

Technical details

Name:	Feria Internacional del Sector de Frutas y Hortalizas
Organised by:	IFEMA MADRID and FEPEX
Dates:	5 to 7 october 2021
Times:	5 & 6: from 9:30am. To 7pm. 7: from 9:30am to 5 pm.
Venue:	Recinto Ferial de IFEMA MADRID (halls 3, 4, 5, 6, 7, 8, 9 y 10)
Nature:	Professionals only
Frecuency:	Annual
Edition:	13
Participation:	1.300 companies from 44 países 44.000 net square metres of exhibition space

Sectors: FRESH PRODUCE: Fresh fruits; Fresh vegetables; Aromatic herbs and spices; Ranges IV and V; Nuts Hub; Ecorganic market; Transformed produce (frozen, preserved, concentrated, dehydrated goods etc.); Organisations and associations; Nurseries.

AUXILIARY INDUSTRY: Seeds; Fertilisers, agro-nutrients, phytosanitary products; Pre-harvest; Transport and logistics; Packaging and labelling; Post-harvest; Smart Agro (ICT applied to the fruit and vegetable sector); Point of sale, Ecorganic market; Services (consultants, certification companies, financial entities, temporary employment agencies, training etc.); Biotech (research and technological development in plant genomics).

FRESH FOOD LOGISTICS: Climate control solutions and preservation and storage facilities; Climate controlled, isothermal and refrigerated containers; Fresh food processing, handling and packaging systems; Services & logistics operators (with cold supply chain for the food industry); Temperature control systems for cold chain transport; Refrigerated transport and cold chain equipment; Cold technologies & automation; Quality control equipment and Systems; Cold and chilled facilities and temperature

Iciar Martínez de Lecea
Jefa Prensa
Tel.: 627 706 089
iciarm@ifema.es

Helena Valera
Prensa Internacional
Tel.: +34 629 644 208
evalera@ifema.es

Begoña Jiménez
Comunicación FEPEX
Tel.: +34 91 319 10 50
bjimenez@fepep.es

Más información
ifema.es
#Sientelainspiración



control equipment for Retail; Transport solutions for food-delivery and food e-commerce

Professionals: Producers; Wholesale trade; Retail trade; Commercial distribution chains; Importers and exporters; Transport and logistics; Other services; Hotels, restaurants and institutions; Garden Centres; Hypermarkets/supermarkets; Wholesalers of flowers and plants; Importers; DIY companies; Florists; Decorators, Landscapers; Media

Activities: [Conference Program](#)

Iciar Martínez de Lecea
Jefa Prensa
Tel.: 627 706 089
iciarm@ifema.es

Helena Valera
Prensa Internacional
Tel.: +34 629 644 208
evalera@ifema.es

Begoña Jiménez
Comunicación FEPEX
Tel.: +34 91 319 10 50
bjimenez@fepex.es

Más información
ifema.es
#Sientelainspiración
   

Fruit Attraction 2021, the sector's main business meeting is back

The trade fair, organised by IFEMA MADRID and FEPEX, will feature 1,300 participating companies from 44 countries, with 42,000 net square metres occupied by fruit and vegetable producers and the entire value chain in eight IFEMA MADRID halls, and accredited trade visitors from 118 countries

Madrid, 5 October 2021. Fruit Attraction will take place for the **13th time** from **5 to 7 October**, with a **healthy number of participants. To be more specific, a total of 1,300 companies from 44 countries**, 21% of which are **first-time attendees**, will equal the numbers achieved at the 2018 edition and will include 82% of those at the last face-to-face version in 2019. More than **42,000 square metres** will be occupied by fruit and vegetable suppliers in **Halls 3, 4, 5, 6, 7, 8, 9 and 10** at **IFEMA MADRID**, transforming the city into the fruit and vegetable capital of the world. The data show **outstanding interest from Latin America, with growth of more than 31%**, as well as **more French and Italian companies** coming on board. At the same time, the number of **registered visitors** is very similar to that recorded for the last meeting, with **trade professionals expected from 118 countries**.

These figures show the high level of interest and support Fruit Attraction has gleaned throughout the fruit and vegetable sector, as a **key tool for internationalising the sector**, and a **meeting point** for all the trade professionals **working throughout the supply chain**.

