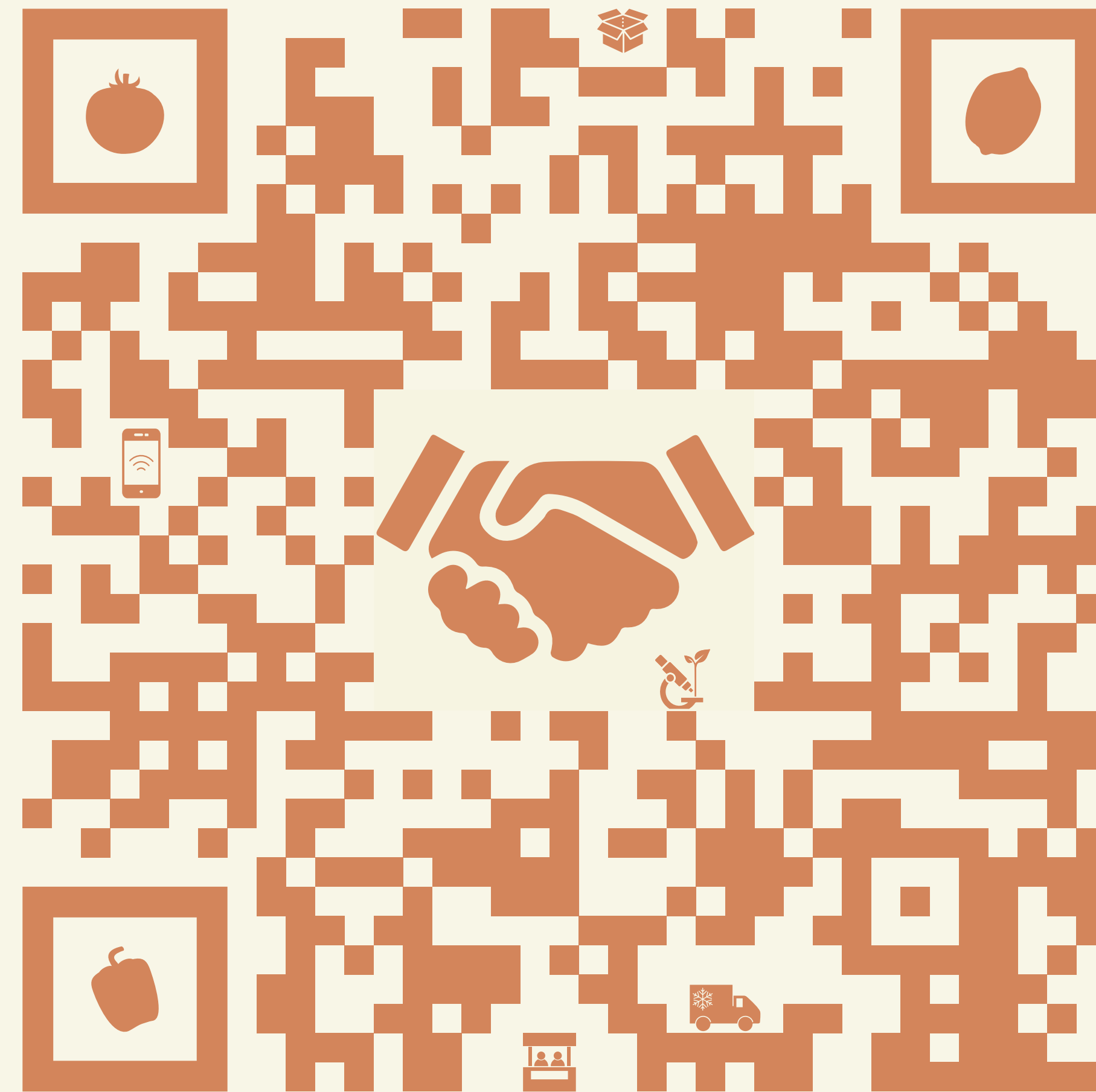




RETAIL EDITION  
Reconnecting the World Fresh  
Produce Community

Scan and discover all Fruit Attraction news



05-07  
Oct  
2021  
Recinto Ferial  
ifema.es



Coinciding with



Supporting



# Fruit Attraction 2021: far more than a face to face sector reunion

Fruit Attraction has become the **leading commercial** tool for the **WORLDWIDE marketing of fruit and vegetables**. Its ability to promote world exports in the sector makes it the **commercial nexus** for the whole group of professionals that make up the entire value chain, whilst consolidating its position as the **innovation stage** for the fruit and vegetable market.

