

Sustainability Report 2025



Sustainability Report

2025

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Sustainability as a shared commitment.

Every year, IFEMA MADRID (Institución Ferial de Madrid - Trade Fair Institution of Madrid) reaffirms its commitment to sustainability by implementing a robust action plan that sets specific targets, incorporates measures across all its areas of activity and fosters the involvement of all its stakeholders. In 2025, the Institution continued to follow the roadmap it had set out, achieving significant milestones across the ESG (environmental, social and governance) pillars of sustainability.

This latest edition of the *Sustainability Report* lays out the policies and actions implemented by IFEMA MADRID in ESG in 2025, as well as the progress indicators for each area.

The Institution made solid headway in meeting the corporate social responsibility (CSR) objectives established in its 2023-2026 CSR Master Plan, its roadmap for sustainable development.

Aware of the transformation the trade fair industry is undergoing and the need to adapt swiftly to new trends, IFEMA MADRID regards its CSR Master Plan as a dynamic and flexible document that needs to be annually reviewed and updated in order to stay abreast of new needs and challenges. The Plan therefore includes both goals for the four-year periods over which the organisation's CSR plans are implemented and annual objectives.

In 2025, IFEMA MADRID made significant progress towards achieving the two annual objectives set for the financial year:

Position the Formula 1 Spanish Grand Prix as a benchmark for sustainability within its sector: over the course of the year, a specific Sustainability Plan was drawn up and implemented for this major sporting event, the first edition of which will be held at the MADRING circuit in September 2026.

Encourage employee involvement in social initiatives, through the full implementation of the Faro Project, which supports the staff's commitment to solidarity. Faro allows the Institution to make an impact on the social pillar and make progress in defining the employee experience.

Other sustainability milestones achieved in 2025 included the start of construction of a solar self-consumption plant, continuous progress in the area of accessibility, and the ongoing incorporation of specific measures at trade fairs, conferences and leisure events in collaboration with the relevant stakeholders.

This collaborative working model allows the Institution to carry out important awareness-raising work, capitalising on the social and media impact of the events it hosts.



Knowledge sharing within the industry.

As a leading organisation, IFEMA MADRID extends its commitment to the industry as a whole through its involvement in the sector's main associations.

In its relations with other bodies and organisations, the Institution fosters the exchange of knowledge and experience in order to work together towards the shared goal of contributing to sustainable development.

IFEMA MADRID is a member of the Spanish Trade Fair Association (AFE), the European Major Exhibition Centres Association (EMECA), the Global Association of the Exhibition Industry (UFI), the International Congress and Convention Association (ICCA) and the International Association of Trade Fairs of the Americas (AFIDA).

Lines of action in the 2023-2026 CSR Master Plan.

The CSR Master Plan sets out its main lines of action in alignment with IFEMA MADRID's Sustainability Policy. These lines of action cover the main areas of the Institution's management, reflecting the cross-cutting nature of its sustainability vision:



Contribution to the Sustainable Development Goals (SDGs).

The CSR Master Plan also reviews and updates the list of United Nations Sustainable Development Goals (SDGs) that are a priority for IFEMA MADRID. In this way, it aligns the Institution's values and business goals with the United Nations 2030 Agenda, the main global benchmark for sustainable development, adopted by companies and organisations worldwide.

IFEMA MADRID believes that it can contribute directly to the following SDGs through its business activities:



SDG 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.



SDG 7: Ensure access to affordable, reliable, sustainable and modern energy for all.



SDG 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.



SDG 9: Build resilient infrastructure, promote inclusive and sustainable industrialisation and foster innovation.



SDG 10: Reduce inequality within and among countries.



SDG 11: Make cities and human settlements inclusive, safe, resilient and sustainable.



SDG 12: Ensure sustainable consumption and production patterns.



SDG 13: Take urgent action to combat climate change and its impacts.



SDG 16: Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.



SDG 17: Strengthen the means of implementation and revitalise the Global Partnership for Sustainable Development.

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Environmental protection.

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One of the cornerstones of IFEMA MADRID’s commitment to sustainable development is its active respect for the environment and the natural world, with the aim of balancing the reduction of its environmental impact with the creation of value for the community (exhibitors, visitors, suppliers and employees). In accordance with the guidelines set out in its Sustainability Master Plan, the Institution manages this area from a cross-cutting perspective, focusing on three main pillars: reducing emissions, circularity and resource optimisation.

For IFEMA MADRID, 2025 was characterised by an increase in trade fair activity and, in particular, the design and launch of the Formula 1 Grand Prix circuit project. Both milestones are in line with the Institution’s strategic objective of promoting local and sectoral economic progress, entrepreneurship, and innovation.

As set out in the 2023-2026 Sustainability Master Plan, this growth must be achieved in a sustainable manner and in accordance with its high standards across the three pillars of sustainability (environmental, social and governance).

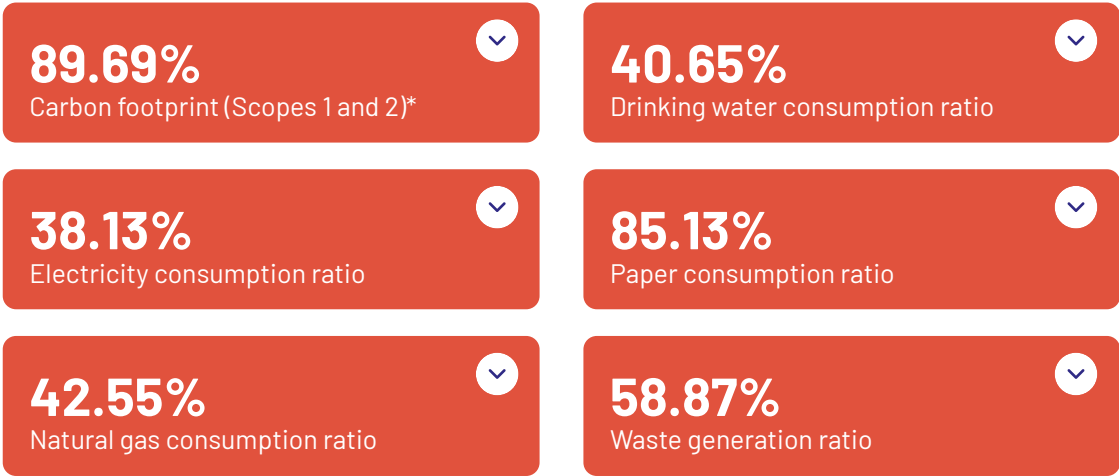
To align these two objectives, in 2025, IFEMA MADRID launched a number of landmark initiatives in the field of environmental protection, spearheaded by the construction of a new solar self-consumption plant and the extension of ISO 50001 energy management certification to the entire Recinto Ferial (IFEMA MADRID’s exhibition and convention complex). Both initiatives pave the way towards a future of energy self-sufficiency.

Furthermore, given the event’s significant impact, the Formula 1 Grand Prix project has its own rigorous Sustainability Plan, designed to ensure minimal impact on biodiversity and integrate top-level competition into a model of sustainable urban development.

The environmental indicators for the financial year show that IFEMA MADRID managed to grow its turnover in a resilient, innovative and extremely environmentally responsible manner.

In 2025, IFEMA MADRID managed to increase its turnover in a resilient, innovative and extremely environmentally responsible manner.

Improvement in environmental indicators compared to 2018.



* Comparison with 2017, the base year for calculating the carbon footprint.

Efficiency in natural resource use.



With regard to the consumption of natural resources, IFEMA MADRID remains firmly committed to reducing its use of raw materials and increasing its energy efficiency as key elements in the sustainable development of its activities.

In this regard, the Institution aims for optimal efficiency in the management of its water, energy and raw material consumption, incorporating environmental criteria into its operational processes.

By implementing measures for control, monitoring and continuous improvement, IFEMA MADRID is making steady progress towards its goal of minimising its environmental impact.

The Institution prioritises reclaimed water for non-potable uses, directly reducing dependence on the drinking water supply network.



Water.

IFEMA MADRID regards water as a scarce and essential natural resource, and therefore promotes the responsible and efficient use of drinking water throughout its facilities. Within this framework, it prioritises reclaimed water for non-potable uses, directly reducing dependence on the drinking water network.

The organisation also ensures that the management of wastewater and discharges associated with its activities is carried out in a controlled manner in accordance with current regulations, promoting orderly and efficient water management that is aligned with the principles of sustainability.

In accordance with these premises, further progress was made in 2025 on the implementation of the Sustainable Water Management Plan (2023-2027), consolidating a range of technical and awareness-raising measures.

Sustainable water management initiatives.

1.

Circular economy: use of reclaimed water for irrigation, reducing dependence on the drinking water network.
2.

Energy-efficient sanitary fittings: upgrading the halls' toilets, changing rooms and catering areas with more efficient fixtures, such as waterless urinals, electronic taps and dual-flush toilets. This refurbishment at the South Entrance will be completed in 2026.
3.

Energy-efficient catering equipment: upgrading the appliances in catering premises, replacing them with energy-efficient and water-saving alternatives.
4.

Environmental awareness: awareness-raising initiatives aimed both at IFEMA MADRID staff, through specific training, and at visitors, with signs promoting responsible water use at the taps throughout the premises.

The evolution of the indicators in 2025 highlighted the impact of the technical requirements arising from the construction work on the Formula 1 circuit at Valdebebas, which led to a 21.59% increase in drinking water consumption. However, the consumption-to-turnover ratio remained at moderate levels, below the figures recorded in 2023.

On the other hand, the consumption of reclaimed water fell by 28.44%, thanks to the heavy rainfall recorded during the spring months, which reduced the need for irrigation.

The combination of these two factors meant that total water consumption (drinking water + reclaimed water) in 2025 stood at 168,276 m³, a reduction of 6.07% compared with the previous year.

Total water consumption (drinking water + reclaimed water) in 2025 fell by 6.07% compared with the previous year.

Water consumption at the Recinto Ferial and Palacio Municipal (absolute values, m³/year).

	2024	2025	2025/2024
Drinking water consumption at the Recinto Ferial	75,326.00	89,426.00	18.72%
Drinking water consumption at the Palacio Municipal	4,779.00	6,794.00	42.16%
Drinking water consumption at Valdebebas*	0	1,182.00	—
Total drinking water consumption	80,105.00	97,402.00	21.59%
Reclaimed water consumption at the Recinto Ferial	99,045.00	70,874.00	-28.44%
Reclaimed water consumption at Valdebebas	0	0.00	—
Total reclaimed water consumption	99,045.00	70,874.00	-28.44%
Total water consumption	179,150	168,276	-6.07%

Note: The drinking water figures include water supplied for fire-fighting purposes.

* To meet the needs of the Formula 1 circuit construction works, a new drinking water and reclaimed water consumption point was included in 2025. No reclaimed water was consumed at Valdebebas, as its transplanted trees were temporarily irrigated with buckets of reclaimed water from the Recinto Ferial.

Water consumption ratios at the Recinto Ferial.

	2023	2024	2025	2025/2024
Total drinking water consumption ratio (m ³ per year / turnover in € million)	499.88	348.00	449.37	29%
Reclaimed water as a percentage of total water consumption (drinking + reclaimed)	49%	55%	42%	-24%

Note: The 2025 turnover was calculated subject to verification.

IFEMA MADRID rigorously manages its wastewater, channelling it through an internal network connected to the municipal sewerage system at the South Entrance. This network has held a municipal licence and a discharge permit since November 2023.

The biennial audit of IFEMA MADRID's Sustainable Water Management Plan carried out by Madrid City Council in November 2025 confirmed compliance with all the limits for the control parameters set out in the regulations.

Raw materials: paper and carpet.

The nature of the trade fair business means that paper and carpet are the materials most consumed directly by IFEMA MADRID, so much so that they are regarded as "raw materials".

With the aim of reducing their use to minimise environmental impact and improve efficiency, the Institution is implementing various optimisation, recycling and digitalisation measures.

As a result of these ongoing efforts, paper consumption fell by 13.07% in 2025 and the ratio of paper consumption to turnover decreased by 8%.

To a large extent, this decrease is the result of progress in digital transformation and the introduction of paperless office policies.

Paperless office policies.

- **Operational digitalisation:** use of tools such as Microsoft 365, CRM and VisualSpace to monitor assemblies and services using tablets; proactive reduction of the number of printers in offices; and an increase in remote working.
- **Digital signatures:** consolidation of the use of digital signatures in procurement processes.
- **Digitalisation of visitor materials:** passes, invitations, guides and leaflets.

Meanwhile, carpet consumption showed a slight rise of 2.31% as a result of the increase in the volume of business activity. IFEMA MADRID is implementing a number of measures to mitigate this impact.

Carpet use reduction measures.

- **Elimination of the material:** events such as **ARCO** and **ESTAMPA** have already completely phased out the use of this material. At most other in-house events, the tendency is to remove the carpet running along the perimeter that connects the stands.
- **Recycling:** 100% of the carpet used by IFEMA MADRID is recycled so that it can be reintroduced into the value chain.

Paper and carpet consumption (absolute values).

	2024	2025	2025/2024
Paper consumption (units)	555,500	482,875	-13.07%
Carpet consumption (m²)	683,090.70	698,892.00	2.31%

Paper and carpet consumption ratios.

	2024	2025	2025/2024
Paper consumption ratio (units / turnover in € million)	2,413.22	2,227.80	-8%
Carpet consumption ratio (m² / turnover in € million)	2,967.51	3,224.42	9%

Note: The 2025 turnover was calculated subject to verification.

Energy.

In 2025, IFEMA MADRID continued to make progress towards its key energy efficiency objectives, led by the optimisation of its energy mix, the electrification of its transport and the improvement of its efficiency in line with ISO 50001 certification, whose scope was extended to cover the entire Recinto Ferial.

To achieve these goals, the organisation is committed to diversifying its own renewable energy sources and modernising its infrastructure. The main milestones for 2025 in this regard are set out below.

Key energy efficiency milestones in 2025.

- Construction began on a **photovoltaic power plant** at the Recinto Ferial and Palacio Municipal, which is due to come into operation in 2026. This infrastructure will be added to the solar panels already in place on the staff changing rooms.
- Work begun on replacing outdoor lighting with **high-efficiency LED technology**, as part of a project due to be completed in 2026.
- Heating and cooling of the South Entrance building via a **geothermal system** (installed in 2017). The changing rooms use air source heat pumps for heating, cooling and domestic hot water.

The financial year’s absolute energy consumption was affected by the operational reorganisation of spaces and by various one-off events.

Electricity.

