meeting and collaboration between organisations, companies and people.

IFEMA's joining of this network allows us to obtain advice on aspects in relation to corporate social responsibility, in addition to control and measurement methods. Additionally, it gives us the chance to participate in social responsibility initiatives alongside the world's largest companies, and access information on trends and legislation on the subject of corporate volunteering.



AT THE CLIENT'S SERVICE

In order to reinforce our commitment to our clients, we have set up customer satisfaction surveys which are conducted with exhibitors and visitors separately.

Once again, the improvement continues and customer satisfaction was at the centre of our interests.

Seeking excellence

In order to reinforce our commitment to our clients, we have set up customer satisfaction surveys that are conducted with exhibitors and visitors separately.

These surveys, obligatory for all trade fairs organised by IFEMA since September, offer us the chance to obtain relevant information on the quality of the services provided and possible points for improvement.

The surveys provided included questions common to all the trade fairs that provide us with data on the perception of the different areas and a point of comparison between events, in addition to specific matters of each of them based on the goals and needs of each Management Team. We also incorporated the NPS (Net Promotion Score) index, a standard that assesses the satisfaction and loyalty of clients towards a brand.

The results obtained from the surveys carried out at 31 trade fairs organised by IFEMA between June and December 2019 were very positive. Out of 5 points, the average customer satisfaction of the exhibitors was 3.41 points and 4.01 points amongst visitors.

Average satisfaction reached by the trade fairs organised by IFEMA*

Exhibitors
3.41 ★★★★★☆

Visitors
4.01 ★★★★★☆

* From June to December 2019, 31 in-house trade fairs surveyed.



We listen to you

Along the same lines, we have improved the channelling and management of client suggestions and complaints.

On the one hand, we reviewed the forms available from the 1st of July, in Spanish and English, at all of IFEMA's information points. Additionally, we created a new online complaints form in the "Contact us" section of the Institution's website which facilitates communication with our clients.

On the other hand, we centralised the management of this area within the Quality and CSR Management department, ensuring exhaustive monitoring of the answers and seeking to resolve these as quickly as possible, with a maximum period of two weeks established.

Award-winning customer service

Around 100,000 calls, 44,000 emails, 1,200 chats and 1,000 click to call interactions. These are the figures our Contact Centre, which was recognised, together with ILUNION Contact Center BPO, the company in charge of its management, as the "Best customer experience strategy for B2B" at the Platinum Contact Center Awards, organised by the Peldaño and Contact Center Hub communications group, is currently looking at.

IFEMA's Contact Centre, which has four access channels, via phone, email, chat and click to call, also holds Quality, Environment, Contact Centre and Information Security certificates, in addition to being accredited by Madrid Excelente of the Madrid Region.

Effective responses

The excellence of our services includes guaranteeing the safety of our clients and employees at all times. To this end, we make an effort to constantly update the work of our security team and the security systems of our facilities, which are equipped with the latest technology and quality standards in this area.

As a result of this work, IFEMA obtained the Emergency Management certificate, which confirms our institution's capacity to respond effectively to emergency situations, with the ultimate goal of saving lives and minimising possible damages.

This certificate shows that IFEMA successfully applies the world's best practices on this subject, contained in Standard UNE-EN ISO 22320 on Citizen Protection and Security.

QUALITY MANAGEMENT

As a result of our work carried out in the framework of our quality policies and our efforts to meet the needs of our users, we received the ISO 9001 certification, which highlights the importance of strict design and following of the structure of internal processes for constant improvement and customer satisfaction.

It's a key certification, given the nature of IFEMA and its activity, completely linked to the services sector and therefore, dependent on its response capacity and the degree of acceptance of the exhibitors and visitors, who are the central focus of our business.

A STEP FORWARD

For IFEMA, corporate social responsibility is much more than just a task, it is an attitude that is reinforced year after year and reflected in our CSR Master Plan.

This Plan details our work in relation to the United Nations Sustainable Development Goals (SDGs) and the establishing of goals that commit us to ethical, transparent and efficient management.

Through our actions, we have boosted economic growth, but with the understanding of this as a base for equality-based, sustainable social development, and always guaranteeing respect for the environment in our direct activity. Additionally, our capacity to have a direct influence and impact on many other actors makes us a driving force for sustainable development.

For these reasons, our CSR Master Plan is a basic element of our strategy, which establishes new, more ambitious goals year after year.

Having achieved those of 2019, we are going into 2020 with new commitments, which we communicate openly to society as a reflection of our commitment to service and transparency.

Our international certificates in the most demanding quality and sustainability standards are and will continue to be the measure of our organisation, not only as recognition of our way of acting, but also as a permanent guarantee that for us, this conduct is an attitude.

Over the coming months, we will continue to channel our efforts into social responsibility so that our contribution is as real as the needs of our environment. We will allow ourselves to be guided by the ethics, empathy and commitment that define us, the dynamism and creativity that accompany our actions, the agility and flexibility that allow us to negotiate obstacles and find solutions and the transparency that sustains the actions we want to promote. Because social responsibility forms part of our identity, and goes beyond what's legally required of us. It's part of our DNA and is governed by our determination and willpower.

Our international certificates in the most demanding quality and sustainability standards are and will continue to be the measure of our organisation, not only as recognition of our way of acting, but also as a permanent guarantee that for us, this conduct is an attitude.

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MISSION, VISION AND VALUES

FOCUSSED ON THE MISSION

We create and promote environments on a global scale in which people, companies and society can connect, promoting competition based on excellence and added value.

At IFEMA we have one very clear goal: to contribute value to make people, companies and society grow by being a driving force for economic and social value for those around us. A window through which to observe the future up close, looking out onto knowledge, innovation and what is important today and tomorrow.

WITH A VERY CLEAR VISION

We want to make Madrid, and by extension, Spain, a reference on the global economic scene, favouring the generation of wealth through our leadership as a source of inspiration, knowledge and the creation of business opportunities.

We seek to maintain our position of national and international leadership in the organisation of trade fairs, conventions and all types of leisure event through operational excellence and the quality of the services we offer you.

ALWAYS TRUE TO OUR VALUES

Close and comitted

Empathetic, human, close and committed, we are close to what matters to you, helping you along the way. We believe in a new shared horizon that we seek together. We understand you, we put ourselves in your place.

Dynamic and inspiring

Creative, dynamic and innovative. We strive to discover new opportunities, always go beyond, and bring the future today. We are a source of knowledge and answers for those who have questions. We have a proactive attitude.

Efficient and flexible

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

Sustainable and transparent

All our actions are based on transparent relationships, guided by rigour and objective criteria. We offer relevant, accurate information. We are responsible with regard to our environment and our society. We promote change, the dissemination of culture and respect for the environment and sustainability.