Organised by **IFEMA and FEPEX**, Fruit Attraction will be holding **its in-person event from 5-7 October 2021** and will bring together the entire fruit and vegetable community **365 days a year through the Fruit Attraction LIVEConnect platform**; a digital platform that enhances and complements the in-person event with new functionalities.

[Watch video](#)

Be part of the great professional fruit and vegetable sector commercial community



# Fruit Attraction is...

## Business

Fruit Attraction is once again **the not-to-be missed event for planning campaigns** in a key month where operators and retailers from all over the world discover **new business opportunities and cement existing relationships.**

## Innovation

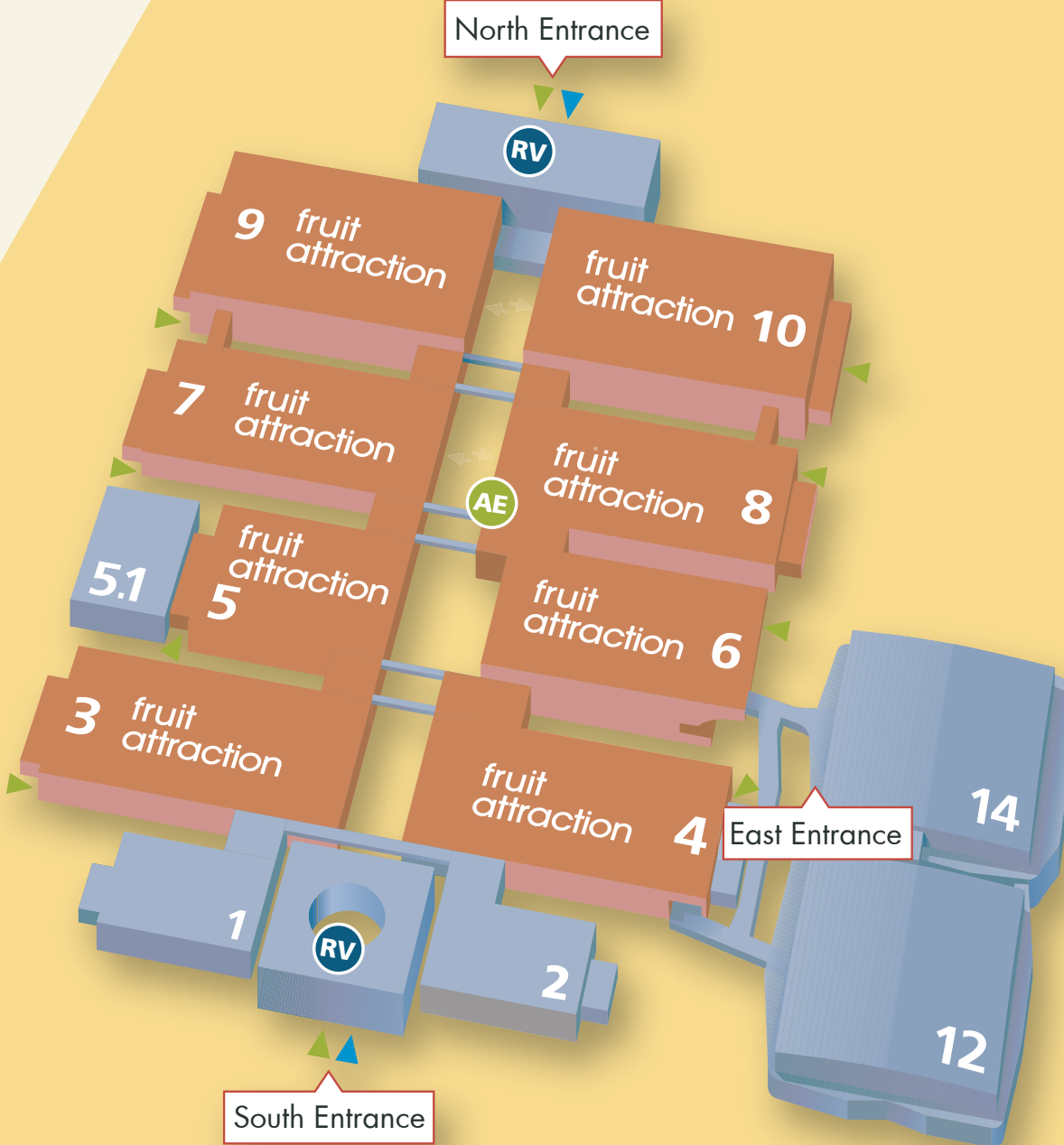
All that is **innovative and avant-garde, new varieties and formats, trends, research** etc. is available at the Innovation Hub, Smart Agro, Biotech Attraction, Smart Water& Energy...