Total consumption rose by 2.57%, mainly due to increased activity at the Palacio Municipal congress building, where staff were temporarily relocated whilst construction work was carried out on the new South Entrance building. This, combined with the fall in turnover at the end of 2025 – a typical fluctuation in odd-numbered years – led to a 9% increase in the electricity consumption ratio compared with 2024. 100% of the electricity supplied is certified as coming from renewable sources.

Natural gas.

In 2025, natural gas consumption rose by 10.72% in absolute terms. This was mainly due to increased use at the Recinto Ferial for heating buildings, producing domestic hot water (DHW) and running the kitchens.

Petrol.

Fuel consumption fell to negligible levels following the completion, in 2023, of the fleet’s replacement with electric and plug-in hybrid vehicles.

Diesel.

The Iberian peninsula power cut on 28 April 2025 led to an exceptional rise in consumption. To ensure business continuity, the generators operated for 12 hours, consuming both standard diesel (1,990 litres) and red diesel (5,321 litres).

As examples of best practice in 2025, it is worth noting that the company cars operated entirely in electric mode on their journeys and the catering services stopped using butane gas.

Construction of a solar self-consumption plant.

In the first quarter of 2025, IFEMA MADRID began construction of a new solar self-consumption plant at the Recinto Ferial.

The installation is situated in the areas that receive the most sunlight throughout the year, such as the roofs of certain buildings, halls and connecting structures, and the canopies over the car parks.

The plant will consist of more than 7,600 solar panels and will generate savings of around 7,000 kWh per year, in line with the emissions reduction targets for the coming years. In addition, 104 new charging points for electric vehicles will be installed in the car parks for exhibitors and visitors.

They are scheduled to come into operation in the second quarter of 2026.

Types of energy and how they are used.

	Type	Use
Electricity	Indirect	Electricity supply.
Natural gas	Direct	Heating, kitchens and main kitchen autoclave.
Standard diesel	Direct	For vehicles/machinery and generators throughout the Recinto Ferial except Halls 12-14.
Red diesel*	Direct	For the generators in Halls 12-14 and the Palacio Municipal.
Petrol	Direct	For vehicles/machinery.

* During the power cut in April 2025, diesel was used to power the generators in Halls 12-14 and the Palacio Municipal, which had not been used for four years. Consequently, diesel is classed as a new source of energy consumption for 2025.

Main energy consumption data in absolute terms.

	2021 [*]	2022 ^{**}	2023	2024	2025	2025/ 2024	2025/ 2023
Electricity consumption at the Recinto Ferial (MWh)	18,440.94	22,927.62	23,898.83	24,392.75	24,706.299	1.28%	3.37%
Electricity consumption at the Palacio Municipal (MWh)	1,958.04	3,069.21	2,562.132	2,535.161	2,913.469	14.92%	13.71%
Total electricity consumption (MWh)	20,398.98	25,996.84	26,460.97	26,927.91	27,619.768	2.57%	4.38%
Natural gas consumption at the Recinto Ferial (MWh)	9,964.543	12,302.733	11,313.367	12,257.59	13,713.342	11.87%	21.21%
Natural gas consumption at the Palacio Municipal (MWh)	1,126.308	949.94	988.829	1,346.42	1,348.74	0.17%	36.39%
Total natural gas consumption (MWh)	11,090.85	13,252.67	12,302.20	13,604.01	15,062.08	10.72%	22.43%

Main energy consumption ratios.

	2021 [*]	2022 ^{**}	2023	2024	2025	2025/ 2024	2025/ 2023
Electricity consumption ratio (MWh / turnover in € million)	206.89	138.52	149.11	116.98	127.43	9%	-15%
Natural gas consumption ratio (MWh / turnover in € million)	112.48	70.62	69.32	59.10	69.49	17.58%	0.24%
Corrected electricity consumption ratio** (MWh / turnover in € million)	206.89	156.01	149.11	116.98	127.43	9%	-15%
Corrected natural gas consumption ratio** (MWh / turnover in € million)	112.48	81.34	69.32	59.10	69.49	17.58%	0.24%

Note: The 2025 turnover was calculated subject to verification.

* In 2021, pandemic-related restrictions continued, with activity only in the second half of the year. The ratios were inefficient because the halls were used at lower occupancy levels due to capacity restrictions and without the ability to recirculate the air (which affected the efficiency of the air-conditioning system). This year should not be taken into account when analysing consumption trends.

** The electricity and natural gas consumption ratio for 2022 has been corrected as it is understood that there was a distortion that year due to an event of special magnitude being held (the NATO Summit), which in a very short space of time produced a very high turnover compared to consumption. While it is important to consider the ratio at a global level, in order to analyse the evolution of the indicators rationally, these distortions should be removed.

Combating climate change.

Carbon footprint reduction.



In 2017, IFEMA MADRID set itself the strategic objective of reducing the greenhouse gas (GHG) emissions produced directly or indirectly by its activities. According to the United Nations (UN), these types of emissions are the main drivers of climate change.

As an essential first step towards achieving this objective, the Institution introduced a system for measuring its carbon footprint using reliable and certified methods. To this end, it adopted the calculation methodology of the Ministry for the Ecological Transition and the Demographic Challenge (MITECO), ensuring that the results were officially recorded and recognised.

Between 2017 and 2025, the measures implemented led to an 89.69% reduction in the emissions ratio.

Since then, thanks to its rigorous management, the organisation has consistently been awarded the following official seals.

IFEMA MADRID's official carbon footprint seals.

- **"Calculate" seal:** 2017, 2018 and 2019. Awarded to companies that measure their carbon footprint.
- **"Calculate and Reduce" seal:** 2020, 2021, 2022, 2023 and 2024 (achieved in 2025). Awarded to companies that in addition to measuring their carbon footprint show that they are continuously reducing it.

In accordance with its 2023-2026 Sustainability Master Plan, the Institution's objective in this area is to achieve carbon neutrality in Scopes 1 and 2¹ by 2026. Between 2017 and 2025, the measures implemented to this end led to an 89.69% reduction in the emissions ratio (tonnes of CO₂ / turnover in € million).

This figure reflects the decoupling of economic growth from greenhouse gas emissions, thereby consolidating a more sustainable business model that is aligned with global climate challenges.

¹ Scope 1 includes greenhouse gas (GHG) emissions from the Institution itself; Scope 2 corresponds to indirect GHG emissions associated with the generation of electricity that is purchased and consumed by the organisation; and Scope 3 includes all other indirect emissions originating in the value chain.

IFEMA MADRID's carbon footprint (Scopes 1 and 2) in 2025*.

	Kg of CO ₂	Percentage of total emissions
Electricity consumption (kWh)	0.00	0%
Natural gas consumption (kWh)	2,741,298.20	92.384%
Standard diesel consumption (B7) (litres)	12,444.60	0.419%
Red diesel consumption (litres)	14,629.27	0.493%
Petrol consumption (E5) (litres)	0.00	0%
Butane gas consumption (kilograms)	0.00	0%
R134a coolant gas leaks (kilograms)	198,900.00	6.703%

* The 2025 carbon footprint was calculated in the first six months of 2026.

Absolute emissions (tonnes of CO₂)

2,967.27

Ratio of CO₂ emissions (tonnes / turnover in € million)

13.69%

Carbon footprint evolution (absolute emissions and ratio).

2017	15,674.46	132.72
2018	15,182.83	109.62
2019	12,287.10	65.64
2020	2,448.37	40.54
2021	2,889.94	29.31
2022	2,422.17	12.91
2023	2,272.52	12.87
2024	2,481.77	10.78
2025	2,967.27	13.69
% 2025/2024	19.56%	26.98%
% 2025/2023	30.57%	6.9%
% 2025/2017 (baseline year)	-81.07%	-89.69%

Additionally, in 2025, IFEMA MADRID achieved its objective of integrating all the variables relating to the facility’s electricity and heat consumption into the Smarkia platform, thereby extending the scope of its ISO 50001 certification. It also continued with its project to measure the carbon footprint of its in-house events across Scopes 1, 2 and 3.

It is worth noting that over the course of the year one of the risks identified in the assessment of risks and opportunities relating to climate change materialised: the collapse of the electricity grid, caused by the widespread power cut in April.

The generators worked correctly, and the level of diesel consumption was contained by reducing activity to the bare minimum. The other measures taken to mitigate or contain risks were effective.

In 2025, IFEMA MADRID continued with its project to measure the carbon footprint of its in-house events across Scopes 1, 2 and 3.



Formula 1 Spanish Grand Prix Sustainability Plan.

The Formula 1 Spanish Grand Prix at the new MADRING circuit has its own Sustainability Plan, aimed at minimising the impact of an event of this scale.

Its assembly, operation and disassembly will be subject to an Environmental Monitoring Plan to ensure compliance with the commitments made.

Key measures include the continuous monitoring of air quality and temperature levels throughout the event to ensure a rapid response to any deviation from the target parameters, as well as the use of biofuels in the racing cars and generators.

The Grand Prix’s specific sustainability plan also incorporates other measures not directly linked to climate change, such as the constant monitoring of noise levels.

Waste management.



With regard to waste management, IFEMA MADRID's 2023-2026 Sustainability Master Plan sets the target of ensuring that 100% of waste is recovered by 2026.

This circular economy strategy is based on internal instruction SOS-IT-23_03, guaranteeing a methodology that ensures the protection of people and the environment, as well as strict compliance with current legislation (Law 7/2022 and Royal Decree 553/2020).

The Institution has been issued an environmental identification number (NIMA) as a Small Producer of Hazardous Waste (generating less than 10 tonnes per year) and has officially notified the Community of Madrid that it produces more than 1,000 tonnes per year of non-hazardous waste.

In 2025, its waste generation rate fell by 58.87% compared with 2018. Furthermore, 88.76% of the waste was recycled.

Waste generation reduction measures.

IFEMA MADRID is implementing a series of proactive measures focused on prevention, digitalisation and raising awareness:

Prevention

- **Producer responsibility:** stand assemblers at the various trade fairs and events are responsible for managing their own waste generated during the assembly and disassembly processes, unless this responsibility is delegated to IFEMA MADRID by contracting the service.
- **Carpet use reduction:** a reduction in the use of carpet in communal areas and a commitment to recycling are specified in the management contract.
- **Food surplus management:** at agri-food trade fairs (such as **FRUIT ATTRACTION** and **MEAT ATTRACTION**) and those in related sectors, arrangements are made to send surpluses to certain NGOs. In the restaurants, last-minute discounts are offered to prevent food waste.
- **Recycling points:** replacement of individual waste bins with five-category recycling points in work areas and canteens, as well as the replacement of plastic bottles with reusable glass bottles for staff to drink water from.

Digitalisation and awareness-raising

- **Paperless:** the almost complete elimination of paper tickets; encouraging the digitalisation of signage, maps and leaflets; and reducing the number of printers available.
- **Sustainability guides:** promoting best practice amongst exhibitors and organisers through the publication of the *Guide to Sustainable Participation in Trade Fairs and Events* and the *Guide to Organising Sustainable Trade Fairs and Events*.
- **Merchandising:** measures to ensure that promotional materials are used only where absolutely necessary and are reusable.
- **Incentives:** recognition of sustainable practices through awards (for example, the award for the most sustainable stand at FITUR).

In 2025, its waste generation rate fell by 58.87% compared with 2018. Furthermore, 88.76% of the waste was recycled.



Waste recovery.

IFEMA MADRID managed 26 types of waste in 2025 (16 non-hazardous and 10 hazardous). Of all the categories, 23 are recoverable to some degree, while only 2 cannot be recovered in any way. 88.76% of the waste classified as "mixed waste" (bulky waste and other waste) was recovered.

In 2025, the volume of waste generated fell by 5.85% compared with 2024. In terms of operational efficiency, the total waste generation ratio remained stable at 32.35 tonnes per € million in turnover.

Amounts of waste generated (tonnes).

	Waste	2024	2025	2025/2024
Non-hazardous waste	Paper and cardboard	37.12	25.556	-31.15%
	Plastic and empty containers	4.80	677.32	14,010.83%
	Wood	1,004.12	434.52	-56.72%
	Glass	22.896	53.083	131.84%
	Organic waste	0	2.78	—
	Mixed inert waste or general waste (mix of paper-cardboard, plastic and empty containers, wood, glass, scrap metal and carpet)	5,986.65	5,432.4	-9.25%
	Carpet	196.81	196.066	-2.91%
	Scrap metal	5.24	24.9	375.19%
	Construction and demolition waste (CDW)	50.9	15.84	-68.88%
	Used tires	0	0.07	—
	Type I sanitary waste*	The waste is generated at IFEMA MADRID's premises, but RENTOKIL is its producer and holder.	The waste is generated at IFEMA MADRID's premises, but RENTOKIL is its producer and holder.	—
	Waste electrical and electronic equipment (WEEE)	0	0.237	—
	Pruning waste	119.6	135	12.87%
	Alkaline batteries	0.124	0.01	-91.93%
	Waste from grease trap cleaning	6.76	5.9	-12.72%
	Used kitchen oil	5.73	5.211	-9.05%

	Waste	2024	2025	2025/2024
Hazardous waste	Oils used in industry	0	0	—
	Contaminated empty containers	0.067	0.037	-81.08%
	Paint and varnish sludge containing organic solvents or other types of hazardous substances	0.547	0.432	-21.02%
	Batteries and accumulators	0.206	0.129	-37.37%
	Waste electrical and electronic equipment (WEEE)	5.902	1.548	-73.77%
	Empty aerosols	0.016	0	—
	Contaminated absorbent material	0.041	0	—
	Fluorescent lighting and bulbs	0.148	0.087	-41.21%
	Type III sanitary waste	0.023	0.009	-60.86%

* IFEMA MADRID is not a producer of this category of waste; this responsibility falls to the new manager (RENTOKIL). It is therefore necessary to calculate it.

Amount of waste generated (absolute values, tonnes).

	2024	2025	2025/2024
Non-hazardous waste	7,440.45	7,008.892	-5.8%
Hazardous waste	6.95	2.24	-67.76%
Total waste	7,447.40	7,011.13	-5.85%

Waste generation ratios (tonnes / turnover in € million).

	2024	2025	2025/2024
Non-hazardous waste generation ratio	32.32	32.34	0.062%
Hazardous waste generation ratio	0.03	0.01	-66.66%
Total waste generation ratio	32.35	32.35	0%

Note: The 2025 turnover was calculated subject to verification.

Biodiversity conservation.

