



fruit
attraction

INTERNATIONAL TRADE SHOW FOR THE FRUIT AND VEGETABLE INDUSTRY

20-22
OCT.
2020

MADRID - SPAIN

FACTS 'N
FIGURES

ORGANISED BY



IFEMA
Feria de
Madrid

Facts'n Figures 2019

Fruit Attraction is the **world's reference trade event** for the **Fruit and Vegetable** Industry. Its ability to promote **world exports** in the sector makes it **the marketing hub** for the whole group of professionals that make up **the entire value chain**, while consolidating its position as the platform for innovation in the fruit and vegetable market.

Organized by **IFEMA** and **FEPEX**, Fruit Attraction will be held **from 20 to 22 October 2020**. For three days, Madrid will become the horticultural capital of the world.



Total number of participants

89,390

Exhibition area

55,938 m²

>> Spain 40,170.5 m²

>> International 15,767.5 m²

EXHIBITORS

Number of companies

1,770

Countries

58

TRADE VISITORS

Number of trade visitors

59,181

Countries

127

Conferences

>> Number of conferences and seminars **56**

>> Number of speakers **197**



Exhibitors

TOTAL

1,770

Exhibitors and Co-exhibitors

- >> Exhibitors 1,140
- >> Co-exhibitors 630

Former exhibitors

- >> New exhibitors 519
- >> Former exhibitors 1,251

By origin

- >> From Spain 1,020
- >> International 750 from 58 countries

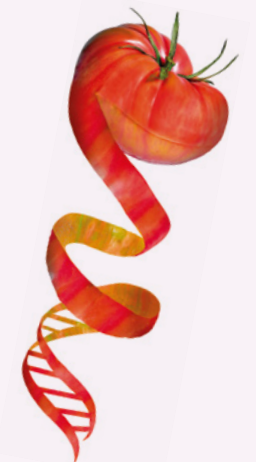


By activity

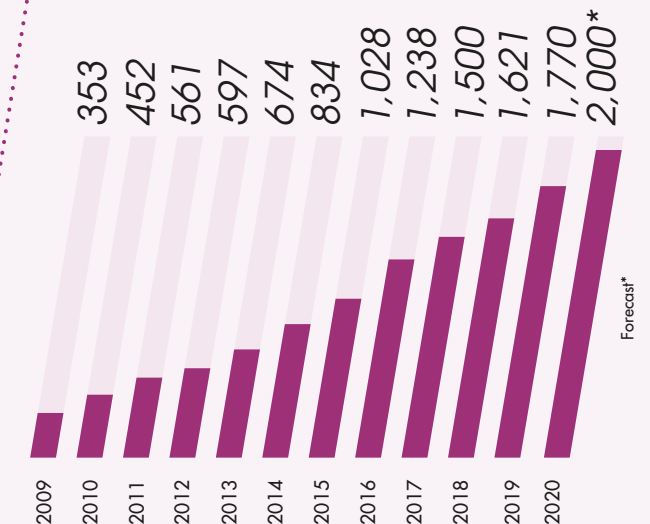
- Fresh Produce Area 1,265
- Auxiliary Industry Area 452
- Flower & Garden Attraction Area 35
- Media Hub 18

By geographical area

- Africa 42
- North America 13
- Asia - Pacific 13
- Europe 1,590
- Latin America and the Caribbean 89
- Middle East 23