The trade fair, organised by IFEMA MADRID and FEPEX, has already received confirmation from **all the production areas and regions of Spain, as well as from international participants from 44 countries**. The **Fresh Produce** segment will account for the majority of stands, with a total of **65% of stalls at Fruit Attraction**, while the **Auxiliary Industry sector** will also be out in force, with 28%. In addition, companies specialised in logistics, mobility, IT and cold chain management for fresh and frozen foods will be in abundance at **Fresh Food Logistics**. The **Biotec Attraction** and **Smart Agro area** will also be significantly enlarged. All this is evidence of the entire sector's **firm commitment to the success of this special retail edition**.

Buyers' Programme and 'Guest Importing Country'

Fruit Attraction is designed as an international stimulus and expansion platform for participants. To enable this, IFEMA MADRID, in collaboration with the **Ministry of Agriculture, Fishing and Food and the ICEX**, has once again made a significant investment in the **International Guests Programme**, and has attracted **more than 600 buyers from 67 countries** to Madrid, including retail purchasing managers, importers and guest wholesalers from all over the world.

Iciar Martínez de Lecea
Jefa Prensa
Tel.: 627 706 089
iciarm@ifema.es

Helena Valera
Prensa Internacional
Tel.: +34 629 644 208
evalera@ifema.es

Begoña Jiménez
Comunicación FEPEX
Tel.: +34 91 319 10 50
bjimenez@fepex.es

Más información
ifema.es
#Sientelainspiración
   

In addition, there is the **'Guest Importing Country'** initiative, which has the support of **ICEX**, with **Brazil, Ukraine, South Korea and Belarus** as protagonists on this occasion. This event will encourage trade relations between these two non-EU markets and the European Union, and will be accompanied by a full programme of round tables, guided tours of the fair, and B2B sessions.

Exhibition areas at the Fair

This Fruit Attraction will include some new features, such as **Fresh Food Logistics**, a new sector platform featuring logistics, transport and cold chain management for fresh food, which will be located in **Hall 6**.

Likewise, and to highlight research, technology and digitisation as fundamental keys to future growth, **Hall 5** will bring together the three solutions and services areas related to agricultural sector innovation: **Biotech Attraction; Smart Agro** and **Smart Water&Energy**.

Meanwhile, **Ecorganic Market**, a specialised area for marketing and exporting organic products in **Hall 8**, and the **Fresh Produce** and **Auxiliary Industry**, whose offering will be spread throughout the fair, will also be given a high profile.

The Innovation Hub - in the nexus of Halls 8 and 10 - and **Foro Innova** are the areas devoted to innovation and business developments in the sector. In this regard, the fair will host the **Innovation Hub Awards**, which have become a benchmark event to support entrepreneurship in the sector.

On this occasion, a total of 16 products and services in its three categories have been selected as finalists. **Fresh Produce** -Comfresh Iberian S.L.; Cuadraspania, S.L.; Florette Iberica Alimentaria; Sat Bonnyisa; Jumosol and Setas Vallondo; **F&V Industry** -A.P. Moller - Maersk; Classpack; Estudi Graf, S.A.; JBT; Looije and Maf Roda Agrobotic, and **Sustainability and Commitment Actions** Apot-Consortio Melinda/Consortio la Trentina; Agromediterránea Hortofrutícola; Grupo AGF Fashion, S.L., and Manter Packaging Ibérica, S.L..

And of course, this landmark event for the sector will have the Factoria Chef section, a gastronomic space within Fruit Attraction with attractive demonstrations and show cooking.

A knowledge centre for the sector

A comprehensive programme of conferences makes Fruit Attraction a major knowledge centre for the sector, with sessions exploring a wide variety of content, which prominent participants and speakers.

The **Fruit Forum spaces in Halls 3, 4 and 6 will be venues for congresses, presentations, round tables and conferences of great interest to the sector.** Among the high-profile conferences to take place during the fair is **Biofruit Congress** whose fourth edition will be on the subject of sustainable demand.

Iciar Martínez de Lecea
Jefa Prensa
Tel.: 627 706 089
iciarm@ifema.es

Helena Valera
Prensa Internacional
Tel.: +34 629 644 208
evalera@ifema.es

Begoña Jiménez
Comunicación FEPEX
Tel.: +34 91 319 10 50
bjimenez@fepex.es

Más información
ifema.es
#Sientelainspiración



Also within **Fresh Food Logistics**, **Fresh Food Logistic The Summit**, organised by IFEMA MADRID and Alimarket will address a standardised and 360-degree vision of the refrigerated market. The fair will host the session **The strategic value of the agri-food sector: before and after the pandemic**, organised by the Alliance for Sustainable Agriculture (ALAS) and the Business Association for Plant Protection (AEPLA). It will also host **Biotech Attraction, a new stimulus for agrobio innovation: the future of vegetable production**, organised by Biovegen, which will analyse disruptive projects and companies in agrobio innovation, and R&D financing opportunities. And, finally, **AGRO 4.0 Opportunities: Next Generation EU for a smart sector**, organised by Organiza BIA3-Grant Thorton.