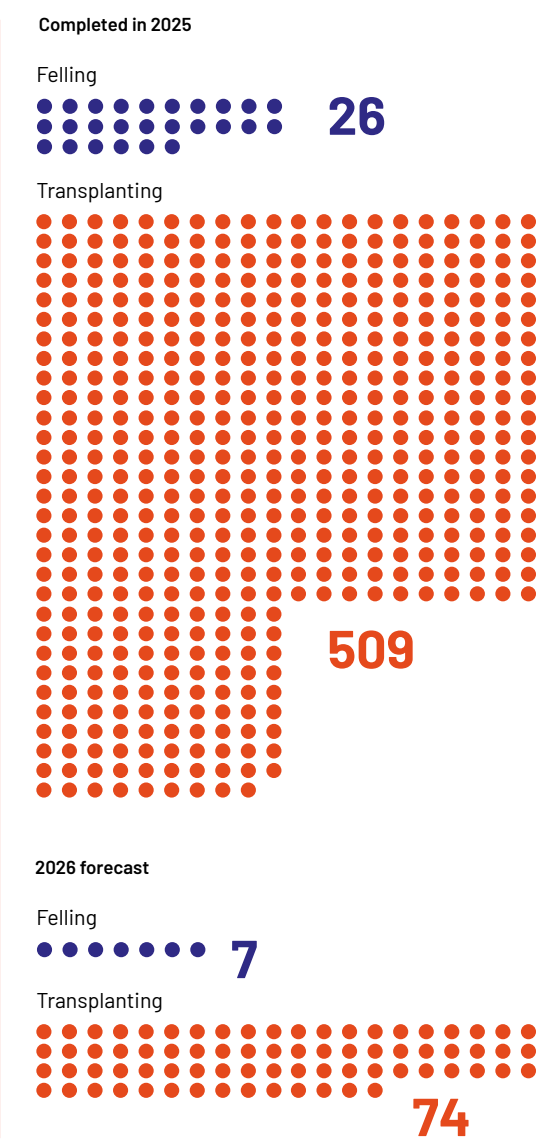
IFEMA MADRID is not located in an area of high biodiversity or in a protected area, so its activity does not affect or interfere with any protected, threatened or endangered species in the Community of Madrid. However, the Institution is carrying out various voluntary initiatives, such as cutting down on the use of herbicides and reducing lawned areas.

A specific action plan was drawn up in this regard in connection to the construction of the MADRING Formula 1 circuit in 2025 with the aim of ensuring that the facility has the least possible impact on the local wildlife and tree population.

The project required work to be carried out on various plant species, with their conservation being the absolute priority, and, wherever possible, transplanting taking precedence over felling. As a result, 535 specimens were managed over the course of the year, with a very high survival rate.

This approach will be applied consistently across all activities to be carried out in the future, in accordance with the commitments made to Madrid City Council's Department of Cleaning and Green Spaces and its technical recommendations.

Management of plant species affected by the Formula 1 circuit construction works (totals).



The action plan to minimise the impact of the organisation of the Grand Prix also included specific measures to protect wildlife. These measures were developed on the basis of the findings of a specialist study carried out in 2025, which set out two main premises:

- **Sustainable route design**, avoiding interference with areas of high wildlife value.
- **A wildlife-friendly calendar**: holding the Grand Prix in September to avoid the breeding cycles of local wildlife and ensure the stability of their populations.

Alongside the activities linked to the Grand Prix, in 2025 IFEMA MADRID continued to promote various biodiversity protection measures relating to the sustainable management of its landscaped areas.

These measures are based on selecting plant species adapted to the region's climate, gradually reducing the area of lawns and grasslands, using ground-cover plants, fostering the use of organic fertilisers, and no longer using herbicides.

All these measures help to reduce water consumption, maintenance costs and resources, while also promoting soil stability and enhancing the site's aesthetic appeal.



In 2025, IFEMA MADRID continued to promote various measures to protect biodiversity in connection with the sustainable management of its landscaped areas.

Environmental certifications.

In 2025, following an audit by a certified, accredited and independent body, IFEMA MADRID maintained its environmental certifications obtained during the previous year.

These certifications demonstrate the Institution's commitment to aligning its activities with the fulfilment of the United Nations Sustainable Development Goals (SDGs) and maintaining the highest environmental quality and sustainability standards.

These certifications are proof of IFEMA MADRID's commitment to maintaining the highest standards of environmental quality and sustainability.



ISO 14001. Environmental management

ISO 14001 certification reflects IFEMA MADRID's commitment to environmental protection by meeting international standards that assess the management of environmental risks and actions to minimise them.

IFEMA MADRID was awarded this certification in December 2019 and since then it has undergone regular internal and external audits to ensure that its facilities comply with environmental legislation, both in relation to waste and emissions. These audits also certify that it has an awareness-raising and communication programme for exhibitors during assembly and disassembly, which makes everyone aware of what is required and ensures the implementation of environmentally friendly practices.

Thanks to this ongoing monitoring of the facilities, the implementation of the necessary measures and the introduction of continuous improvement initiatives, IFEMA MADRID's ISO 14001 certification was renewed in December 2025.



ISO 20121. Sustainable events

All the trade fairs organised by IFEMA MADRID are ISO 20121 certified for their event sustainability management systems. This international certification recognises that these events not only generate business and boost the economy, but also make a contribution to society by passing on to the community some of the benefits received, from a social, as well as environmental and economic perspective.

This certification recognises the contribution made by all the organisation's events to encourage entrepreneurship, support the capacity for innovation of exhibiting companies and promote specific corporate social responsibility initiatives that benefit society and the environment, such as agreements with NGOs and food banks for the distribution of surplus products and participation in projects.

As with ISO 14001, IFEMA MADRID was awarded ISO 20121 certification in December 2019 and passes annual internal and external audits that confirm its compliance. This certification was renewed in December 2025.



ISO 50001. Energy efficiency

The extension of ISO 50001 energy management certification to the entire site consolidated IFEMA MADRID's energy management system, establishing a rigorous framework for measuring, verifying and continuously improving performance.

The key achievements underpinning this certification included the use of 100% green electricity and the use of geothermal energy via the organisation's own power station, which meets the central building's heating and cooling requirements.

In addition to these measures, the new self-consumption solar plant is due to come on stream in 2026.

Environmental awareness initiatives at trade fairs.

IFEMA MADRID's commitment to protecting the environment is complemented by the implementation of awareness-raising initiatives at the trade fairs held in the Recinto Ferial.

This course of action aims to capitalise on the impact of these events to raise awareness of the best environmental practices promoted and developed by the Institution, and to contribute to the public debate on this issue.

The vast majority of events held in 2025 included outreach sessions and activities as part of their programmes, tailoring the content to their respective sectors.

The main topics discussed throughout the year included the transition to clean production models, energy efficiency and the promotion of environmental awareness.

PROMOGIFT, the International Trade Fair for Promotional Items and Personalisation Equipment, launched a technical forum dedicated to corporate sustainability, providing training for companies on calculating their carbon footprint and complying with environmental regulations. It also gave priority visibility to exhibitors with eco-friendly catalogues.

For its part, **INTERGIFT, the International Gift and Decoration Fair**, hosted talks at its Speakers' Corner on environmental comfort and the revival of traditional textile crafts.

MADRIDJOYA, the International Exhibition of Urban and Trendy Jewellery and Watches, and **BISUTEX, the International Fashion Jewellery and Accessories Trade Fair**, gave free space to the Sustainable Jewellery Association, whilst **MOMAD, the International**

The aim is capitalise on the impact of these events to raise awareness of the best environmental practices promoted and developed by the Institution.

Fashion, Footwear and Accessories Fair, promoted the "Conscious Boutique" area dedicated to sustainable fashion by running publicity campaigns in specialist media.

Other trade fairs that also organised awareness-raising initiatives relating to their sectors included **MOTORTEC, the International Trade Fair for the Automotive Industry and Aftermarket**, which set up a free information area on the treatment of end-of-life tyres (ELTs); **PRIVEL, the Private Label Manufacturers and Retailers Trade Show**, which organised presentations on quality and sustainability requirements for private label products; and **EXPO SAGRIS, the Countryside, Agriculture and Livestock Fair**, which ran awareness-raising workshops on the importance of a healthy breakfast, the consumption of fruit and vegetables, and the fight against food waste.

Mention should also be made of events directly linked to environmental protection. **C&R, the International HVAC and Refrigeration Trade Fair**, included specific sustainability topics within the C&R Forum and organised a workshop on HVAC techniques, focusing on teaching and promoting best operational practices to achieve greater energy efficiency.



INTERNATIONAL WEEK OF ELECTRIFICATION AND DECARBONISATION devoted all its training activities and public awareness forums to environmental sustainability. To this end, it worked in collaboration with the sector's leading associations and organisations, such as the Ministry for the Ecological Transition and the Demographic Challenge (MITECO), the Centre for Technological Development and Innovation (CDTI) and the Institute for the Diversification and Saving of Energy (IDAE). Furthermore, it provided free access to students on vocational training courses related to renewable energy and electrical installation (around 150 groups).

Another initiative running across various trade fairs was the presentation of awards to environmentally sustainable projects, such as the sixth edition of the Sustainable Stand Awards at **FITUR, the International Tourism Trade Fair**, in collaboration with the Responsible Tourism Institute (RTI); and the fourth edition of the Antón Awards at **IBERZOO+PROPET, the Pet Industry International Trade Fair**, which recognised professionals and projects that promote the integration and protection of animals.

02.

Talent management.

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For IFEMA MADRID, the talent and wellbeing of its staff are the true driving force behind its competitiveness and operational excellence. Against a backdrop of transformation within the sector, the 2023-2026 Sustainability Master Plan sets out the objective of consolidating an organisational culture that places people at the heart of the corporate strategy. In this regard, talent management is not viewed merely as an operational objective, but as an unavoidable ethical commitment.

In practice, IFEMA MADRID's efforts to create a fairer, healthier, more diverse and future-proof working environment focused on the following areas in 2025:



Genuine work-life balance
Continuation of a model that strikes a balance between personal and professional life through flexible working hours, remote working and the protection of the right to digital disconnection as a safeguard for mental health and work efficiency.



Equity, diversity and inclusion
Promotion of safe and equitable environments through affirmative action measures and zero-tolerance towards any form of psychological, sexual or diversophobic harassment.

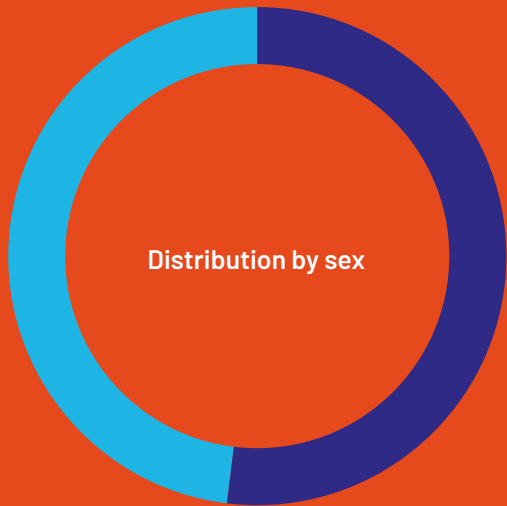


Educational capillarity
Extension of the Training Plan to the entire workforce, ensuring universal access to the technical, technological and occupational health and safety skills required to meet the challenges facing the business.



Holistic wellbeing
Development of specific measures to support employees' physical and emotional wellbeing, with new initiatives coordinated by an internal communications working group.

Workforce figures.



Women:
266 (52.16%)

Men:
244 (47.84%)

Open-ended:
94.1%

Temporary:
5.9%

Employees
with disabilities:
2%
of the total staff



Work-life balance and flexibility.

IFEMA MADRID regards the work-life balance as an essential value for ensuring the well-being of its workforce and, at the same time, a key factor in maintaining the organisation's competitiveness.

In accordance with the commitment set out in the Collective Agreement and the Equality Plan, the organisation actively promotes measures that facilitate this work-life balance, on an equal basis for everyone, regardless of their gender.

This corporate framework has enabled IFEMA MADRID to hold the Family-Responsible Company (EFR) certification since 2007.

IFEMA MADRID regards the work-life balance as an essential value for ensuring the wellbeing of its workforce.

Flexible working hours, remote working and a work-life balance-friendly calendar.

Among the work-life balance measures, those relating to the day-to-day management of working hours are particularly noteworthy.

Main work-life balance measures.

- Flexible start time (with a 60-minute window).
- Option for employees with children under the age of 12 to work a continuous shift.
- Option of working from home, with a preferred weekly arrangement of three days of on-site work and two days of remote work.
- A work schedule aligned with the school calendar, with long weekends during school holidays and a continuous shift on the eve of public holidays, at Easter and at Christmas. 31 December is designated as a holiday.
- Intensive work schedule during the summer months.
- An increase to a total of 26 days' annual leave once an employee has completed 21 years' service with the Institution.

Right to disconnect.

The right to disconnect from work is governed by the chapter on Digital Transformation and Digital Rights of the IFEMA MADRID Collective Agreement.

As with work-life balance, the Institution regards disconnection as an essential measure for safeguarding both the health and quality of life of workers and the sustainable development of work.

As well as being a necessary condition for achieving a genuine work-life balance, the proper implementation of disconnection minimises critical risks such as tech fatigue and stress, and fosters a healthy, motivating and efficient working environment.

The Collective Agreement recognises workers' right not to use company-provided digital devices or tools outside their scheduled working hours or during breaks.

Consequently, communications on work-related matters are strictly limited to working hours, with the sole exceptions being those in positions of responsibility or on call.

Contact outside working hours is only justified in situations of urgency involving serious risk to people or premises, or where there is a risk of severe damage to the business requiring immediate action.



In addition, a number of guidelines have been put in place to optimise the organisation of working time and ensure that breaks are observed.

Guidelines for optimising working time.

- Set up automatic replies during periods of sick leave or holidays, stating the dates of absence and the alternative contact person.
- Do not organise training sessions, meetings or presentations outside each staff member's working hours, and ensure that such sessions are scheduled well in advance to allow for proper planning.
- Include the exact start and end times in meeting notices. To prevent meetings from dragging on unnecessarily, the necessary documentation should also be attached so that the items on the agenda can be reviewed in advance.

Additional benefits.

IFEMA MADRID's commitment to work-life balance and the wellbeing of its staff is reflected in a range of additional benefits that go beyond the requirements set out in current legislation. These benefits can be divided into two main categories:

Leave.