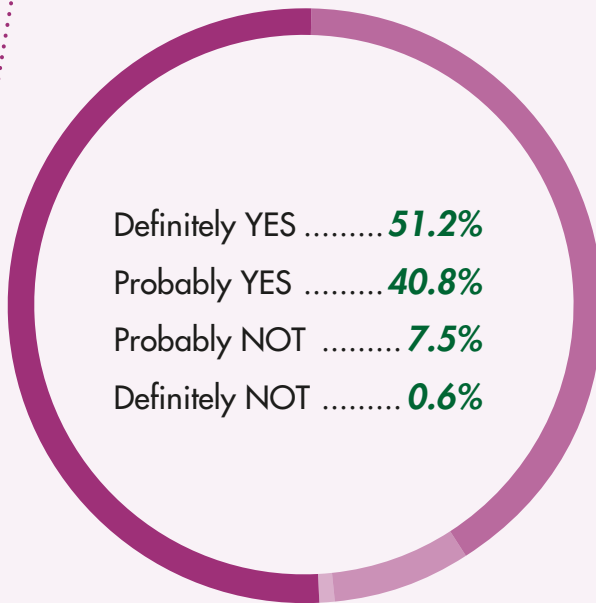
Evolution



**Connecting the World's
Fresh Produce Community**

Exhibitor satisfaction*

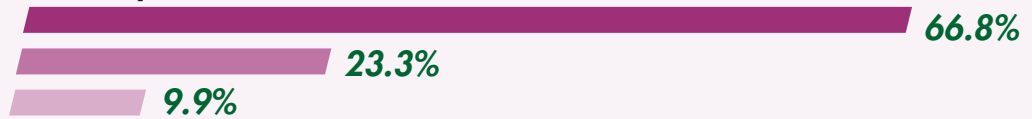
Likelihood of participation at Fruit Attraction 2020



Loyalty
92%

Review of visitors

Quantity/Affluence of visitors



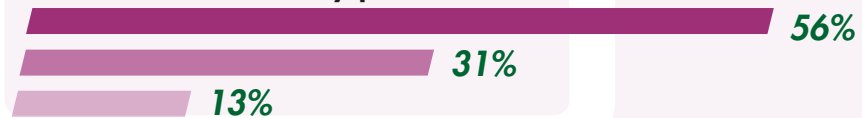
Quality of visitors



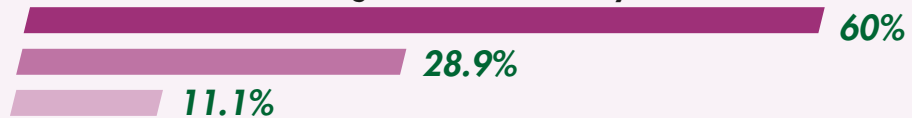
Number of business contracts closed



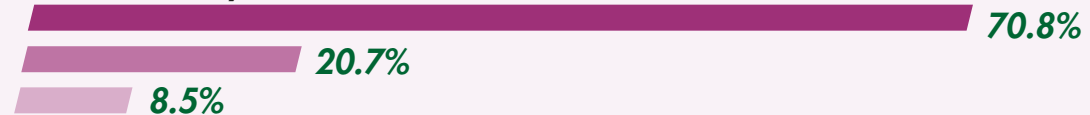
Desire to evaluate/buy products



Level of decision making or influence of buyers



Internationality



Higher than expected
As expected
Lower than expected



*Data from questionnaires completed by exhibitors during the trade fair.

Trade Visitors (I)

TOTAL

59,181

By gender*

- >> Male 70.8%
- >> Female ... 29.2%

By age*

- >> Less than 30 1.6%
- >> From 30 to 40 25.8%
- >> From 41 to 50 45.5%
- >> From 51 to 60 25.3%
- >> More than 60 1.8%