## Diversity

Fruit Attraction gathers the whole **VARIETY and DIVERSITY** of horticultural products for **RETAIL and INTERNATIONAL DISTRIBUTION CHANNELS** from around the world.

## Knowledge

**Discussion, spaces for inspiration and learning, training, knowledge, exchange of ideas...** all in 3 days under one roof.





# The world fruit and vegetable sector's largest community and social network

## What is Fruit Attraction LIVEConnect?

- The main tool to **enhance ROI** during the in-person event.
- An innovative technological platform designed to be the **meeting point** for all professionals in the sector, a space for **networking, education and training, promotion and generator of contacts and business opportunities** between the different guilds and associations.
- A new tool to boost the **visibility of the sector**, boosting its **commercial activity** among professionals from all over the world.
- A **new relationship model and permanent contact** between customers and suppliers from all over the world, achieving greater reach and market penetration beyond the visitors who come to your stand during the event.
- A **communication channel** at the forefront of modern times that will help drive the **digitalisation of the sector**, offering the latest news and exclusive content.
- An **advanced search engine** for products, services and professionals from around the world with **personalised recommendations** generated by an automatic matching system using artificial intelligence.
- A training space in which to organise and attend a large number of **sector-related activities**.

Fruit Attraction has become the first  
“PHYGITAL” event in the world of  
the agri-food sector

# A work tool accessible via APP and WEB to connect to wherever and whenever you want

## What can you achieve with Fruit Attraction LIVEConnect?

- Enhance and feed your sales team's **network of professional contacts** by qualifying leads from all over the world.
- Contact thousands of new potential customers through an **appointment management service, e-calls, live chat, Eb2b, messaging etc.**
- Attend **countless sessions, demonstrations, conferences, congresses, sector-based discussions** on specific market topics and product categories.
- Thousands of impacts and brand awareness with the entire community of participants.
- Present and learn **about the entire range of products, solutions and services on offer and news** for 2021, through **demonstrations and data sheets.**

The Fruit Attraction LIVEConnect platform groups together content from sectors related to Fruit Attraction and Fresh Food Logistics.



**CONTACT > IMPACT > INNOVATE > TRAIN**



# Fruit Attraction 2021 will be hybrid and “phygital”: welcome to the new value proposition that enhances the efficiency of the in-person meeting through technology

What can you do with LIVEConnect during the celebration of Fruit Attraction?

- Find your **access pass to the venue**.
- **Scan QR of visitor contacts** to include them in your networking.
- Manage and publish your available time slots to **schedule meetings**.
- **Find and contact** people who are at the fair.
- Manage your **programme and conference schedule**.
- **Attend conferences** and debates without leaving your stand.
- **Include QRs at the stand** linked to your company listing, sales staff and products or services.





# Fruit Attraction attracts the top decision-makers from the entire fruit and vegetable community

## Data and figures 2019

-  **89,390** professional participants
-  **55,938** m<sup>2</sup> of exhibition space
-  **1,770** exhibiting companies from **58** countries
-  **59,181** professional visitors from **127** countries
-  **56** conferences and seminars and **197** speakers

## By sector

- 31.0%** Production - Industry - Transformed Produce
- 23.9%** Import - Export
- 17.7%** Services and others
- 11.6%** Wholesaler - Trader - Import - Export
- 5.8%** Logistics and Transportation
- 3.3%** Retail - Point of Sale
- 1.9%** H&C