- **Paid leave:** one additional week's leave on top of birth leave (maternity/paternity); two additional days following the death of a child or spouse; two days following the birth of a grandchild; one additional day following a change of main residence; one day for personal matters; and a bank of three hours for taking children to medical appointments.
- **Unpaid leave:** flexibility in granting unpaid leave to facilitate the management of personal circumstances: attending school tutorials, undertaking further study, international adoption, and caring for family members in the event of hospitalisation or illness.



Employee benefits and flexible remuneration.

- Medical services available throughout the working day, a subsidised canteen and free parking.
- Coverage for temporary incapacity, supplementing up to 100% of the sick leave benefit.
- Direct financial assistance to cover children's education and childcare costs, as well as the worker's own medical expenses.
- Specific funding aimed at supporting employees with children with disabilities.
- The IFEMA MADRID FLEX flexible remuneration scheme, which enables staff to optimise their income from a tax perspective by choosing a remuneration package tailored to their personal needs, including benefits such as health insurance, meal vouchers, travel cards, childcare vouchers and training.
- Support for staff in their financial and long-term planning by offering specific insurance policies, including pension schemes, life insurance and retirement insurance.

Training Plan.

IFEMA MADRID's Training Plan is specifically designed to develop the talent of the organisation's staff and, in doing so, further its business objectives.

Human capital therefore lies at the heart of a corporate strategy that prioritises organisational agility, operational excellence and adaptation to a constantly evolving market.

In 2025, 10,101 hours of training were delivered, slightly more than in the previous year (10,087 hours).

Although the total figure remained stable, there was a notable increase in the number of people trained (495 compared with 306 in 2024) and in the number of training outcomes (1,622 compared with 632 in 2024).

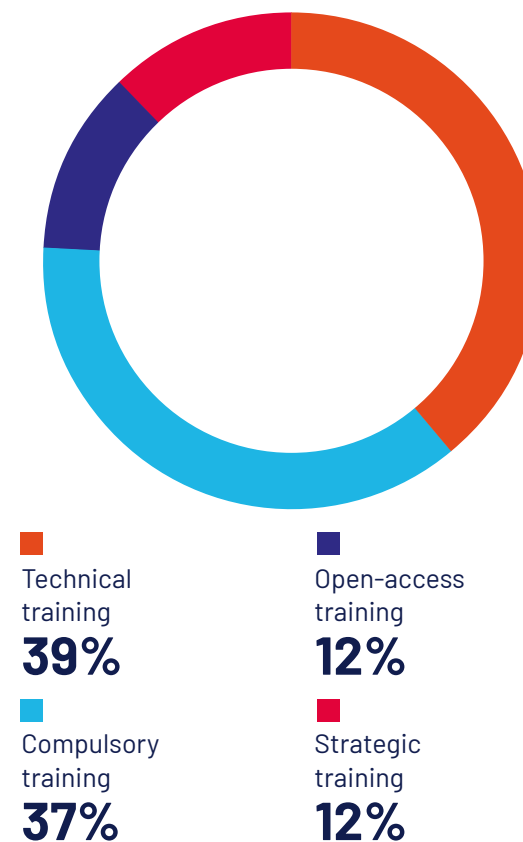


Among the topics covered, it was noteworthy that 24% of the content related to strategic and open-access training, underlining the organisation's high level of responsiveness and flexibility in addressing emerging training needs.

Content covered in the Training Plan.

- **Technical training:** digitalisation tools, languages and the operational/theoretical skills required for business diversification, internationalisation and the customer experience (for both exhibitors and visitors).
- **Compulsory training:** quality, sustainability, occupational health and safety, and information security.
- **Strategic training:** new technologies for central and business units.
- **Open-access training** (through the flexible remuneration scheme): programmes and certifications at business schools and specialist centres.

Breakdown of training courses by category.



Training information.

10,101
hours of training

Women:
4,324

Men:
5,777

1,622
training impacts

495
people trained

New training strategy.

The increase in the number of participants and impacts in 2025 was due to the implementation of a new strategy aimed at expanding the scope and reach of training within the Institution.

To this end, two programme models were combined:

- **Cross-cutting**, covering general topics, aimed at the organisation as a whole.
- **Sector-specific**, with shorter courses targeted at individual departments.

This approach increased the number of people trained without compromising the quality of the content.

It also made it possible to significantly concentrate impacts on technical and support roles – areas that are crucial for securing IFEMA MADRID's brand positioning and improving the quality of its service.

Commitment to diversity and inclusion.

IFEMA MADRID's organisational identity and culture promote the values of diversity, equity and inclusion, with the aim of ensuring equal opportunities and fostering a working environment free from any form of discrimination.

Thanks to the progress made in this area, by the end of 2025 the organisation had achieved a gender-balanced workforce, comprising 244 men (47.84%) and 266 women (52.16%). The management team consisted of 19 men and 12 women.

The regulatory framework designed to safeguard these principles consists of IFEMA MADRID's Equality Plan and Collective Agreement, which stipulate that all employees must have equal opportunities for development in terms of access to employment, training, promotion and the day-to-day performance of their duties.

In this regard, the company's policy explicitly prohibits any form of discrimination, whether direct or indirect, on the grounds of sex. Furthermore, it establishes mechanisms designed to promote gender parity, giving preference to the under-represented gender in cases where imbalances are identified in selection, recruitment, training, promotion, pay, work-life balance and professional wellbeing.

IFEMA MADRID's corporate policy explicitly prohibits any form of discrimination, whether direct or indirect, on the grounds of sex.



Actions for the continuous improvement of the working environment.

To ensure an equitable corporate culture, IFEMA MADRID implements specific measures in various areas.

Measures to promote equality.

- **Neutral selection and recruitment:** all talent recruitment processes must be based strictly on technical criteria of merit, ability, aptitude and professional experience. Furthermore, during interviews and assessments, it is strictly forbidden to ask about a person's marital status, whether they are pregnant or their family responsibilities.
- **Professional equality:** the organisation takes steps to prevent gender under-representation in the company's areas of activity or professional groups.
- **No pay gap:** rigorous and transparent recording of average pay figures for women and men.
- **Active promotion of work-life balance measures:** it is emphasised that taking advantage of these measures must under no circumstances affect career progression within the organisation.
- **Use of inclusive and non-sexist language:** an essential requirement in all communications to prevent any instances of harassment or discrimination.



Internal promotion and appointments with a gender perspective.

In internal promotion and appointment processes, IFEMA MADRID ensures that the shortlist of candidates includes a balanced representation of both genders.

In the event of a technical tie (where candidates are of equal merit and ability), the decision will be made in favour of the gender that is under-represented in that role.

In addition, regular reviews of promotions are carried out at all levels, including the management team, with a view to promoting measures that balance professional development with personal and family circumstances.

Harassment prevention.

As part of its commitment to psychological safety and respect for people's dignity, IFEMA MADRID has implemented a Protocol on Harassment Prevention and Response.

It establishes a zero-tolerance policy towards any discriminatory practice or behaviour that may be regarded as psychological (mobbing), sexual or diversophobia-based harassment within the organisation.

Through this policy, the Institution not only demonstrates its firm commitment to prevention and raising awareness amongst its staff, but also establishes formal procedures for reporting, investigating and resolving incidents swiftly, confidentially and effectively, with a view to addressing and eradicating any behaviour that infringes on the fundamental rights of workers.

IFEMA MADRID has a Protocol on Harassment Prevention and Response, which sets out a zero-tolerance policy towards psychological (mobbing), sexual or diversophobia-based harassment.

Protection of LGBTIQ+ rights.

In line with its values of inclusion, respect and the defence of diversity, IFEMA MADRID has had a Protocol for the Prevention of Harassment and/or Violence against LGBTIQ+ People in place since 2024. Its aim is to prevent, detect and eradicate any discriminatory behaviour or attack on the moral integrity of members of the community who are part of, or have links with, the Institution.

This strategic document sets out the guidelines and courses of action required to promote and consolidate an organisational culture based on strict respect for human dignity, in accordance with Law 4/2023 of 28 February, on the real and effective equality of transgender people and on guaranteeing the rights of LGBTIQ+ people.

Fundamental principles of the Protocol for the Prevention of Harassment and/or Violence against LGBTIQ+ People.

- **Risk mitigation:** proactive staff awareness-raising to prevent incidents of harassment or expressions of violence.
- **Zero tolerance:** a swift, confidential and rights-based response to any formal complaint or report, ensuring the protection of the victim and the resolution of the case.

Integration of people with disabilities into the labour market.

IFEMA MADRID's overall commitment to diversity is complemented by its active promotion of accessible working environments that ensure the full integration of people with disabilities.

The organisation strictly complies with the General Law on Disability (LGD), which establishes a quota for jobs reserved for people with functional diversity (with a degree of disability of 33% or more), equivalent to 2% of the regular workforce.

It enshrines its commitment to equality in Article 14 of its Collective Agreement, which guarantees non-discrimination on the grounds of disability.

Furthermore, IFEMA MADRID is an associate member of the Forum for Socially Responsible Public Procurement (Foro con R).

Through this partnership, the Institution aligns its procurement and management policies with the Forum's objectives, prioritising public procurement as a driver for creating and sustaining employment for people with disabilities.

Health and wellbeing.

IFEMA MADRID is constantly striving to ensure that the people who make up its team are effectively protected in terms of health and safety at work.

This protection is based on maintaining safe working environments, optimal working conditions and a motivating corporate culture.

Measures to ensure occupational health and safety.

- Ongoing assessment and prevention of the risks inherent in each job role.
- Communication and awareness-raising initiatives, and the promotion of continuous training in the field of occupational health and safety.
- Development and implementation of contingency plans.
- Organisation and application of a specialist prevention service.
- Active and regular monitoring of the health of the entire workforce.
- A permanent medical service on site, available throughout the working day.

Health and safety protection is based on maintaining safe working environments, optimal working conditions and a motivating corporate culture.

In 2025, measures to promote the physical and emotional wellbeing of IFEMA MADRID's staff were reinforced through the creation of a dedicated internal communications working group.

This multidisciplinary team, made up of professionals from different areas of the Institution, designed and implemented a total of 31 initiatives aimed at strengthening a sense of belonging, revitalising the corporate culture and promoting healthy lifestyles.

The initiatives carried out by this group included the launch of the new e-newsletter *Abiertos x Obras* [Open for Works]. Eleven newsletters were sent out throughout the year, with the aim of keeping staff informed about the building work taking place in the usual offices and the new open-plan spaces.



03.

Governance and contribution to economic development.

Ethics and transparency_53

A catalyst for local and sectoral economic development_57

Promoting entrepreneurship_61

Commitment to innovation_66

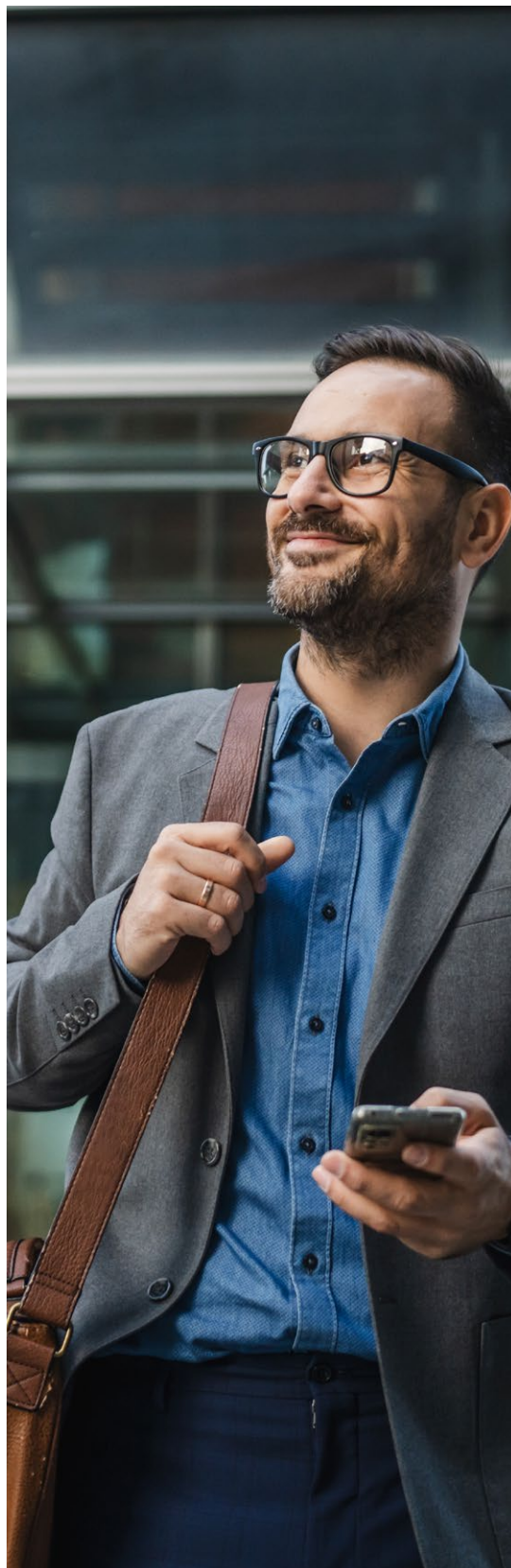
Stakeholder satisfaction_73



Contributing to economic development and fostering innovation across the various sectors represented at the trade fairs are among IFEMA MADRID's core objectives.

The Institution has continually adapted to the socio-economic context throughout its more than 45-year history. Today, commitment to sustainable growth is one of the main areas of focus, as set out in the 2023-2026 Sustainability Plan, which centres on local economic development, the growth of the sectors represented, entrepreneurship and innovation.

Furthermore, the plan outlines the Institution's commitment to making progress in these areas through a management model based on transparency, ethics and a robust regulatory compliance framework.



Ethics and transparency.

The 2023-2026 Sustainability Plan explicitly states IFEMA MADRID's commitment to 'being an ethical and transparent institution'. To this end, it has equipped itself with the resources and tools necessary to ensure compliance with current legislation, guarantee adherence to internal regulations and develop a relationship with stakeholders based on trust and the creation of shared value.

Bribery and corruption.

Regulatory Compliance Management System

Since 2017, IFEMA MADRID has had a Regulatory Compliance Management System based on the main national and international standards and the applicable regulations in place. It regards this as an essential measure to strengthen controls and raise the Institution's ethical standards, as well as to improve the management and ethical conduct of its members.

This system is ideally suited to enabling the adoption of appropriate measures to combat fraud, favouritism and corruption, and to effectively prevent, detect and resolve conflicts of interest.

The system also promotes and encourages the development of an ethical culture that influences the decision-making and behaviour of IFEMA MADRID's professionals.