In addition to these, there will be some **other conferences: What a sustainable products sector could be like - Challenges and solutions for 2030**, organised by Shaffe-Southern Hemisphere Assoc. Fresh Fruit, as well as **The proposal for a new law on containers and packaging and its impact on the fruit and vegetable sector**, courtesy of Mercados Magazine, and within agricultural policy, **Fruitnext- the new Pac and the leftovers from the fruit and vegetable sector**.

The spotlight will also be on sustainability, with sessions on **Innovating towards greater sustainability in the packaging of fruits, greens and vegetables**, organised by PACKNET - Spanish Technological Platform for Packaging and Packing; and **The sustainability challenge in the fruit and vegetable sector: how to integrate economic, social and environmental returns**, organised by the Complutense University of Madrid.

Foro Innova, an initiative promoted by the Fruit Attraction to give greater visibility and recognition to participating companies' R+D+i work rounds off the offering with its presentations.

The fair will also host the award ceremony for the winner of the first **Fruit Attraction Podcast Contest: stories of #agroinspiration**, in support of new communication formats within the agri-food sector. The awards ceremony for the 11th APAE and **Fruit Attraction Journalism Awards** will be hosted at the event, the latter of which recognises prestigious international media in the fruit and vegetable sector.

The fair will also bring the entire fruit and vegetable community together with the **Fruit Attraction LIVEConnect** platform, a digital tool that enhances and complements the on-site event, with new features to enhance both initiatives. This will make Fruit Attraction far more than a face-to-face industry encounter, offering a new hybrid value proposition that adds the possibilities provided by technology to the effectiveness of the face-to-face encounters.

IFEMA MADRID, a safe space

When it comes to the measures adopted at IFEMA MADRID to **keep everyone at the fair safe**, a **strict protocol** has been devised that includes all the necessary measures to keep

Iciar Martínez de Lecea
Jefa Prensa
Tel.: 627 706 089
iciarm@ifema.es

Helena Valera
Prensa Internacional
Tel.: +34 629 644 208
evalera@ifema.es

Begoña Jiménez
Comunicación FEPEX
Tel.: +34 91 319 10 50
bjimenez@fepex.es

Más información
ifema.es
#Sientelainspiración



the **flow and movement of attendees orderly, capacity monitoring** has been introduced, and the corridors within the halls have been made substantially wider. Likewise, **digital registration** has been adopted to eliminate direct contact, and the latest technologies for health safety, and especially for **air renewal in halls**, have been deployed.

Once again, **Fruit Attraction 2021** will be supported by the Ministry of Agriculture, Fisheries and Food at its **opening ceremony, which will also once again be chaired by Minister Luis Planas**.

This year's fair, organised by IFEMA Madrid and FEPEX, will take place in Madrid from Tuesday, 5 October to Thursday, 7 October, from 9.30 am to 7.00 pm, and until 5.00 pm on the last day.

Colabora



#alimentosdespaña
EL PAÍS MÁS RICO DEL MUNDO

Iciar Martínez de Lecea
Jefa Prensa
Tel.: 627 706 089
iciarm@ifema.es

Helena Valera
Prensa Internacional
Tel.: +34 629 644 208
evalera@ifema.es

Begoña Jiménez
Comunicación FEPEX
Tel.: +34 91 319 10 50
bjimenez@fepex.es

Más información
ifema.es
#Sientelainspiración
   

Fruit Attraction is confirmed as the main knowledge hub for the fruit and vegetable sector

Access to the full programme of technical conferences

Fruit Attraction 2021, which, organised by **IFEMA MADRID** and **FEPEX**, **will be held from 5 to 7 October**, presents a full **programme of technical conferences** that will make the Fair the **main main knowledge hub for the fruit and vegetable sector**, with sessions with a **wide variety of content**, and **prestigious participants and speakers**.