## Visitor profile

- 29.9%** Management - Owner
- 28.6%** Sales
- 14.3%** Production
- 10.1%** Purchasing
- 6.5%** Marketing and Communication
- 5.9%** Logistics
- 3.2%** Quality - Laboratory
- 1.5%** Maintenance - Plan

## Average visit time

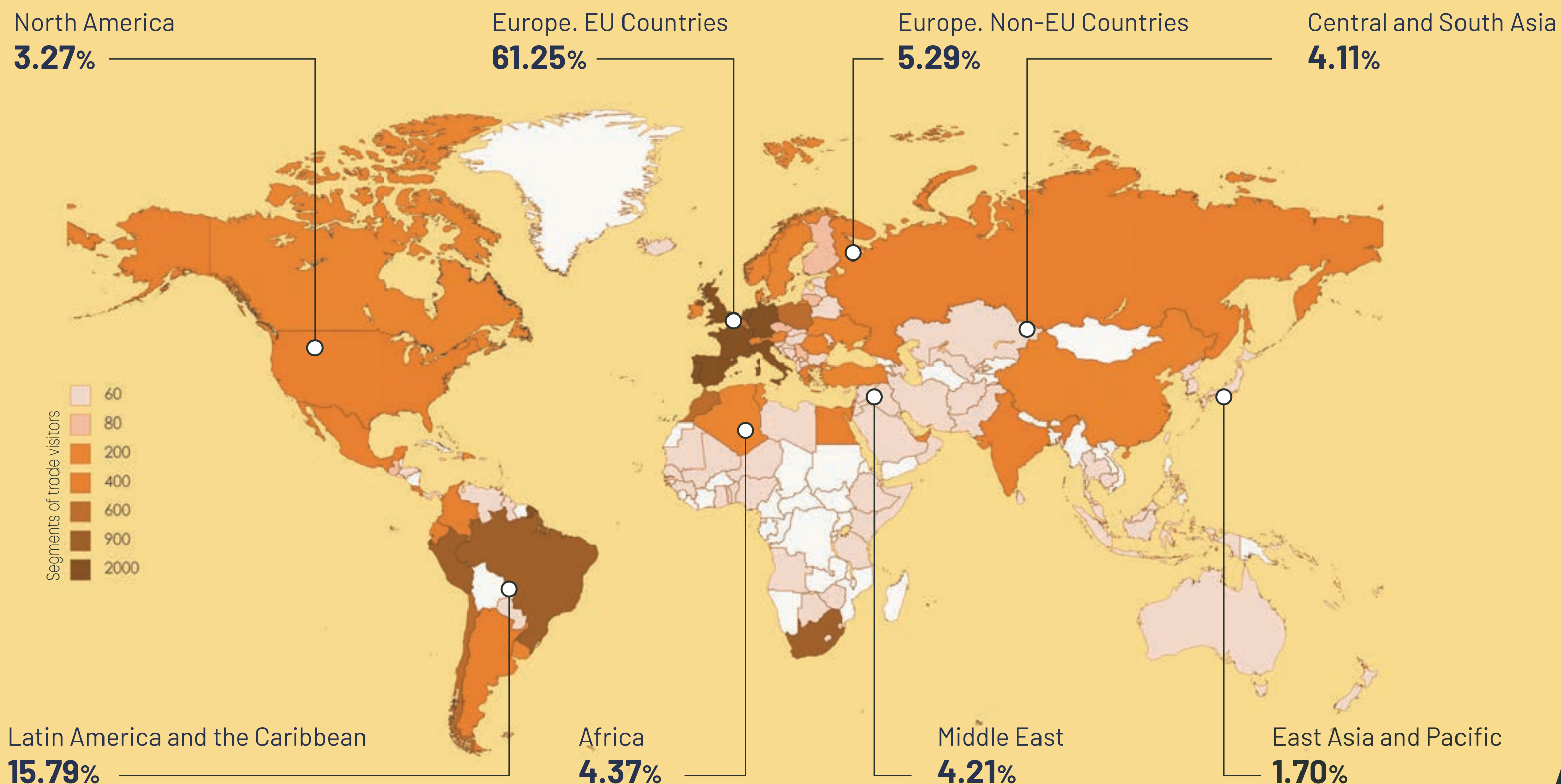
- 1.43 days** National
- 1.84 days** International





# The event for fruit and vegetable professionals from around the world

**Spain: 36,727 (62.24 %)**    **International: 22,280 (37.76%)**



2019 visitor data.