This model serves as a key tool for preventing criminal risks which, although they do not entail criminal liability for the Institution (Circular 1/2016 of 22 January 2016 from the Attorney General's Office), may have a negative impact on it, as well as promoting good practice amongst all its members and ensuring strict compliance with current legal obligations (Article 64 of the Public Sector Contracts Act).

Its operation is based on a detailed analysis of the critical business processes across the various departments and divisions of IFEMA MADRID, defining, assessing and monitoring regulatory compliance risks – understood as the risk of penalties, fines, financial losses or damage to its reputation resulting from breaches of laws, regulations, self-regulatory standards or codes of conduct applicable to its activities – and implementing the necessary controls to mitigate them.

In this way, it helps to foster a strong ethical culture that guides the behaviour and decision-making of all the Institution's staff.

Governance system and internal regulations.

IFEMA MADRID has a Regulatory Compliance Committee responsible for overseeing and promoting the implementation of the Compliance Risk Prevention Programme, which is designed to safeguard the Institution's ethical standards and internal regulations.

The powers and composition of this body are set out in the Compliance Committee Regulations, which have been approved by the Executive Committee.

In terms of documentation, the Regulatory Compliance Management System comprises the following standards:

- Code of Conduct.
- Regulatory Compliance Policy.
- Regulatory Compliance Manual.
- Regulations of the Regulatory Compliance Committee.
- Anti-Corruption Policy.
- Gifts and Hospitality Policy.
- Conflict of Interest Policy.
- Reporting and Complaints Management Policy.
- Reporting and Complaints Management Procedure.

Measures to preserve institutional integrity

As part of its organisational culture, IFEMA MADRID recognises that acting with integrity in the course of its activities goes beyond mere compliance with the law. The Institution takes firm action against unlawful conduct and prevents it through strict protocols.

Through a rigorous anti-corruption policy and financial control measures, it ensures a business environment that is secure, transparent and aligned with the highest ethical standards.

IFEMA MADRID unequivocally adheres to the definition of corrupt practices set out in the Spanish Criminal Code (Organic Law 10/1995 of 23 November). It takes a zero-tolerance stance towards conduct such as business corruption, bribery, influence peddling and the illegal financing of political parties.

The guidelines designed to prevent those subject to this framework from committing legal offences are set out in the Anti-Corruption Policy. Should there be any indication of a breach or a complaint, IFEMA MADRID will investigate it of its own accord, applying the appropriate legal and/or disciplinary measures.

Money laundering and terrorist financing

Firmly committed to financial integrity and the fight against money laundering and terrorist financing, IFEMA MADRID sets standards that go far beyond the requirements of Law 11/2021 of 9 July:

- It maintains a strict ban on cash payments, which applies to all exhibiting companies.
- Upon receipt of funds for participation in trade fairs from countries subject to restrictions, it diligently provides banks and financial institutions with all the documentation and information required for the relevant checks.

IFEMA MADRID ensures a business environment that is secure, transparent and in line with the highest ethical standards.

Internal whistleblower channel.

IFEMA MADRID has an internal whistleblowing channel, which is publicly available on its website for all staff:

<https://www.ifema.es/en/about-us/transparency/good-governance>

To enhance the transparency, objectivity, confidentiality and traceability of communications, the channel is managed by an external company and complies with the requirements of Law 2/2023, which regulates the protection of individuals who report breaches of regulations and corruption.

It is therefore one of the main channels for reporting any unlawful act, offence or risk of non-compliance within the Institution or on its behalf.

In operational terms, the channel is governed by its own management procedure, which safeguards confidentiality and objectivity in the resolution of reported cases.

In line with the principle of continuous improvement, the data and information gathered using this tool serve as a basis for reviewing and updating internal policies, processes and protocols, preventing the recurrence of bad practice.

Risk management

The Institution applies a risk management methodology that incorporates the strategies, processes and procedures necessary to identify, measure, monitor, manage and regularly report on the risks to which it is exposed, thereby ensuring its resilience.

At an operational level, this methodology is structured into three phases:

- **Phase I:** Identification and assessment of risks and controls.
- **Phase II:** System maintenance.
- **Phase III:** System monitoring.

The cyclical and periodic nature of the operations, combined with the strict documentation of the entire process, ensures that both existing and potential risks are effectively mitigated.

Their assessment is kept up to date in the light of any factors that may give rise to change: regulatory amendments, the actual materialisation of risks, internal alerts regarding new threats, the emergence of new patterns of critical behaviour, or weaknesses identified during routine checks.

The Institution explicitly prohibits and condemns any form of work or service that may be carried out by a person under threat or punishment or in inhumane conditions.

Human rights.

IFEMA MADRID is committed to upholding and protecting the rights and public freedoms recognised in the Universal Declaration of Human Rights and other international agreements.

As set out in both the Code of Conduct and the current Collective Agreement, the Institution explicitly prohibits and condemns any form of work or service that may be carried out by a person under threat or punishment or in inhumane conditions, as well as the employment of any person who has not reached the legal minimum working age.

Furthermore, the Institution guarantees equal opportunities in the workplace and non-discrimination on the grounds of gender, sexual orientation, marital status, age, race, nationality, social status, religion, political opinion, trade union membership or any other characteristic.

In order to ensure the effectiveness of these policies, it constantly monitors potential breaches. In 2025, no complaints were received, either via the internal channel set up for this purpose or through any other means.

Additionally, as a protective measure in the workplace, IFEMA MADRID has an Anti-Harassment Protocol in place to cover the prevention of, and prompt action in response to, cases of psychological, sexual or diversophobic harassment.

A catalyst for local and sectoral economic development.

Since its foundation more than four decades ago, IFEMA MADRID has operated with the aim of contributing to the economic development of both the Madrid region and the various sectors participating in its trade fairs and events. This commitment is put into practice by promoting sustainable growth initiatives in its local area and revitalising the industrial sectors it represents.

In this regard, the Institution has established itself as one of the main drivers of business tourism, having a direct impact on key sectors such as transport, the hospitality industry, retail and local services.

At the same time, IFEMA MADRID has, in recent years, sought to diversify its activities through two main areas of focus: expanding its international presence and incorporating new professional and leisure formats.

One of the key examples of this transformation is the Formula 1 Spanish Grand Prix project, which began construction work on the MADRING circuit in 2025. Hosting the Grand Prix will mark a milestone for the organisation, both in terms of its financial return and its reputational value and international profile.

Alongside the development of new activities, IFEMA MADRID is driving the ongoing evolution of trade fairs. To this end, the organising committees for each event, made up of the main industry stakeholders and associations, act as platforms for dialogue, innovation, trend-setting and the promotion of exports.

The joint analysis carried out by these committees makes it possible to identify new market opportunities each year for industries that previously lacked a key representative body.



IFEMA MADRID



The 2025 calendar of in-house trade fairs included the addition of three new events:

- **PRIVEL, the Private Label Manufacturers and Retailers Trade Show**, which attracted 4,873 professionals from 46 countries and 269 exhibiting companies in its first edition.
- **EXPO SAGRIS, the Countryside, Agriculture and Livestock Fair**, attracted 6,000 visitors and featured a programme of over 200 activities.
- **DIGIeLEARNING**, a trade fair dedicated exclusively to the digital learning and educational technology sector, held as part of **SEMANA DE LA EDUCACIÓN**.

Economic impact of IFEMA MADRID's activity

€5.779 billion
of impact on economic activity

3.2%
of the GDP of the city of Madrid

2%
of the GDP of the Community of Madrid

47,691
jobs

Source: Report on the Socio-Economic and Fiscal Impact of IFEMA MADRID in the Madrid Region and City (2024), prepared by PwC for IFEMA MADRID (May 2025).



IFEMA MADRID's economic impact on the different sectors

Hospitality:
€1.029 billion

Manufacturing industry:
€784 million

Transport and storage:
€556 million

Retail:
€461 million

International promotion.

The international reach of the trade fairs organised by IFEMA MADRID offers Spanish companies and their respective sectors a unique platform to access new foreign markets, allowing them to optimise their resources and avoid the logistical costs of taking part in trade fairs held in other countries.

This internationalisation strategy is being implemented through a number of different courses of action, including the International Buyers Programme, under which each trade fair allocates a specific portion of its budget to attracting and inviting strategic importers from other countries.

They are chosen according to strict criteria, based on collaboration with national exporters' associations and economic promotion organisations abroad, as well as suggestions from the exhibitors themselves.

In 2025, the 20 trade fairs involved attracted 3,043 international buyers.

The international reach of the trade fairs organised by IFEMA MADRID offers Spanish companies and their respective sectors a unique platform to access new foreign markets.

Guests attending through the International Buyers Programme

Trade fair / exhibition	Date	Guests
PROMOGIFT	14 to 16 January	56
FITUR	22 to 26 January	45
INTERGIFT-BISUTEX-MADRIDJOYA + MOMAD (February edition)	5 to 8 February	229
MEAT ATTRACTION	25 to 27 February	83
ARCOMADRID	5 to 9 March	465
FRUIT ATTRACTION SÃO PAULO	25 to 27 March	45
MOTORTEC	23 to 26 April	989
ARCOLISBOA	29 May to 1 June	111
INTERGIFT-BISUTEX-MADRIDJOYA + MOMAD (September edition)	10 to 14 September	237
FRUIT ATTRACTION	30 September to 2 October	630
PRIVEL	5 to 6 November	43
INTERNATIONAL WEEK OF ELECTRIFICATION (GENERA and MATELEC)	18 to 20 November	67
C&R, the International HVAC and Refrigeration Trade Fair	18 to 20 November	43
TOTAL		3,043



Promoting entrepreneurship.

Support for the emerging business community and the promotion of talent are a common theme in the events organised by IFEMA MADRID. The Institution’s trade fairs and exhibitions have over time established operational and financial tools tailored to the needs of self-employed professionals, SMEs and start-ups.

In 2025, 88 initiatives were carried out to promote entrepreneurship at IFEMA MADRID events, including favourable financial terms, advanced mentoring, awards ceremonies and the creation of platforms to raise visibility.

These initiatives helped to foster an environment conducive to competitiveness, generational renewal and diversification.

FITUR, the International Tourism Trade Fair

As a leading event in the tourism sector, **FITUR** consolidated its role as a launchpad for emerging projects through the SEGITTUR space, a forum for sharing the know-how of Spanish SMEs which featured networking areas, advisory services for start-ups and a project laboratory (SEGITTURLAB).

Furthermore, the 2025 edition introduced a new section dedicated to promoting and raising the profile of Mexican SMEs in the international market.

In 2025, 88 initiatives were carried out to promote entrepreneurship at IFEMA MADRID events.

The event also linked the promotion of young talent with social commitment, by making the central area of the hall available to an emerging artist to create a mural paying tribute to those affected by the flooding in Valencia.

MERCEDES-BENZ FASHION WEEK MADRID, Spain’s Premier Fashion Show

The **MERCEDES-BENZ FASHION WEEK MADRID** catwalk show promoted entrepreneurship in the fashion sector through the EGO platform. The event provided free space to emerging designers in the EGO Showroom, giving them the opportunity to sell their collections directly to the general public.

It also ensured that their fashion shows were free of charge and promoted their public recognition.

MEAT ATTRACTION, the International Meat Sector Fair

In collaboration with the Spanish National Association of Meat Industries (ANICE), **MEAT ATTRACTION** co-funded and implemented a specific participation model for small-scale producers, facilitating access to exhibition stands tailored to their needs in terms of size and cost.

The fair also included the Girona Meat Forum, featuring technical sessions that highlighted the role of start-ups.

ARCOmadrid, the International Contemporary Art Fair

Once again, **ARCOmadrid** showcased the work of galleries that have been in operation for less than seven years in its Opening section, whilst also entrusting the decoration of its private viewing rooms to up-and-coming design and interior design firms.

The fair also provided free exhibition space to the Arts Libris association, to enable young publishers to take part at no cost, and to the tech start-up Exhibify, which developed the fair's digital ecosystem.

MOTORTEC, the International Trade Fair for the Automotive Industry and Aftermarket

The largest gathering for the automotive aftermarket sector in southern Europe launched an exclusive networking area to foster business exchanges between companies and customers, and to drive new projects in international markets.

Training sessions were also organised for start-ups on retaining young talent, the digitalisation of processes and cybersecurity.

INTERGIFT, the International Gift and Decoration Fair

INTERGIFT organised a collaborative interior design project that raised the profile of small firms and those offering highly specialised products, whilst also giving them the opportunity to take part in its Speakers' Corner to deliver talks on a par with the major exhibitors.

The exhibition also featured collective craft spaces from Castile-La Mancha and Lorca (Murcia), all of which were run by young local entrepreneurs.

FRUIT ATTRACTION, the International Trade Fair for the Fruit and Vegetable Sector

The leading trade fair in the fruit and vegetable sector set up the Innova & Tech zone for micro-SMEs and start-ups, and provided spaces for presentations by technology research centres.

It also gave an exhibition space to the Seville-based biotechnology innovation firm Avolution Lab, which has achieved success in using avocado seeds to produce new products.

Financial support and recognition.

The most common initiatives at IFEMA MADRID trade fairs to support and promote entrepreneurial talent included the opportunity for SMEs and start-ups to participate at reduced rates, and direct recognition through the presentation of awards.

Notable initiatives aimed at reducing the costs of participating in or exhibiting at special stands included Mini Stands (**INTERGIFT**), the EGO Programme (**MOMAD** and **MERCEDES-BENZ FASHION WEEK MADRID**), the Opening Zone (**ARCOmadrid**), DIGLeARNING Start-ups (**SEMANA DE LA EDUCACIÓN**), the Impulso Area (**IBERZOO+PROPET**), the Innova & Tech Space (**FRUIT ATTRACTION**), the DUO Section (**ESTAMPA**), the Microliber Space (**LIBER**), the Show Up Zone (**SIMO EDUCACIÓN**), the Data Centre Section (**C&R**), access facilities in collaboration with the Ministry of Agriculture, Fisheries and Food (**EXPO SAGRIS**), and

the Start-Ups Zone (**INTERNATIONAL WEEK OF ELECTRIFICATION AND DECARBONISATION**).

The direct awards included the **MERCEDES-BENZ FASHION WEEK MADRID** Fashion Talent Award, which offered the opportunity to showcase designs on international catwalks; the MOMAD Talents by ISEM competition organised by **MOMAD**, which awarded grants; the Opening Awards at **ARCOmadrid** and the Impulso Awards at **IBERZOO+PROPET**, which provided funding for specialised courses; the BISUTEX Talent competition at **BISUTEX**, which awarded grants for specialised courses; the ASAJA and UPA awards for youth entrepreneurship initiatives at **EXPO SAGRIS**; and the LOOK awards recognising entrepreneurship, the Supernova award for up-and-coming talent, and the Figaro award for Hairdresser of the Year at **SALÓN LOOK**.