The **Fruit Forum** spaces, located in halls 3, 4 and 6 will provide the framework for congresses, presentations, round tables and conferences of enormous interest to the sector. Prominent among some of the major congresses that will be held are those such as **Biofruit Congress**, that will focus its fourth edition on the demand for more sustainable produce. The main European purchasing centres and international institutions including the European Commission will share their analyses and strategies to respond to growing global demand for fresh organic and sustainable lines.

Within **Fresh Food Logistics** and organised by IFEMA MADRID and Alimarket, the **Fresh Food Logistic The Summit** will take place, which will address a transversal and 360 degree vision of the cold market. Similarly, the fair will host the session **The strategic value of the agri-food sector: before and after the pandemic**, organised by the Alliance for Sustainable Agriculture (ALAS) and the Business Association for Plant Protection (AEPLA). It will also host **Biotech Attraction, a new stimulus for agrobio innovation: the future of vegetable production**, organised by Biovegen, which will analyse disruptive projects and companies in agrobio innovation, and R&D financing opportunities. And, finally, **AGRO 4.0 Opportunities: Next Generation EU for a smart sector**, organised by Organiza BIA3-Grant Thorton.

Added to these, are other conferences such as **What a sustainable products sector could be like - Challenges and solutions for 2030**, organised by Shaffe-Southern Hemisphere Assoc. Fresh Fruit, and prominent within agrarian policy is, **Fruitnext - the new Pac and the leftovers of the fruit and vegetable sector**.

Sustainability is a constant factor in the technological innovation of the different packaging solutions currently on the market, which is also conditioned by the European Union's regulatory roadmap. For this reason, the following round tables will analyse various innovative packaging proposals aimed at fruits, greens and vegetables. **Innovating towards greater sustainability in the packaging of fruits, greens and vegetables**, organised by PACKNET - a Spanish Technological Platform for Packaging and Packing; and **The challenge of sustainability in the fruit and vegetable sector: how to integrate**

Iciar Martínez de Lecea
Jefa Prensa
Tel.: 627 706 089
iciarm@ifema.es

Helena Valera
Prensa Internacional
Tel.: +34 629 644 208
evalera@ifema.es

Begoña Jiménez
Comunicación FEPEX
Tel.: +34 91 319 10 50
bjimenez@fepex.es

Más información
ifema.es
#Sientelainspiración



economic, social and environmental returns, organised by the Complutense University of Madrid.

Fruit Attraction once again makes the **Foro Innova** available to exhibitors, with its training areas within halls 3, 5 and 8 of the Show which will host talks, presentations and technical seminars related to exhibitors' latest innovations in products and solutions for the fruit and vegetable sector. **Foro Innova is an initiative promoted by the event to give greater visibility and recognition to participating companies' R+D+i efforts.**

On the other hand, the magazine Mercados will announce its **11th Conecta a la Distribución Awards**, to once again recognise the work and effort made by supermarket chains and their suppliers to promote the consumption of fruit and vegetables by offering products of the highest quality, which are locally produced, safe and sustainable.

Likewise, the fair will once again host the finalists as they make the case for their projects and the presentation of the **Innovation Hub Awards**, held by Fruit Attraction to recognise and highlight the effort invested in R&D+i by the whole sector, and by each company in particular.

Similarly, the winner of the first Fruit Attraction Podcast Competition: **tales of #agroinspiration**, in support of new communication formats within the agri-food sector, will be presented with their award. The aim of this event is to ensure that the tireless work of the fruit and vegetable sector is made visible by familiarising listeners with it and highlighting the sector's commitment to rural development.

As is now customary, the Fair will be the setting for the presentation ceremony of the **11th APAE Journalism Awards**.

At the beginning of September, the **World Fresh Forum** was held, in which presentations were made on the **business opportunities and commercial challenges** existing in the countries invited to this edition of Fruit Attraction: **Brazil, Ukraine, South Korea and Belarus**. Organised by the **Secretary of State for Trade, ICEX Spain Export and Investments, IFEMA MADRID and FEPEX**, the sessions can be viewed through the **LIVEConnect** platform.