# Fruit Attraction once again brings together the entire value chain of the sector

## Auxiliary Industry Area

- Seeds
- Fertilisers, agro-nutrients, plant protection
- Pre-harvest
- Transport & Logistics
- Packaging & Labelling
- Post-harvest
- Ecorganic market
- Point of Sale
- Services (consultancy firms, certification firms, financial institutions, TEA's, training, etc.)
- Smart Agro (ICT for the horticultural sector)
  - + **NEW** Biotech (research and technological development in plant biotechnology)
  - + **NEW** Smart Water & Energy (transformation of water and energy use).

## Fresh Produce Area

- Fresh fruit
- Fresh vegetables
- Herbs and spices
- Fresh cut and catering products
- Nuts Hub
- Ecorganic market
- Processed F&V (frozen, canned, concentrated, dehydrated, etc.)
- Organisms and Associations
- Nurseries






# Solutions for transforming through innovation, sustainability and digitisation will drive future growth

Fruit Attraction is the ideal showcase for all your technological innovations with a **dedicated space** within the fair divided into three areas:


## Smart Agro area

Innovative products that apply information technologies to the fruit and vegetable sector (apps, IoT, big data, ERPs, tracking, monitoring, automation, prediction, digitisation, and more).

In collaboration with: 

## Biotech Attraction area

Research and technological development in agrobiological and plant biotechnology. New technologies based on plant biology.

In collaboration with: 

## Smart Water&Energy Area

- **SMART WATER:** Equipment, products and services featuring the latest technological irrigation systems for smart water management.
- **SMART ENERGY:** Transforming energy use on fruit and vegetable farms to reduce costs and emissions (renewable energy suppliers, green hydrogen, bioenergy, solar pumping, self-consumption, financing ...)



INNOVATION + SUSTAINABILITY + DIGITALISATION = PROFITABILITY



# Fruit Attraction, knowledge and innovation centre for the sector

## Conferences and Seminars

In addition to the exhibition area, a **series of conferences** will be held before the fair (through of the Fruit Attraction LiveConnect platform) and during the fair, on the **main current and interesting topics**: challenges, opportunities and the future of biotechnology vegetable, its impact on the environment, industry and society; new digital solutions that add value to the entire agri-food chain, such as improving productivity and sustainability of production, technological solutions to irrigation, news in matter of energy efficiency oriented to fruit and vegetable farms ...

## Innovation Hub

The platform where you can **present news** to the industry as a whole and help **facilitate commercial interaction between exhibitors and visitors**. All products presented in the Innovation Hub are eligible for the Innovation Hub Awards for innovation and entrepreneurship.





# If it can't be seen, it can't be sold... If it isn't shown, it isn't known...

## The 10 main reasons to participate as an exhibitor at Fruit Attraction

- 1 Consolidate and open up **export markets**.
- 2 Hold **in-person meetings with the main operators and retailers in the world**.
- 3 Generate and spark mass **sales opportunities**.
- 4 **Build loyalty and centralise meetings** in one place with regular customers.
- 5 Expand and enhance **personal networking**.
- 6 **Brand positioning and visibility of new products**.
- 7 **Show and explain the products**, formats and services in person.
- 8 Maintain and build **sectoral authority**.
- 9 Be part of the relationship between **suppliers and retailers** around the world.
- 10 **...you surely have others!**



**92%** of exhibitors intend to participate in the next edition\*

**98.4%** are very satisfied and intend to visit Fruit Attraction again\*

**79.7%** would recommend Fruit Attraction to another professional in the sector\*

**Fruit Attraction has exceeded the expectations of visitors\***

\* Data based on random surveys carried out at the fair with the visitors in 2019.



# How to participate as an exhibitor in the NEW space for technological innovation within Fruit Attraction?

Planning your space is very simple with the participation model that we offer under the modality of floor + customizable modular stand.