Support for female talent and entrepreneurship has become a key cross-cutting theme on IFEMA MADRID's trade fair calendar.

Recognition and promotion of female talent.

Support for female talent and entrepreneurship has become a key cross-cutting theme on IFEMA MADRID's trade fair calendar. In 2025, numerous events provided female entrepreneurs and creators with platforms for visibility, opportunities for direct sales and institutional partnerships to help drive their projects forward.

In the fashion, design and jewellery sectors, the collaboration between **BISUTEX** and **MADRIDJOYA** and the Brilliant Women Association enabled the provision of free spaces and stands to promote and support new brands led by women.

This support reached its peak at the official **MOMAD** catwalk, which was transformed into a launchpad for the collections and designs of the association's members.

In the cultural sphere, **ESTAMPA** co-organised an avant-garde event in collaboration with the *Cómo Ser Fotógrafa* association, providing exhibition space and opportunities for professional exposure.

In the agri-food sector, **FRUIT ATTRACTION** took the lead in recognising female talent through the Proyecto Mujer Agro Awards, which aim to highlight innovative projects led by women.

Finally, **EXPO SAGRIS** set up a space in its central hall for female entrepreneurs from rural areas, providing them with a dedicated channel for direct sales and the promotion of their products without intermediaries.

LIBER, the International Book Fair

LIBER's support for new publishing houses took the form of the Microliber Zone, dedicated exclusively to start-ups that have been in business for less than three years or have a catalogue of fewer than ten published titles.

It also encouraged the participation of local publishing houses supported by their autonomous communities.

PRIVEL, the Private Label Manufacturers and Retailers Trade Show

The first edition of the trade fair dedicated to the private label and retailer industry in Spain signed agreements with mainstream media outlets to raise the profile of SMEs in the sector.

It also promoted the competitiveness of start-ups by facilitating their access to the Buyers' Programme.



EXPO SAGRIS, the Countryside, Agriculture and Livestock Fair

In its first edition, **EXPO SAGRIS** organised the Cultiva Congress, which aimed to raise the profile of entrepreneurship and generational renewal within the sector.

The exhibition also benefited from the support of the Ministry of Agriculture, Fisheries and Food, which facilitated access for start-ups.

INTERNATIONAL WEEK OF ELECTRIFICATION AND DECARBONISATION (GENERA and MATELEC)

The event, which focused on the green transition, was supported by the *madri+d* Knowledge Foundation to foster entrepreneurial initiatives, resulting in the participation of more than a dozen start-ups.

It also launched the Brokerage Initiative, a hybrid B2B platform (in-person and online) designed to foster networking between established international companies and start-ups.

The event also collaborated with Madrid City Council's Mentoring Network in its work to support new projects.

Commitment to innovation.

In 2025, IFEMA MADRID continued to commit to transforming the trade fair model and driving progress across the various sectors represented, by promoting and developing innovative initiatives that combine the application of technological advances with the value of first-hand knowledge.

With a view to constantly improving the visitor experience, the Institution is working on the roll-out of omnichannel solutions, the use of artificial intelligence and augmented reality, and the revitalisation of the halls through the creation of discussion areas and exhibition spaces offering unique experiences.

In 2025, 306 innovation actions were carried out at the trade fairs organised by IFEMA MADRID, including both innovative organisational initiatives and proposals to drive innovation in the respective sectors.

Alongside the specific programmes offered by each trade fair, initiatives such as the Innovation Galleries, Speakers' Corners, awards, discussion sessions and conferences were extended to various events.

IFEMA MADRID also strengthened its commitment to the liveconnect virtual platform to ensure that networking activities continued throughout the year.



Over the course of 2025, 306 innovation initiatives were carried out at the trade fairs organised by IFEMA MADRID.

Innovation Galleries and Speakers' Corners.

In 2025, IFEMA MADRID continued to focus on showcasing talent and specialist knowledge at the Recinto Ferial through initiatives such as the Innovation Galleries and the Speakers' Corners.

At certain events, the Innovation Galleries served as a physical and digital showcase to certify, recognise and highlight the most disruptive technologies, products and prototypes in each sector:

- **MOTORTEC** launched an omnichannel showcase (at the Recinto Ferial and on social media) which presented awards to the year's most revolutionary automotive products in the aftermarket sector.
- **C&R, the International HVAC and Refrigeration Trade Fair** introduced a system for signposting and highlighting new products at the exhibitors' stands.
- **SALÓN LOOK** and **INTERNATIONAL WEEK OF ELECTRIFICATION AND DECARBONISATION (GENERA and MATELEC)** set up a large physical exhibition area dedicated exclusively to showcasing the most innovative projects from their events.

For its part, the Speakers' Corner format – also known as Agora at some events – served as a forum for knowledge-sharing right on the exhibition floor. Designed to be open, flexible and highly visible spaces, it allowed exhibitors, experts and creators to showcase new products, discuss regulations and highlight market trends in a direct and accessible format.

The events that formed part of this initiative included **INTERGIFT, BISUTEX, SEMANA DE LA EDUCACIÓN, LIBER** and **SALÓN LOOK**.

At certain events, the Innovation Galleries served as a physical and digital showcase to certify, recognise and highlight the most disruptive technologies, products and prototypes in each sector.

liveconnect.

In 2025, the liveconnect platform continued to serve as the digital ecosystem for engagement between professional communities before, during and after the in-person trade fairs held at IFEMA MADRID.

This space serves as a complementary business channel, designed to showcase each company's offerings, finalise deals and foster ongoing networking. Trade fairs such as **FITUR**, **MEAT ATTRACTION**, **LIBER**, **SALÓN LOOK** and **PRIVEL** made commercial use of these features.

For their part, **INTERGIFT**, **BISUTEX**, **MADRID JOYA** and **MOMAD** opted to use the LIVE Style platform – the sector-specific version of liveconnect – for the hybrid staging of their various events. They also launched promotional campaigns via WhatsApp and developed a cross-promotional visitor recruitment programme using databases from other IFEMA MADRID events, such as **GENERA** and **FERIARTE**.

The features offered by liveconnect also made it possible to standardise the entry requirements for the **INTERNATIONAL WEEK OF ELECTRIFICATION AND DECARBONISATION (GENER and MATELEC)** and **C&R, the International HVAC and Refrigeration Trade Fair**, thanks to the option to read the accreditation passes for these three concurrent trade fairs without distinction, optimising the flow of thousands of professionals.

Innovation highlights.

FITUR, the International Tourism Trade Fair

The 13th edition of FITUR Know-How & Export shone a light on digitalisation and smart destinations as key factors in the competitiveness of the tourism sector of the future. This vision was reflected in the event's organisation, where sustainability and corporate social responsibility took centre stage. **FITUR** also organised, in partnership with the Responsible Tourism Institute (RTI), the 6th edition of the Sustainable Stand Awards, which recognise eco-friendly exhibition stand design.

It also highlighted the second edition of the FITUR 4all initiative, which featured a range of measures aimed at promoting accessible and inclusive tourism: such as the presentation of the FITUR 4all Awards, the publication of the first guide to best practice in accessibility, and the creation of an accessible route through the fair to encourage the participation of people with disabilities.

The 13th edition of FITUR Know-How & Export shone a light on digitalisation and smart destinations as key factors in the competitiveness of the tourism sector of the future.

INTERGIFT, the International Gift and Decoration Fair

INTERGIFT held the latest edition of the Gift of the Year Awards, with seven categories recognising innovation, design and quality in products within the sector.

It also launched a section specialising in home textiles, whilst the Neo Zone showcased the leading creative trends and innovative gadgets.

MERCEDES-BENZ FASHION WEEK MADRID, Spain's Premier Fashion Show

The February edition of this fashion event streamed its shows live on YouTube and its official website, featuring international content creators and backstage interviews.

The launch of new formats included the Podcast Show, dedicated to established designers, and the Magas circular fashion stand.

The September edition was marked by the celebration of the event's 40th anniversary, with a packed programme of sector-specific and institutional events.

From an innovation perspective, the highlights included the Business Talks Powered by MASTERCARD series of panels and a workshop on botanical sustainability focusing on plant-based textile dyeing.

ARCOmadrid, the International Contemporary Art Fair

The leading contemporary art fair introduced seven new awards to the event with the aim of revitalising the market and increasing recognition for industry professionals and the works on display at the fair: the Juana de Aizpuru Lifetime Achievement Award for Gallerists, established in honour of the fair's founder; the Reina Sofía Museum Acquisition Award; the Cervezas Alhambra Award for Emerging Art; the Solán de Cabras Award for Sustainable Art; the Opening Award for Best Emerging Gallery; the Catalina D'Anglade Foundation Acquisition Award; and the Art Situation/H10 Award.



SEMANA DE LA EDUCACIÓN

SEMANA DE LA EDUCACIÓN organised specialist forums in each of its halls, including technical classrooms in the AULA FORUM and pop-up presentation areas in the AULA and POSTGRADO sections.

The discussion forums at **DIGieLEARNING** focused on the latest developments in the e-learning and higher education sectors.

At **AULA**, workshops were held on construction and technical professions linked to vocational training, featuring innovative and sustainable materials.

For its part, the **SCHOOLS DAY** section included fun and educational areas, such as a zone dedicated to chess.

MOTORTEC, the International Trade Fair for the Automotive Industry and Aftermarket

The leading trade fair for the automotive aftermarket sector featured demonstrations and presentations on the digitalisation of garages and logistics in the Digital Motor zone, created in collaboration with ZF Aftermarket. It also featured an exhibition on Formula 1 and MotoGP, a Retro Zone and the MOTORTEC Grand Prix, a competition using virtual reality simulators.

At an operational level, the launch of the MOTORTEC Passport stood out as an initiative aimed at encouraging people to visit stands. The action attracted more than 15,000 participants, who collected stamps along their route through the fair to enter prize draws.

MOTORTEC held demonstrations and presentations on the digitalisation of garages and logistics in the Digital Motor zone.

FRUIT ATTRACTION, the International Trade Fair for the Fruit and Vegetable Sector

FRUIT ATTRACTION stood out for its use of augmented reality at its stands and the promotion of the Innovation HUB and the Organic section, areas that provided a distinctive platform for technology companies and organic product firms, and within which the Fresh Product, FV Industry and Sustainability awards were presented.

It also hosted the scientific and technical forums Biofruit Congress, Biotech Attraction and Grape Attraction; the event The Summit; and the live demonstration area, Factoría Chef.

ESTAMPA, the Contemporary Art Fair

ESTAMPA offered the Young Galleries Section, organised by a young guest curator, which featured its own visual identity and graphic design.

For its part, the Debate Forums programme focused on the motivations, profiles and challenges facing the new generations of art collectors.

The fair also opted to produce a 100% digital catalogue, accessible via its website.

SALÓN LOOK, the International Image and Aesthetics Fair

Among various innovation initiatives, the ANEPE Gallery stood out as an exclusive venue for showcasing the most innovative products in the beauty sector.

It also hosted the Aesthetics Congress, which focused on innovative massage techniques, and the Business Meeting, which discussed the digital transformation of beauty salons.

EXPO SAGRIS, the Countryside, Agriculture and Livestock Fair

This new fair featured an ambitious programme of technical content, with over 200 practical workshops, the highlight of which was the Cultiva Congress. Its programme of activities also included the Technology and Robotics Area, a space set aside to showcase the latest digital advances applied to the optimisation of agricultural processes.

The Ministry of Agriculture, Fisheries and Food's stand featured La Vega Innova, a technology hub specialising in accelerating growth in the agricultural sector.

EXPO SAGRIS organised an ambitious programme of technical events, with over 200 practical workshops, the highlight of which was the Cultiva Congress.

INTERNATIONAL WEEK OF ELECTRIFICATION AND DECARBONISATION (GENERA and MATELEC)

The event included the Global Forum conference, which brought together the most significant strategic and regulatory presentations in the energy sector.

Two new technical forums were also launched: the Networking Forums and the CAES Forum, dedicated to energy efficiency.



Artificial intelligence: the star of 2025.

Artificial intelligence (AI) was the subject most widely discussed at the trade fairs held at IFEMA MADRID in 2025. The application of this technology was a key topic in the discussions and conferences at a large number of events across a wide range of sectors.

Meanwhile, IFEMA MADRID took advantage of the benefits offered by AI to improve its services and the visitor experience.

The events that discussed the current and future application of this technology in their respective sectors included **PROMOGIFT**, which organised a forum that analysed AI from the perspective of compliance and regulation; **FITURTECHY**, whose Hotel of the Future showroom focused on its application in the tourism sector's data economy; and **LIBER's** CEDRO Space, which hosted discussions on the challenges posed by AI in the publishing world. At **SIMO EDUCACIÓN**, Google, Microsoft and Canva delivered practical training on the use of artificial intelligence in the classroom.

AI-based solutions were rolled out at IFEMA MADRID trade fairs in collaboration with IFEMA MADRID Lab in order to improve accessibility and enhance management.

The most significant advances were the implementation of automated

simultaneous translation and real-time subtitling at **FRUIT ATTRACTION**, **MOTORTEC** and **PRIVEL**. For its part, **MERCEDES-BENZ FASHION WEEK MADRID** designed and implemented an official promotional campaign using advanced generative AI solutions.



Stakeholder satisfaction.

IFEMA MADRID remains firmly committed to quality and excellence in all aspects of its operations, from drawing up the events calendar to operational management, the optimisation of spaces and services, and the proper maintenance of its infrastructure.

This vision is reflected in a model of continuous improvement aimed at exceeding the expectations of the various groups with which it interacts. To gauge the level of satisfaction and identify opportunities for improvement, the Institution utilises resources such as active listening channels and certification audits.

IFEMA MADRID remains firmly committed to quality and excellence in all aspects of its operations.

Suggestions, complaints and claims.

The management of suggestions, complaints and claims is a key tool for IFEMA MADRID in its quest to achieve operational excellence and maintain the trust of its stakeholders.

This process brings together communications received through various channels and is carried out in accordance with internal procedure SIG-PR-44, which ensures that each case is handled rigorously and transparently.

The main channels for customers to submit their feedback are the forms they can fill in at the trade fairs and the complaints and claims section on the organisation's website (<https://www.ifema.es/en/contact/inquiries>).