By origin

2018

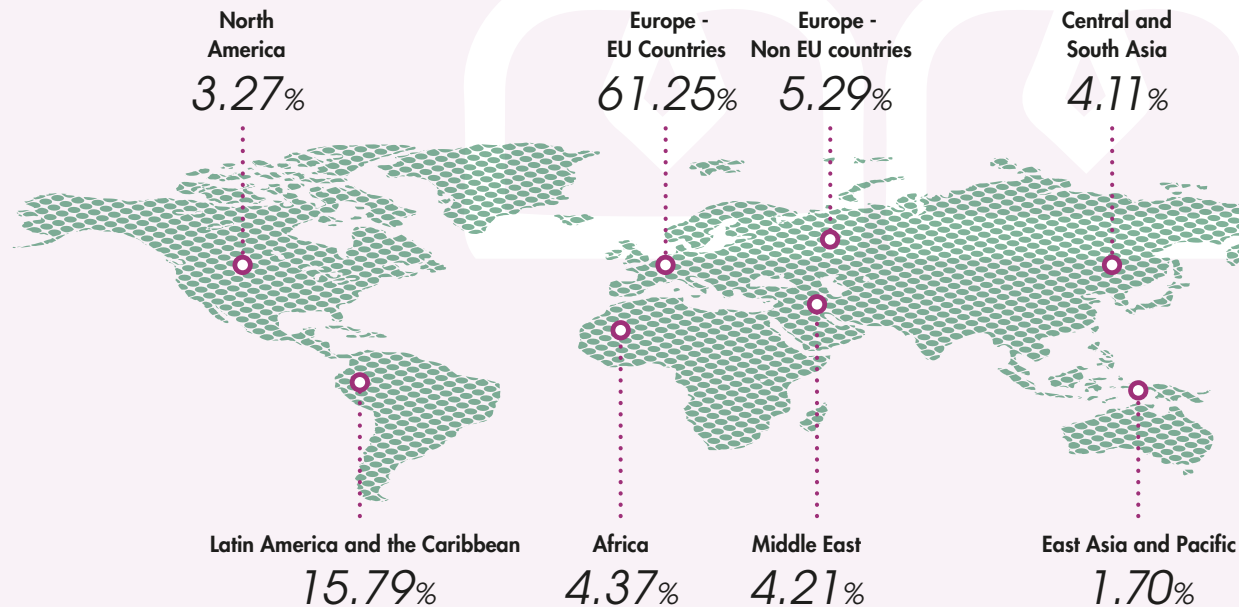
- >> From Spain 34,855 (66.26%)
- >> International 17,746 (33.74%)

2019

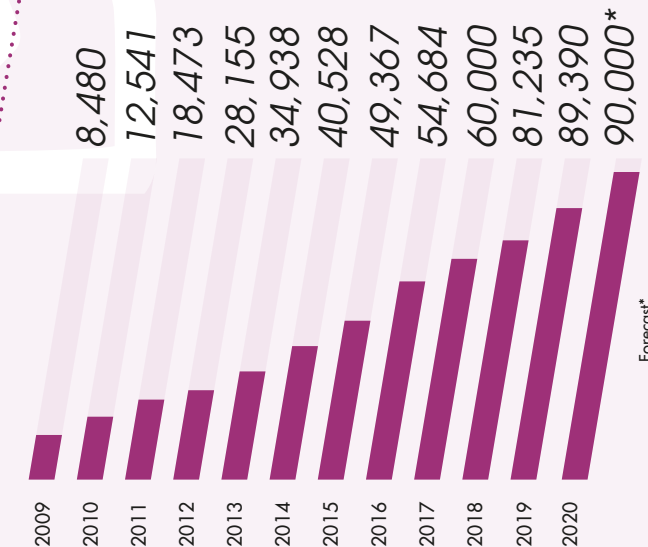
- >> From Spain 36,727 (62.24%)
- >> International 22,280 (37.76%)

*Data from questionnaires completed by randomly selected visitors during the trade fair.

By geographical area



Evolution



Trade Visitors (II)