## Floor rates + customizable modular stand

Complete pack:

6 m<sup>2</sup> ..... €2,245.84 + VAT\*

12 m<sup>2</sup> ..... €4,231.14 + VAT\*

24 m<sup>2</sup> ..... €6,851.74 + VAT\*

Participation as an exhibitor also implies the mandatory hiring of the Marketing and Communication Pack + LIVEConnect: € 500 + VAT \*

\* For companies established in the Spanish territory (excluding Canaries, Ceuta and Melilla): 10% VAT not included. For the rest of companies this operation is not subject to Spanish VAT. For European Union companies, the exhibitor will be responsible for paying the applicable VAT in the country of incorporation.

The most complete commercial instrument with direct return on investment.

**PARTICIPATES!**

For reference only





# Participation in LIVEConnect

BENEFITS		PARTICIPATION OPTIONS			
		Standard	Prime	Only in-person participation 5-7 Oct	Co-exhibitor
Platform visibility		6 - 12 months	6 - 12 months	Sep-Feb	Sep-Feb
Positioning in the Companies directory and searches		standard	preferential	standard	standard
Exhibitor staff members		3	unlimited	1	1
Access to Community Network contacts		√	√	-	-
Registration of products/services		unlimited	unlimited	5	5
Register products in Innovation Hub		2	2	-	-
Document registration in the exhibitor file		unlimited	unlimited	5	5
Access to chat & videocalls services		√	√	-	-
Inviting participants to scheduled meetings		√	√	-	-
Invitations access to LIVEConnect		20	unlimited	20	20
Sean Data Badge on Show		√	√	-	-
Organisation of sessions at FA LIVEConnect	Live	2	10	-	-
	Prerecorded	√	√	-	-





Online participation  
 In-person participation

FEES	Registration Fee	STANDARD			Upgrade To Prime
		Mar - Aug	Sep - Feb	Annual	
	€500	€1,000	€1,500	€2,000	€2,000





# Fruit Attraction in the media

## Media impact






-  **22,906** impacts in the media
-  **1,526** press
-  **39** radio
-  **23** TV
-  **4,153** internet
-  **17,175** Social Media

## Accredited Media and Journalists

-  **500** media outlets
-  **691** journalists

# A trade community great

## Fruit Attraction on Social Media

-  **55,739** followers
-  **15,556** followers
-  **6,967** followers
-  **4,823** followers
-  **584** subscribers



# JOIN UP!



# Committed to sustainability

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

## Environment

- Dissemination of code of good practices for users of the venue
- Recyclable modular stands
- LED lighting in halls and on modular stands
- Waste management plan for assembly - dismantling
- Recycling bins
- Promotion of public transport
- Recycling of passes
- Digital signage
- Conference on water management, sustainable packaging
- Free WIFI and charging points in halls
- Geothermal technology in IFEMA MADRID office building
- Charging points for electric vehicles
- All printed material is FSC
- Access to the venue with e-pass

## Promotion of economic development

- Innovation Hub
- “Hub” stands for start ups
- Ecorganic market

## Social commitment

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



**IFEMA MADRID, committed to the sustainable development goals**



# A safe place to meet

## Health and safety protocols at IFEMA MADRID

For the safety of all participants, IFEMA MADRID has developed its Contingency Plan including action protocols relating to: Activity, IFEMA MADRID staff, cleaning and disinfection, communication and continuity plan.

Likewise, it has published on its website - [www.ifema.es](http://www.ifema.es) - the regulations applicable to exhibitors, visitors and external operators, which are mandatory.

- All the processes implemented by IFEMA MADRID have different certifications that guarantee their suitability to create a **safe space** when holding fairs and events:
  - AENOR Certification against Covid 19
  - Madrid Guarantee Seal.
  - Safe Travel stamp guide WTTC (World Travel & Tourism Council)
- Exhibitors and visitors must respect the mandatory **safety measures**:
  - Permanent use of face masks
  - Safety distance
  - Frequent hand washing
  - Use of hydroalcoholic gel
  - Respect for capaci