Any complaints received are forwarded to the event organisers so that they can address them, and a half-yearly report is also submitted to the IFEMA MADRID Management Committee.

In 2025, the organisation undertook the digital transformation of this service by implementing the Salesforce CRM platform as a new centralised management tool.

The new system lays the foundations for greater efficiency and traceability in the management of each case. This change required a period of operational adjustment and staff training, which had a slight impact on the time taken to resolve enquiries received throughout the year.

In 2025, the number of cases received fell by 38.39% compared with the previous year, from 599 cases in 2024 to 369 cases in 2025. Incidents relating to operational processes associated with stand assembly and disassembly were the main source of complaints.

Customer suggestions, complaints and claims.

	2024	2025
Suggestions	11	4
Complaints	157	107
Claims	431	258
Total	599	369
Average number of days to respond to suggestions and complaints	4.75	16.32
Average number of days to respond to claims	15.76	23.07

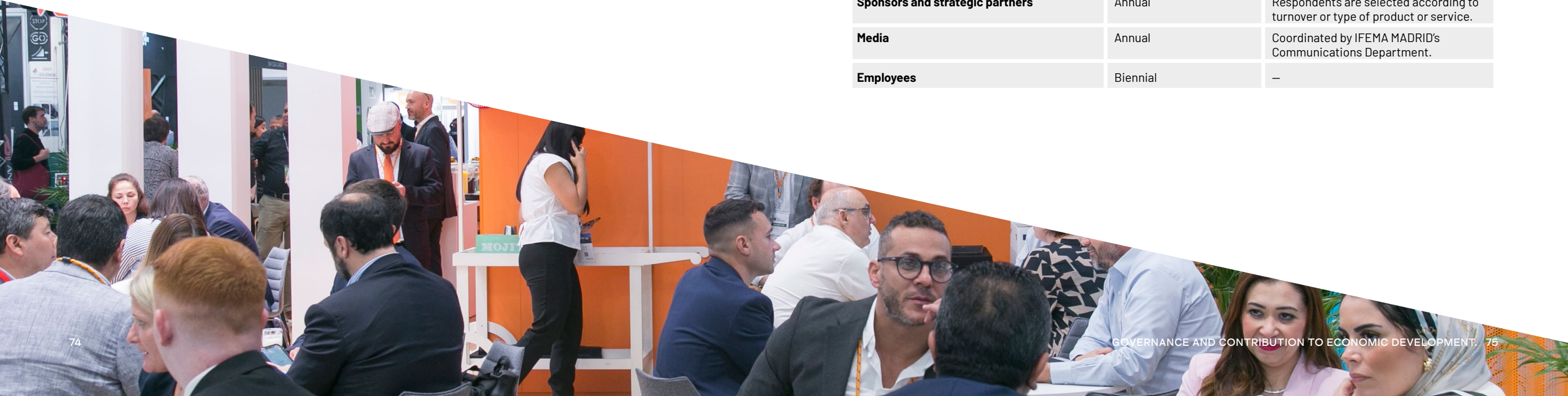
Satisfaction surveys.

In recent years, IFEMA MADRID has developed its own methodology to systematically analyse the levels of satisfaction of its staff, customers (exhibitors, visitors, sponsors and external operators), service providers and the media.

The organisation runs a programme of regular surveys which enables it to carry out comparative analyses and identify areas for continuous improvement.

Frequency and characteristics of stakeholder surveys.

	Frequency	Characteristics
Trade fair/event exhibitors	During the event or immediately afterwards	A standardised model for all trade fairs to enable comparisons. Each event has the option of customising four questions.
General services exhibitors	Biannual	Online surveys to assess satisfaction with general services (car park, catering, cleaning, website, Wi-Fi, registration, etc.).
External operators	Quarterly	Includes assessment of the management arrangements for external events.
Sponsors and strategic partners	Annual	Respondents are selected according to turnover or type of product or service.
Media	Annual	Coordinated by IFEMA MADRID's Communications Department.
Employees	Biennial	—



In line with the organisation’s overall strategy, since 2021 all surveys have included two common elements: a question in which the respondent must select the sustainable development issues they consider most relevant, and the inclusion of the Net Promoter Score (NPS) as a benchmark indicator for measurement purposes.

The results obtained in 2025 confirm the strength of the relationship model, with a positive satisfaction rating across all groups and an excellent average score of 57.07 points, representing an increase of 8.05% on the previous year.

Net Promoter Score (NPS) for overall satisfaction among stakeholders.

Trade fair/event exhibitors	23.25	15.72	-32.38%
General services exhibitors	18.06	23.59	30.62%
Visitors	73.68	70.57	-4.22%
External organisers	50	58.34	16.68%
Sponsors	70.83	77.78	9.81%
Suppliers	45.45	72.22	58.59%
Employees*	62.07	—	—
Media	79.58	81.33	2.19%
Average	52.82	57.07	8.05%

* The employee survey is conducted every two years: it took place in 2024 and will be repeated in 2026.

The results obtained in 2025 confirm the strength of the relationship model, with a positive satisfaction rating across all groups.

Quality certifications.

In 2025, IFEMA MADRID renewed its certification for ISO 9001. This standard evaluates the design and monitoring of internal processes aimed at continuous improvement and customer satisfaction, which are values aligned with the objectives set out in the CSR Master Plan.

ISO 9001 certification is of crucial importance to the Institution, given that its activities are inextricably linked to the services sector and therefore depend on the response capacity and degree of acceptance of exhibitors, visitors and external operators.



04.

Impact on society.

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IFEMA MADRID's commitment to sustainability is complemented by its social dimension, an area that also cuts across all its activities. The 2023-2026 Sustainability Plan sets out the Institution's commitment to making a positive and lasting impact on all the groups with which it interacts and on society as a whole, with a particular focus on the experience of all types of customers, the wellbeing of its staff and the reduction of its environmental impact.

IFEMA MADRID's social commitment is based on three main areas of action:



Sustainable events: the integration into all events of actions and measures that contribute to the development of the three aspects that make up the vision of sustainability; in this case, with particular emphasis on the benefits that can extend from the commercial sphere to the most disadvantaged groups.



Social commitment: promoting corporate volunteering and other charitable initiatives amongst the Institution's own staff.



Universal accessibility: implementing measures to ensure that all groups have access to events and to raise awareness of their needs and concerns.



Sustainable events.

Aware of the scope and social impact that the events it hosts and organises can have, IFEMA MADRID carries out initiatives linked to the social, economic and environmental dimensions of sustainability.

To this end, it organises its own initiatives and encourages collaboration with organisers, institutions and other bodies. Their presence across a wide range of sectors ensures that these initiatives have a broad and cross-cutting impact, reaching groups with very different backgrounds.

Initiatives aimed at promoting sustainability at events can be grouped into three main areas:

- **Social integration and inclusion:** recognising and supporting groups who are facing, or at risk of, exclusion or discrimination.
- **Education:** promoting outreach initiatives, with the direct involvement of students and teachers.
- **Encouraging stakeholder participation:** channelling and collaborating on initiatives carried out with the participation of IFEMA MADRID's clients – in some cases created by them, and in others by seeking their necessary collaboration.

In 2025, a total of 326 social actions were carried out at IFEMA MADRID's own trade fairs and events, representing a 10.50% increase with respect to the preceding year.

Social integration and inclusion.

IFEMA MADRID uses the reach of its events to promote a fairer, more equitable and more inclusive society.

The Institution acts as a platform for genuine development opportunities, promoting the inclusion of people at risk of exclusion or with limited abilities, and raising awareness of functional diversity in the workplace. It also focuses on promoting women's leadership, breaking down gender stereotypes in sectors that have traditionally been male-dominated.

FITUR, the International Tourism Trade Fair, consolidated the FITUR WOMAN initiative, a forum for debate and awareness-raising focused on the empowerment of women in the tourism industry. It also expanded its FITUR LGBTQ+ section and proactively incorporated images relating to diversity into its communication campaigns. The event's official trophies were produced by an organisation dedicated to promoting the employability of people with disabilities.

INTERGIFT, the International Gift and Decoration Fair, partnered with the A LA PAR Foundation (which supports people with intellectual disabilities) to create the floral decorations for the exhibition halls and to run a catering stand at the fair's official cocktail reception.

In the fashion sector, **BISUTEX, the International Fashion Jewellery and Accessories Trade Fair**; **MADRIDJOYA, the International Exhibition of Urban and Trendy Jewellery and Watches**; **MOMAD, the International Fashion Jewellery and Accessories Trade Fair**; and the **MERCEDES-BENZ FASHION WEEK MADRID** catwalk show broke with the sector's traditional norms by staging inclusive catwalk shows that featured models with disabilities. **MOMAD** also dedicated an exclusive catwalk to showcasing female talent in the textile industry.

A particular highlight in this area is **MADRIDJOYA's** collaboration with ONCE and the Association of Artists, Designers and Artisans (ADA), which enabled models with functional diversity to showcase the official collections.

The AULA section of **SEMANA DE LA EDUCACIÓN** organised practical workshops on construction, metalwork and the automotive industry, designed to encourage women to enter these fields.

In coordination with the armed forces and the emergency services, **SEMANA DE LA EDUCACIÓN** ensured that women were present at the guidance sessions to provide female role models.

An interactive art mural was also displayed to spark young women's interest in STEM subjects (science, technology, engineering and mathematics), and a series of Equality Classroom conferences was organised in collaboration with the Ministry of Equality, addressing the prevention of bullying and respect for sexual identity.



Finally, talks were held for teachers on the use of chess as a teaching tool for pupils with autism spectrum disorder (ASD).

ARCOmadrid, the International Contemporary Art Fair, marked International Women's Day with the ARCO Forum: Women in the Visual Arts, which examined equal opportunities in contemporary art.

For its part, **MEAT ATTRACTION, the International Meat Sector Fair**, organised the 5th Meeting of Women in the Meat Industry.

Support for groups at risk of social exclusion.

As part of its commitment to ensuring access to knowledge, culture and the labour market for all groups, IFEMA MADRID organises initiatives at its events aimed at people in vulnerable situations. These offers are in addition to the discounts or free passes available through the organisations representing them.

For example, **ARCOmadrid, the International Contemporary Art Fair**, organised a special guided tour for senior citizens from the Amigos de los Mayores Foundation, led by volunteers from IFEMA MADRID.

It also organised guided tours for children at risk of social exclusion through the Melior Foundation and for young people with intellectual disabilities through the CAPACITARTE Association.

ESTAMPA, the Contemporary Art Fair, also organised guided tours for this group.

SEMANA DE LA EDUCACIÓN, in collaboration with the Community of Madrid, expanded the range of guidance services for young people with a history of academic failure. The fair also provided free stands to student unions and public sector employment networks to offer advice to unemployed people, and set aside a space for the Spanish Confederation of Parents' Associations (CEAPA) to analyse the main issues affecting young people.

IFEMA MADRID organises initiatives at its events aimed at people in vulnerable situations.

Training.

IFEMA MADRID acts as a bridge between the education sector and the business community, incorporating opportunities for practical learning, career guidance and professional development into its events.

As well as providing direct support to the academic community through discounted tickets and work placement schemes, in 2025 it organised training and specialisation forums that were of great value both to future generations and to practising professionals.

FITUR consolidated the FITUR NEXT Course initiative, a knowledge-transfer programme in which industry partners develop real-world curriculum content for university degree programmes in Tourism.

INTERGIFT, the International Gift and Decoration Fair, in collaboration with Universidad Europea, allowed the university's students to design and create a central installation using biomaterials, with a focus on ephemeral architecture.

BISUTEX, MADRIDJOYA and **MOMAD** invited students from the MM Expression Fashion Agency & School to take part in the official fashion shows as part of their practical training.

In addition, **MOMAD** provided an exhibition and catwalk area to the Technical University of Madrid (UPM) School of Fashion Design and launched an internship programme in which students from the ISEM Fashion Business School provided technical assistance to the trade fair's buyers.

Finally, students from the International Chair of Flamenco Fashion of the Seville Higher School of Fashion (ESSDM) put on a fashion show.

MERCEDES-BENZ FASHION WEEK MADRID organised a programme of institutional invitations aimed at the leading fashion design schools, providing students with direct access to the collections of the most internationally renowned designers.

ARCOmadrid brought students from the Master's Degree in the Art Market at Complutense University of Madrid onto the fair's organising team.

For its part, **FERIARTE, the Antiques and Art Galleries Fair**, enabled the Rey Juan Carlos University Master's Degree in Art programme to hold its regular classes, open to the public, within the Recinto Ferial.

ANTI-K ALMONEDA, the Antiques, Art Galleries and Collectibles Fair, organised a study visit to analyse the fair's business and management model for students on the Master's Degree in International Marketing at Nebrija University.

IBERZOO+PROPET, the International Trade Fair for Pet Professionals, contributed to continuing professional development in the veterinary sector through presentations delivered by five leading scientific societies. At this event, the AEDPAC Forum, organised by the Spanish Association of Trade and Industry in the Pet Sector (AEDPAC), held a conference on mental health and animal welfare, alongside coaching workshops for veterinary teams.



MOTORTEC facilitated direct entry into the labour market through two major initiatives: the AFUPRO Competition, organised in conjunction with the Association of Future Professionals, which rewarded the winners with job offers in the industrial automotive sector; and Formula Student, in which university engineering teams designed, built and tested their own cars in a real-world racing environment.

C&R, the International HVAC and Refrigeration Trade Fair, gave vocational training students the opportunity to undertake work placements in its refrigeration workshop and developed the New Talents Programme, aimed at students in the sector.

In the same vein, **INTERNATIONAL WEEK OF ELECTRIFICATION AND DECARBONISATION** and **EXPO SAGRIS, the Countryside, Agriculture and Livestock Fair**, organised educational workshops aimed at fostering the next generation.

Leading education fairs.

The two trade fairs specialising in education, **SEMANA DE LA EDUCACIÓN** and **SIMO EDUCACIÓN**, featured an extensive programme of activities focused on employment, teacher training and skills development.

At **SEMANA DE LA EDUCACIÓN**, leading industrial companies ran workshops on building and construction, metalwork and the automotive industry, highlighting new career opportunities. It also hosted talks by final-year university students, who offered practical advice to students in lower years on entering the labour market.

For its part, **SIMO EDUCACIÓN** worked with the Ministry of Education, Vocational Training and Sports to provide specific spaces and rooms for the delivery of official training sessions. Furthermore, the teachers attending the event were awarded an accredited certificate for taking part in at least ten hours of workshops and presentations at the fair. Finally, the Best Teaching Experiences Awards, which highlight good practices implemented in the classroom, were presented.