By country*	2019	Rate from 2018	2019	Rate from 2018	2019	Rate from 2018		
Italy	2,936	(9.13%)	Egypt	282	(14.63%)	Czech Republic	80	(-6.98%)
France.....	2,401	(28.53%)	Argentina.....	277	(7.36%)	Lithuania	79	(25.40%)
Portugal	2,188	(3.61%)	India**	259	(121.37%)	Serbia	76	(105.41%)
Netherlands	1,444	(22.04%)	Costa Rica	214	(43.62%)	Guatemala	71	(392.31%)
United Kingdom	1,275	(11.74%)	Ukraine	194	(51.56%)	Finland	62	(71.88%)
Germany	906	(27.75%)	Sweden	186	(41.41%)	Saudi Arabia	60	(36.36%)
Peru	724	(69.76%)	Switzerland	169	(0.00%)	Latvia	60	(17.65%)
Brazil	633	(35.95%)	Turkey	169	(-25.22%)	Venezuela.....	59	(195.00%)
South Africa	625	(41.28%)	China**	167	(70.41%)	Hungary	57	(-18.03%)
Poland	588	(8.43%)	Ireland	137	(37.37%)	Slovenia	54	(20%)
Morocco	577	(4.53%)	Romania	137	(22.11%)	Bulgaria	51	(-10.53%)
Chile	456	(13.72%)	United Arab Emirates.....	133	(51.14%)	Kenya	50	(28.21%)
Belgium	404	(7.45%)	Canada.....	128	(3.23%)	Panama	50	(284.62%)
Colombia	399	(36.64%)	Denmark	127	(18.69%)	Belarus	44	(-25.42%)
Ecuador	318	(160.66%)	Dominican Republic.....	124	(12.73%)	Jordan	44	(-24.14%)
Russian Federation	314	(49.52%)	Algeria	108	(16.13%)	Croatia	41	(250%)
Greece	303	(31.17%)	Austria	105	(81.82%)	Singapore**	36	(140%)
Mexico	299	(43.75%)	Uruguay.....	82	(241.67%)			
Israel.....	291	(63.48%)	Norway	81	(39.66%)	Others (69 countries).....	777	(103,83%)
United States	287	(34.11%)	Tunisia	81	(1.25%)			

* Listed by number of visitors

** China, India and Singapore guest importing countries 2019



Trade Visitors (III)

By activity

Production - Industry – Processed	31.0%
Import - Export	23.9%
Wholesaler - Trader - Import - Export	11.6%
Retail- Distribution Chains	4.8%
Retailer - Point of Sale	3.3%
Transport - Logistics	5.8%
Horeca	1.9%
Services and others	17.7%

By position

Management - Ownership	29.9%
Production	14.3%
Purchases	10.1%
Commercial	28.6%
Logistics.....	5.9%
Maintenance - Plant	1.5%
Quality - Laboratory.....	3.2%
Marketing and Communication	6.5%



Average visit time of each visitor

1.56 days

>> Spanish 1.43 days

>> International 1.84 days



Trade Visitors (IV)

By sector of interest

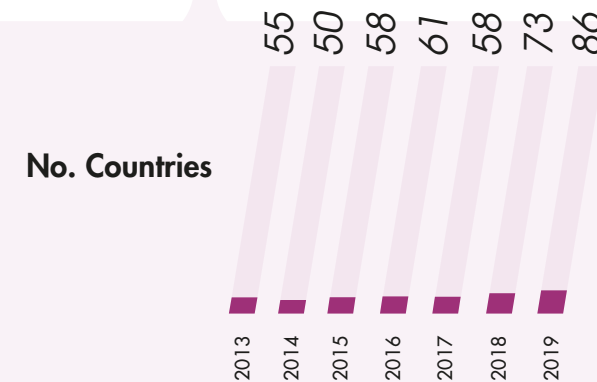
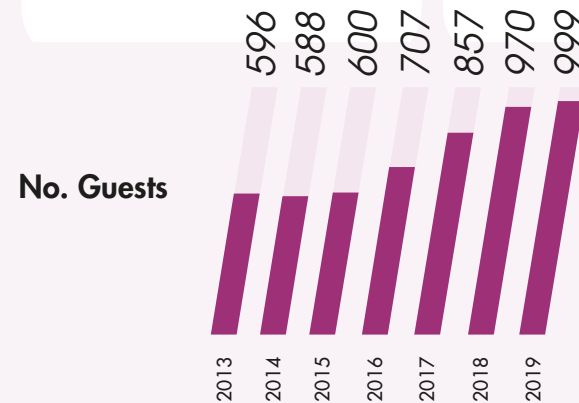
Fresh Produce