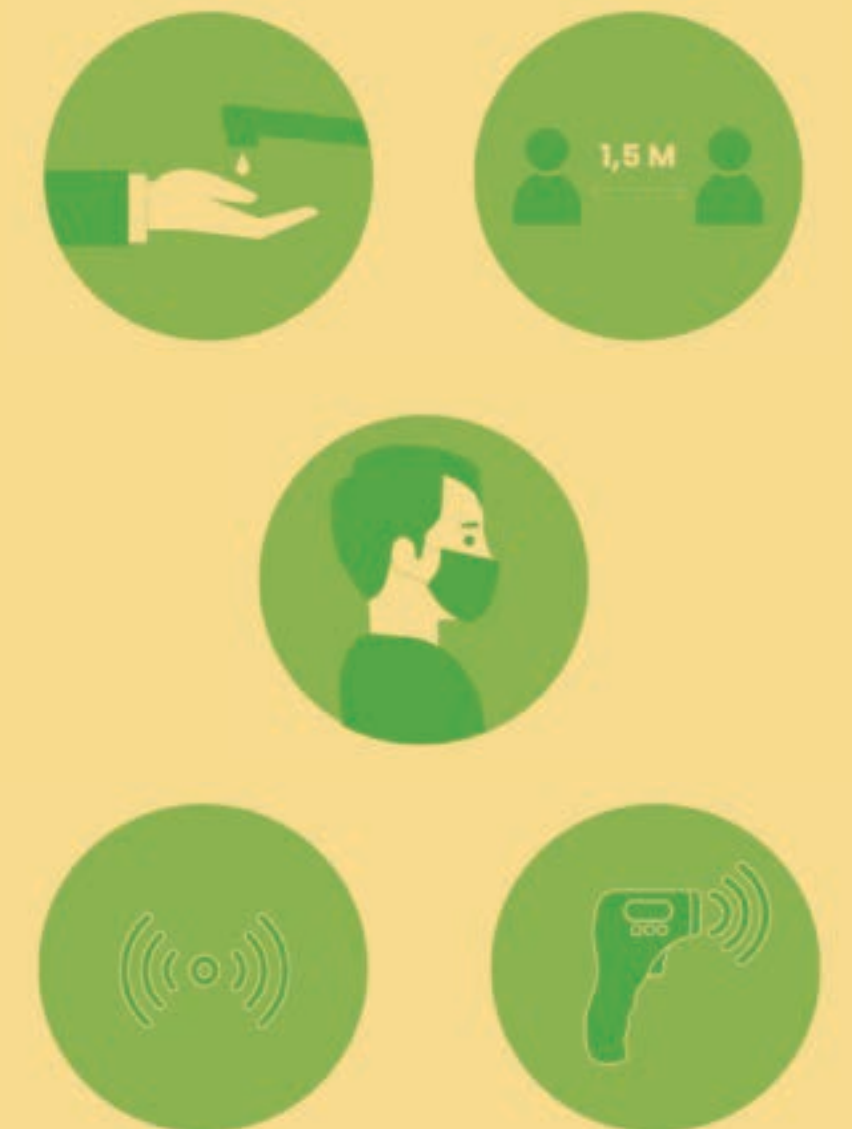
Likewise, IFEMA MADRID incorporates **other measures aimed at increasing this level of safety**:

- Temperature control at the entrances to the venue
- Conveniently signposted interior routes
- Methacrylate screens at service desks
- Payment by credit card
- Eticket

IFEMA MADRID makes available to exhibitors and stand-builders the **guide on recommendations for the design and construction of custom designed stands**, providing guidelines that ensure they are adapted to health indications.

All **catering services** will be carried out, strictly respecting the measures legally established for hospitality establishments: The service will be provided at tables that accommodate a maximum of four people respecting an established safety distance of 1.5m and the occupants must remain seated. Specifically appointed staff will serve the food. Bar services and the organisation of cocktail-type events associated with trade fair activity are not allowed.

IFEMA MADRID has a **medical service** on hand to attend to any detections that may occur, in optimal safety conditions, both for the affected party and for the rest of the attendees.





# A team of knowledgeable advisers to help you ensure a successful participation



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# fruit attraction

INTERNATIONAL TRADE SHOW FOR THE FRUIT AND VEGETABLE INDUSTRY

COINCIDING WITH



[ifema.es/fruitattraction](http://ifema.es/fruitattraction)

Recinto Ferial  
[ifema.es](http://ifema.es)