Encouraging stakeholder participation.

IFEMA MADRID partners with sectoral associations, non-profit organisations, public authorities, companies and other bodies on the development of initiatives related to sustainability. The collaboration models it chooses depend on the nature and scope of each initiative, which may be put forward by IFEMA MADRID or a third party.

This collaborative working model is in place from the very start of each trade fair's organisation process and takes into account the needs and expectations of the various sectors. To this end, all the events have an Organising Committee made up of the key players in each industry to ensure the legitimacy of their content, promote their internationalisation and generate wealth in the local area.

Furthermore, as each event unfolds, agreements and partnerships are established with a wide range of organisations with the aim of ensuring the participation of different groups or securing their commitment to sustainability.

Given the scale and nature of the fair, it is worth mentioning the agreements reached at **FITUR**. These included collaboration with the Responsible Tourism Institute (RTI) on organising the Sustainable Stand Awards; the Impulsa Igualdad association on the FITUR4all conference on accessible tourism; and the Amigos de los Mayores Foundation on the provision of free tickets for senior citizens.

ARCOmadrid collaborated with Complutense University of Madrid to enable groups of students to undertake work placements at the fair, as well as distributing invitations to the Federation of Visual Artists' Associations, the Capacitarte association and the Melior Foundation.

MADRIDJOYA and **MOMAD**, in collaboration with the Association of Artists, Designers and Artisans (ADA) and ONCE, organised a fashion show featuring models with functional diversity. For its part, **INTERGIFT** worked with various exhibiting companies and the A LA PAR Foundation to decorate some of the exhibition's most prominent areas; and **BISUTEX** provided a stand to the Brilliant Women's Association.

In terms of collaboration with public authorities, highlights included the agreement between **IBERZOO+PROPET** and the Ministry of Social Rights, Consumer Affairs and 2030 Agenda for the provision of a space; the agreement between **SEMANA DE LA EDUCACIÓN** and the Community of Madrid to support students facing difficulties entering the labour market; the agreement between **SIMO EDUCACIÓN** and the Ministry of Education; and the agreement between **INTERNATIONAL WEEK OF ELECTRIFICATION AND DECARBONISATION** and the Ministry for the Ecological Transition and the Demographic Challenge (MITECO), the Centre for Technological Development and Innovation (CDTI) and the Institute for the Diversification and Saving of Energy (IDAE). This event also encouraged the participation of start-ups, in collaboration with the madri+d Knowledge Foundation.

Donation of surplus food.

Thanks to the partnership with the Madrid Food Bank, surplus food fit for consumption from **PRIVEL, the Private Label Manufacturers and Retailers Trade Show**; **FRUIT ATTRACTION, the International Trade Fair for the Fresh Fruit and Vegetable Industry**; and **MEAT ATTRACTION, the International Meat Sector Trade Fair**, was channelled to groups at risk of social exclusion via organisations working in this field.

EXPO SAGRIS, the Countryside, Agriculture and Livestock Fair, also donated its surplus stock to the EMMA Foundation to help vulnerable families.

MADRIDJOYA and **MOMAD** organised a fashion show featuring models with functional diversity.

SALÓN LOOK collaborated with numerous associations and the Foundation for Dermotricology (Fundesmo).



MOTORTEC also signed a number of agreements with various bodies, including the Comforp Foundation, the Association of Future Professionals (AFUPRO), RetroMovil and ZF AfterMarket, to help organise a range of activities. It also worked with exhibiting companies to create the new MOTORTEC Passport.

As is customary, alongside institutional support, **SEMANA DE LA EDUCACIÓN** benefited from the collaboration of numerous educational institutions and universities, which provided venues or organised activities. Of particular note was the provision of a venue to the Spanish Confederation of Parents' Associations (CEAPA) for a ceremony recognising the work of state school teachers during the flooding in Valencia in October 2024. **SIMO EDUCACIÓN** also offered special terms to UNHCR (the UN Refugee Agency) to enable it to have a presence at the fair.

It is also worth mentioning the industry's involvement in the development of **SALÓN LOOK**, thanks to the participation of numerous associations (FANAE, ANEPE, STANPA, Club Figaro) and the Foundation for Dermotricology (Fundesmo), as well as the support the trade fair provided to the Platform for the Reduction of VAT.

Finally, at the institutional level, mention should be made of the global strategic agreements to position Madrid as one of the main venues for trade fairs and congresses on the international stage, improve the city's connectivity and promote its sustainable mobility. The institutional sponsors in 2025 were Iberia, Iberdrola, Uber, Renfe and Iryo, in addition to the food and drink partners (Mahou, Coca-Cola and JDE) and the sponsors of each individual trade fair or event.

Social commitment.

IFEMA MADRID's social commitment also extends to its relationship with its team of professionals, who play an active part in voluntary work.

In 2025, the FARO project was consolidated following its launch in November 2024 with the aim of supporting and facilitating the charitable spirit of the organisation's staff.

Main areas of focus of the FARO project.



Corporate volunteering: involvement of the organisation's staff in social projects.



FARO Moments: organising talks on social issues, taking an experiential approach.



Proposals Without Borders: support for initiatives that add value to IFEMA MADRID and to society as a whole.

Corporate volunteering.

This initiative, coordinated by IFEMA MADRID's Quality, Sustainability and Compliance Department, encourages staff to get involved in charitable projects.

Initiatives are selected on the basis of three criteria: they must be coordinated by an NGO or an organisation with a proven track record; the activities must be suited to the skills of the prospective employee or volunteer; and the activities must take place during working hours.

In 2025, forms of ongoing collaboration (fortnightly groups, with each session lasting two hours) were combined with one-off collaborations.

Ongoing collaborations.

- **Madre Coraje Foundation:** sorting, organising and logistical management of clothing and accessories in its warehouses.
- **Mensajeros de la Paz:** support for and collaboration with the charity breakfast service organised by Madrid's Parish Church of San Antón.

One-off collaborations.

- **Bertelsmann Foundation:** organisation of visits to IFEMA MADRID's facilities for secondary school and vocational training students from various schools to give them an insight into the world of work and help reduce school drop-out rates.
- **Hogar Si Foundation:** support for homeless people in their search for work. The volunteers organised role-play exercises to help them prepare for interviews, offering personalised feedback on how to improve their chances of being selected.
- **Madrid Food Bank:** sorting, storing and collecting surplus food from the exhibition halls after the **PRIVEL**, **FRUIT ATTRACTION** and **MEAT ATTRACTION** trade fairs.
- **Salesianos de Estrecho Congregation:** a mentoring programme aimed at students in year 4 of compulsory secondary education taking Economics as an optional course to tackle academic failure, boost their self-esteem and guide their transition into the labour market.
- **Espacio Mujer Madrid (EMMA) Foundation:** training workshops on digital tools and motivational talks for women at risk of social exclusion. As part of this partnership, the first pro bono volunteering marathon was organised in collaboration with Work 4 Social, during which participants worked on a project to improve the foundation's communication strategy.
- **Amigos de los Mayores Foundation:** a social event to combat unwanted loneliness amongst older people, featuring various activities and a guided tour of **ARCOMadrid**.
- **ICAI Foundation:** IFEMA MADRID's operations team organised an information session and a guided tour of the exhibition centre's solar power plant for students at risk of social exclusion who are on the solar panel installation course.



Corporate
volunteering
in 2025.

71
employees

327
hours

228
beneficiaries

FARO Moments.

This series of talks highlighted social realities and gave a voice to experts, NGOs and foundations, with the aim of raising awareness amongst staff under the themes of "Impact on Society" and "Impact on You". Three events were held during 2025:



International Women's Day:

five professionals from various departments at IFEMA MADRID took part in a panel, sharing different perspectives on the challenges and the changing role of professional women in the 21st century.



Social media and adolescence: the Amigó Foundation organised a session for working parents which addressed risks, challenges and best practices in relation to screen use by children and teenagers.



Employment inclusion for people with disabilities: the Communications Director and a representative of the ENVERA Foundation gave a presentation on the need to integrate the talents of people with disabilities into the labour market.

The FARO Moments series of talks gave a platform to experts, NGOs and foundations with the aim of raising awareness amongst staff.



Proposals Without Borders.

This initiative enables staff members to propose initiatives that promote social engagement or strengthen team cohesion. The initiatives launched in 2025 included:

- **Reyes Magos de Verdad [Real Three Kings]:** purchasing, preparing and distributing over a hundred personalised gifts for vulnerable children and elderly people, directly fulfilling their wishes.
- **International Book Day:** 10 people took part in the annual public reading of *Don Quixote*, held at the Circulo de Bellas Artes in Madrid.
- **Musical evening:** 12 invitations were given out to attend a jazz concert, with the aim of fostering relationships between people from different areas of the organisation through the performing arts.



Universal accessibility.

As an organisation responsible for managing public spaces, IFEMA MADRID regards universal accessibility as a priority. The 2023-2026 Sustainability Master Plan sets as targets for the end of 2026 the full implementation and communication of accessible routes and the consolidation of their digital accessibility.

Aware of the architectural challenges facing both the Recinto Ferial and the Palacio Municipal, IFEMA MADRID commissioned a specialist consultancy firm to carry out a detailed technical analysis of the spaces and identify needs and opportunities for improvement. Based on this assessment, a comprehensive plan for accessible routes was drawn up.

In parallel with the planning of these works, the organisation implemented an action plan that removed architectural barriers and improved the user experience through a range of measures.

As an organisation responsible for managing public spaces, IFEMA MADRID regards universal accessibility as a priority.

Accessibility measures.

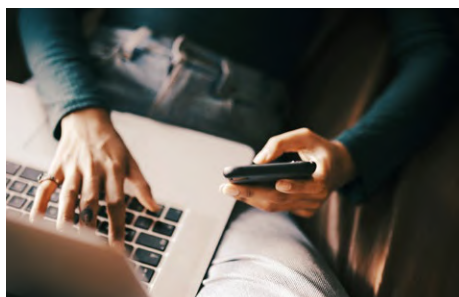
- Implementation of preferential access signage at the information desks of the North and South Entrances, as well as at the entrances to the halls.
- Provision of wheelchair-accessible seating in auditoriums and halls, in accordance with current legislation.
- Signage design to designate priority spaces for people with any kind of disability within temporary venues and talk and conference areas.
- Painting the columns along the central avenue to create the necessary visual contrast with the pavement, thereby helping people with low vision to find their way.
- Development of staff training programmes on accessibility and the needs of people with functional diversity.

This commitment to accessibility also applies to all new construction and modernisation projects. Strict application of the Technical Building Code (CTE) ensures compliance with the relevant regulations governing the refurbishment and renovation of corporate offices and the construction project for the Formula 1 Grand Prix street circuit.

Digital accessibility.

IFEMA MADRID holds AENOR A90/000062 certification for AA accessibility on its official websites.

This certification confirms compliance with the European standard UNE 139803:2012, ensuring that anyone with a visual or hearing impairment can navigate, interact with and make proper and independent use of these systems.



Accessibility measures at events.

Building on the same working philosophy it applies across all other aspects of sustainability, IFEMA MADRID is extending its corporate commitment to accessibility to all events organised at its venues.

In this way, alongside the implementation of practical measures to ensure access for everyone, it raises awareness of these groups and increases their visibility.

One of the key infrastructure adaptation measures in 2025 was the redesign of the **MADRIDJOYA** catwalks to ensure accessibility for models of different abilities.

Sensory and cognitive accessibility took a qualitative leap forward thanks to the application of new technologies, such as the digitalisation of guided tours using NaviLens codes at **FITUR**, and the use of artificial intelligence for real-time subtitling at **FRUIT ATTRACTION**, **MOTORTEC** and **PRIVEL**.

During the **SEMANA DE LA EDUCACIÓN** event, interpreters specialising in Spanish Sign Language (LSE) were hired to provide real-time interpretation of the presentations at the main conferences.

Other trade fairs implemented new measures to reduce noise levels. **MOTORTEC** set aside specific areas for its loudest activities and imposed decibel limits, while **SIMO EDUCACIÓN** installed silent conference systems to improve sound intelligibility and ensure the hearing comfort of attendees and staff.

At the public presentation in June 2025 of MADRING, the circuit that will host the Formula 1 Spanish Grand Prix in 2026, IFEMA MADRID put specific measures in place for more than 100 people with reduced mobility.

Sensory and cognitive accessibility took a qualitative leap forward thanks to the application of new technologies.



New challenges, new opportunities.

IFEMA MADRID's performance in recent years has demonstrated that it is possible to balance growth and the promotion of economic activity with the principles of sustainable development. As reflected in this latest edition of the *Sustainability Report*, the organisation has progressively expanded its areas of activity – new trade fairs and the expansion of existing ones, the promotion of leisure and cultural activities, and the development of Madrid Turismo by IFEMA MADRID – while at the same time reducing its energy consumption rates and carbon footprint.

This growth model has been made possible by two main factors:

- Firstly, IFEMA MADRID's firm commitment to becoming a leading player in this field and to contributing to the sustainable development of both its own sector and all those sectors represented at the trade fairs it organises or hosts.
- Secondly, a commitment to order, rigour and transparency when identifying the main challenges, defining the objectives to be achieved and involving all stakeholders in this common goal.

This approach is reflected in the various CSR master plans that have been successfully implemented, reflecting the Institution's ability to adapt to new needs.

Financial year 2026 presents two major challenges from a sustainability perspective. First, the conclusion of the 2023-2026 CSR Master Plan and the drawing up of a new plan for the next four years (2027-2030). This process will involve a fresh assessment of the extent to which the objectives have been met, as well as an analysis of the current socio-economic climate and trends within the sector.

The second major challenge of the year will be the first edition of the Formula 1 Spanish Grand Prix at the new MADRING circuit, which will host the event for the next ten years.

This high-impact event will put the sustainable growth model developed in recent years to the test, whilst also providing a unique learning opportunity through the implementation of measures in areas such as environmental protection, accessibility and social engagement which can be subsequently extended to different types of events. For example, at management level, the implementation of external monitoring and surveillance systems, which are crucial for achieving results and assessing the effectiveness of the measures taken.

At the same time, IFEMA MADRID will continue with the various initiatives it has introduced in recent years, with a particular focus on developing the carbon footprint reduction programme, which, having established a steady downward trend, will now move towards carbon offsetting.

IFEMA MADRID is firmly committed to contributing to the sustainable development of both its own sector and the sectors represented at the trade fairs it organises or hosts.

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