Fresh Fruits	19.6%
Fresh Vegetables	14.6%
Herbs and Spices	4.1%
Fresh Cut & Catering Products	3.4%
Nuts Hub.....	1.5%
Ecorganic Market.....	3.2%
Processed F&V (frozen, preserved, concentrated, dehydrated, etc.).....	3.0%
Bodies and Associations	1.6%
Nurseries.....	2.9%
Others	4.3%

Auxiliary Industry

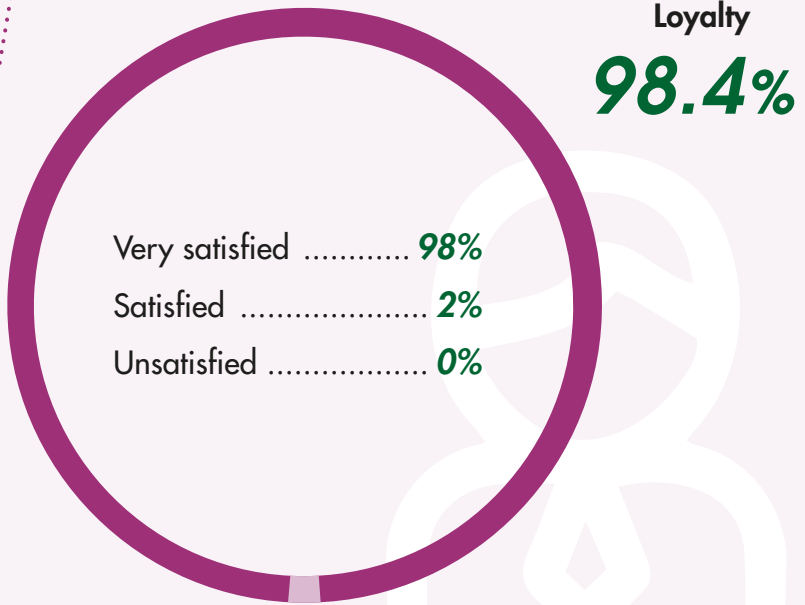
Seeds	6.2%
Fertilizers, Agro Nutrients, Plant Protection	7.4%
Pre-Harvest	2.7%
Transport & Logistics.....	5.8%
Packaging & Labelling	5.9%
Post-Harvest	3.1%
Smart Agro (Ict Applied To The Horticultural)	1.9%
Ecorganic Market.....	2.5%
Point of Sale	3.3%
Services (Consultancy Firms, Certification Firms, Financial Institutions, Temp Agencies, Training, Etc)	3.1%

Participation in Buyers Programme

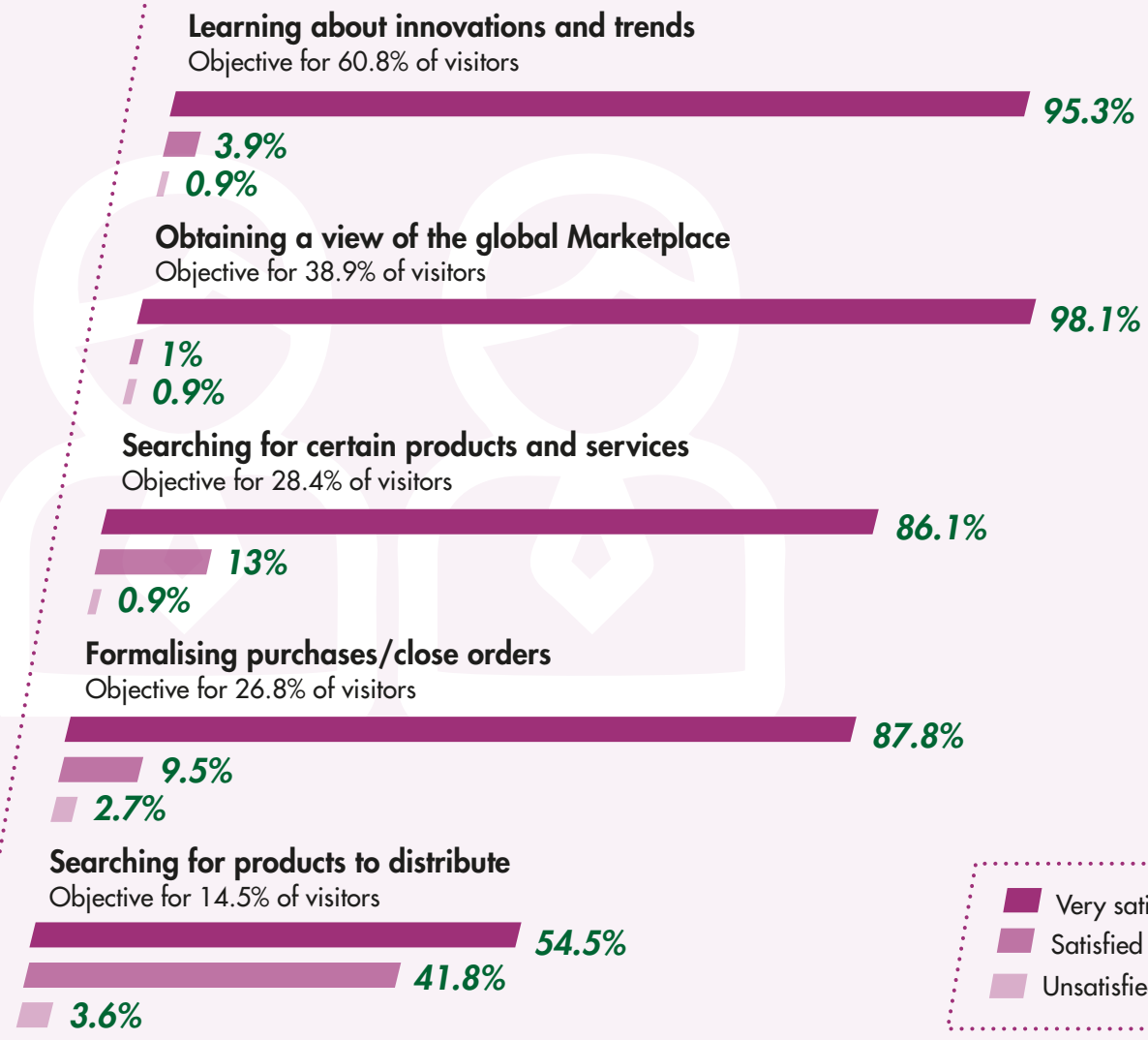


Visitor satisfaction (1) *

With this Fruit Attraction event



With fulfilling the objectives for visiting Fruit Attraction

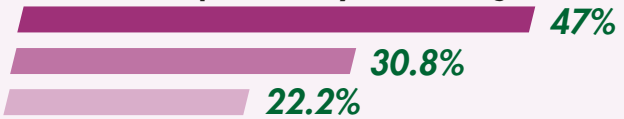


*Data from questionnaires completed by randomly selected visitors during the trade fair.

Visitor satisfaction (II)*

By achievement of objectives

Commercial profitability/Obtaining orders or sales



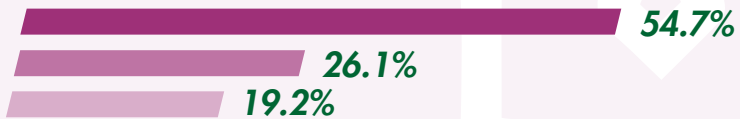
Public relations



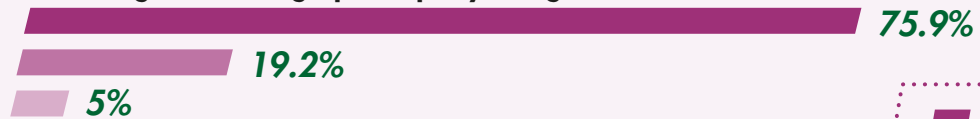
Promoting of existing products



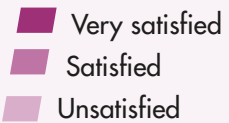
Presentation of innovations and trends



Creating or building up company image/Brand

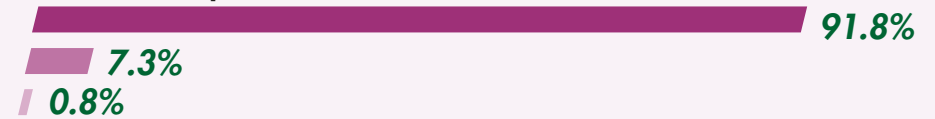


Expanding portfolio of potential clients nationally



Regarding products offered by exhibitors

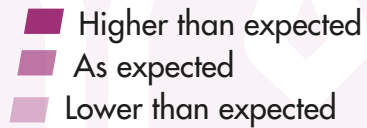
Innovations presented



Variety on offer



Quality of products on offer



“Fruit Attraction surpassed visitor expectation”

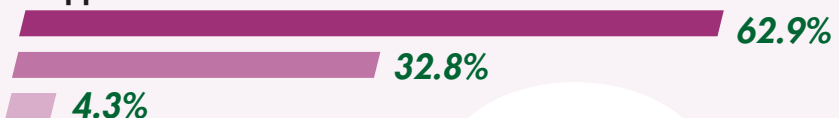
*Data from questionnaires completed by randomly selected visitors during the trade fair.



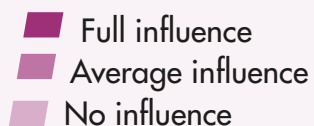
Visitor satisfaction (III)*

Influence of Fruit Attraction in visitor decision making

Supplier selection



Selection of products to buy



Intention of visiting the next event



“98.4% intend visiting Fruit Attraction 2020”

Recommendation to other sector professionals (NPS)

$$\text{NPS} = \% \text{ 😊 } - \% \text{ ☹️ }$$

The NPS index starts from -100 (everyone is a detractor) to 100 (everyone is a promoter). NPS score of more than 0 is good and a NPS score **higher than 50 is considered excellent.**

$$79.7\% = 80.3\% - 0.6\%$$

NPS = 79.7

*Data from questionnaires completed by randomly selected visitors during the trade fair.



Fruit Attraction, knowledge and innovation centre for the industry



Conferences and Seminars

A complete **programme of conferences** has made Fruit Attraction the **knowledge center** for the sector, with sessions characterized by the wide variety of content, as well as the high level of participants and speakers.

- >> Number of conferences and seminars 56
- >> Number of speakers..... 197
- >> Number of attendees.....2,400



Innovation Hub



Experience tunnel featuring the latest innovations in the fruit and vegetable industry presented by some of the exhibitors present at the fair. All products presented at the Innovation Hub also had the opportunity to participate in the Accelera Awards for innovation and entrepreneurship.

- Products presented** **53**
- >> Fresh Produce 21
 - >> Auxiliary Industry 32



Factoría Chef



Gastronomic space which goal is the **dissemination, innovation and interpretation of fruit and vegetable products**. It publicizes the culinary opportunities and the gastronomic innovation, quality, variety and versatility these products offer.

- >> No. chefs 22
- >> No. showcooking 21



Media

Media impact

Media impact	22,906
Press	1,526
Radio	39
TV.....	23
Internet.....	4,153
Social media	17,175

Accredited journalists and media

Accredited Media	500
Accredited Journalists	691
International guest journalists	23

Professional community

A digital community of

79,208

Professionals

Facebook	57,204 followers
Twitter	14,805 followers
Instagram	4,623 followers
LinkedIn.....	2,196 followers
Youtube.....	380 subscribers

Be part of our community!

Database of exhibiting companies

15,700

Database of visiting companies

63,220



Committed to sustainability

As part of its quality and sustainability policy, Fruit Attraction has established the objective of developing pro-active good practices that contribute to promoting social, environmental and economic sustainability.

Environment

- Disseminating a code of good practices for attendees
- Recyclable shell-scheme stands
- LED lighting in halls and shell-scheme stands
- Waste management plan for build-up and breakdown
- Recycling bins
- Promotion of public transport
- Recycling of passes
- Digital signage
- Conference on water management and sustainable packaging
- Free WIFI and charging points in halls
- Geothermal energy in the IFEMA office building
- Charging points for electric vehicles
- All printed material is FSC
- Access to the facilities with e-pass

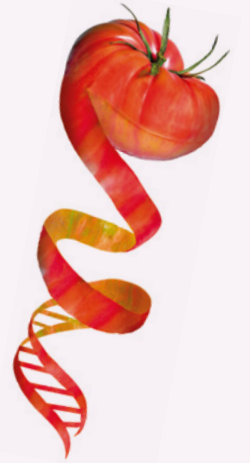


Promotion of economic development

- Innovation Hub
- Accelera Awards
- "Hub" stands for start ups
- Ecorganic market

Social commitment

- Collection of surpluses by the Food Bank of Madrid
- Accessible facilities
- Accessible website



A team of specialists and advisors

Raúl Calleja

Agrifood Events Director

(+34) 667 80 78 48

(+34) 91 722 57 39

raul.calleja@ifema.es

María Martínez de Velasco

Commercial Manager

Fresh Produce Area

(+34) 687 40 49 73

(+34) 91 722 51 71

mariamv@ifema.es

Lourdes Sierra

Commercial Manager

Auxiliary Industry Area

(+34) +34 669 357 890

(+34) 91 722 51 65

lourdes.sierra@ifema.es

Almudena de Castro

Commercial Manager

Flower & Garden Attraction

(+34) 627 37 13 23

(+34) 91 722 57 01

castro@ifema.es

Asela González

Secretary

(+34) 91 722 58 45

asela.gonzalez@ifema.es

Laura Francos

Secretary

(+34) 91 722 51 80

lfrancos@ifema.es

Candelas Acedos

Conferences and Activities

(+34) 91 722 53 43

candelas@ifema.es

Julia Rodríguez

Conferences and Activities

(+34) 91 722 52 38

julia.rodriguez@ifema.es

Iciar Martínez

Press officer

(+34) 91 722 51 77

iciar.martinez@ifema.es

Helena Valera

International Press officer

(+34) 91 722 51 74

evalera@ifema.es

Esther Morales

Advertising and Marketing

(+34) 91 722 52 35

esther.morales@ifema.es

Beatriz Berruga

Advertising and Marketing

(+34) 91 722 52 74

beatriz.berruga@ifema.es



International Representation

Benelux (Belgium, Netherlands, Luxembourg)

Ton Willemse
(+31) 180 32 13 46
info@intraservice.nl

Brazil

Mercedes Blázquez
(+55) 11 3181-5591
brazil@ifema.es

Chile

Oswaldo Cabrera
(+56) 9 95350861
ifemachile@portocs.cl

Colombia

Ignacio Bartolomé
(57) 1 656 43 91
ifemacolombia@h2gconsulting.com

France

Sibylle Courtois
(33) 156951736 - (33) 614876147
Sibylle.Courtois@otsa.net

Greece, Albania, Bulgaria, Cyprus, Serbia

Konstantina Bouman
(31) 624 797659
konstantinagiannoutsou@yahoo.com

Germany, Austria, Switzerland

José Antonio Rodríguez Priego
(+49) 69 74 30 88 88
ifema@messe-madrid.de

Italy and San Marino

Giorgio La Ferla
(39) 02 58110007
ifema@paralleli.eu

North Africa (Morocco, Algeria and Tunisia)

Ignacio Bartolomé
(212) 648 543 606
ifemamaroc@h2gconsulting.com

Peru

Luis Guzmán
(51) 977 80 57 22
ifemaperu@h2gconsulting.com

Portugal

Nuno Almeida
(351) 213 86 85 17/8
info@ifema.pt

United Kingdom, Ireland

Louisa Criscenti-Brown
(44) 0 7971 280870
louisa@elsieb.co.uk





fruitattraction.com



IFEMA - Feria de Madrid
(+34) 91 722 30 00
fruitattraction@ifema.es
#FruitAttraction20

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