Iciar Martínez de Lecea
Jefa Prensa
Tel.: 627 706 089
iciarm@ifema.es

Helena Valera
Prensa Internacional
Tel.: +34 629 644 208
evalera@ifema.es

Begoña Jiménez
Comunicación FEPEX
Tel.: +34 91 319 10 50
bjimenez@fepex.es

Más información
ifema.es
#Sientelainspiración



Fresh Food Logistics The Summit: Fresh and frozen logistics take the floor

IFEMA MADRID and Alimarket are behind this conference, scheduled to take place on 6 and 7 October as part of Fresh Food Logistics and Fruit Attraction

Interested parties are invited to pre-register at alimarket.es/freshfoodlogistics

As part of Fresh Food Logistics and Fruit Attraction, Fresh Food Logistic The Summit will take place on 6 and 7 October. The congress, organised by IFEMA MADRID and Alimarket, will give a cross-cutting, 360-degree view of the refrigerated goods market, and is an opportunity to see how the main players in the sector are tackling the challenges posed by cold logistics. It will also be an opportunity for networking, sharing experiences and finding ways to collaborate.

Sales of fresh and frozen food have increased exponentially in recent months as a result of the health crisis. Perishable products inspired the highest level of trust among consumers, resulting in increases of more than 8% last year. They are expected to continue to outperform other sectors, despite de-escalation, the return of the hotel and catering market and tourism, and the settling and normalisation of demand.

In this context, and to fulfil its commitment, the controlled temperature supply chain must meet higher demands in keeping with the new consumer trends that demand greater safety. Because of this, sector companies want to increase transparency in their logistics, improving their visibility and traceability, becoming faster and more efficient. In the interests of efficiency, movements are being made toward systematised planning, making the supply chain more agile and safe, because ultimately, what makes the cold chain special is the careful preservation of its products.

This is the second edition, which follows an initial, online event. It will be an excellent opportunity for trade professionals to meet again and share ideas and knowledge of the activity of the controlled-temperature food chain, a sector that is essential to the economy and society.

Prestigious speakers

First-rate speakers from leading companies will take part in the conference to share their knowledge about new projects to deal with increasingly complex and demanding

Iciar Martínez de Lecea
Jefa Prensa
Tel.: 627 706 089
iciarm@ifema.es

Helena Valera
Prensa Internacional
Tel.: +34 629 644 208
evalera@ifema.es

Begoña Jiménez
Comunicación FEPEX
Tel.: +34 91 319 10 50
bjimenez@fepex.es

Más información
ifema.es
#Sientelainspiración
   

refrigeration logistics. They will explain how the sector is moving "Towards a more agile and secure supply chain", which is the chosen subject of the event.

There will be two morning sessions from 10.30 am to 1.30 pm, proposing solutions through two different yet complementary concepts: technologies and innovation, on the one hand, and new processes and ideas in design, on the other.

The first session on 6 October will address digitalisation and innovation following the **official opening by a representative of the Administration**. It will feature **Daniel Gamarra, director of logistics Aldelís - Aves Nobles y Derivados, Miquel Llevot, General Director of Argal Alimentación; Pedro Ramos, head of Cool Rail powered by Transfesa, and Mikel Sanz, Supply Chain Manager of Vegetales Línea Verde**. They will reveal details of how they are optimising and streamlining the perishables supply chain, by the application of blockchain, digital transformation, planning, innovative traceability, and logistics 4.0 in a context of tension.

The schedule will be a busy one on 7 October, when participants will have an opportunity to learn about ways to improve logistics processes with **Alejandro Gutiérrez, Director of Operations at Mantequerías Arias, Carmelo Seguro, director of Logistics at Makro, Julio Nestar, Reefer Manager of MSC Spain; Jorge Vello, director of Management Control, Logistics and Purchasing at Pescapuerta, and Jesús Gómez, General Director of Agromediterránea (Foodiverse)**. Among other subjects, the conference will focus on sustainable logistics, omnichannel, e-commerce and delivery, new demands and services in maritime traffic, the renewal of end-to-end processes in frozen food and the centralisation of fresh produce.

From 6 to 7 October at IFEMA MADRID

The Fresh Food Logistics The Summit Conference, which will again be led by presenter and communicator Javier Reyero, will be an excellent opportunity for professional meetings, making new contacts, sharing ideas and projects and embarking on collaboration proposals. The event is organised by **Alimarket with support from MSC and Transfesa Logistics, as sponsors**.

For more information about the event and to pre-register, please visit the website **www.alimarket.es/freshfoodlogistics**.

Iciar Martínez de Lecea
Jefa Prensa
Tel.: 627 706 089
iciarm@ifema.es

Helena Valera
Prensa Internacional
Tel.: +34 629 644 208
evalera@ifema.es

Begoña Jiménez
Comunicación FEPEX
Tel.: +34 91 319 10 50
bjimenez@fepex.es

Más información
ifema.es
#Sientelainspiración



Fruit Attraction recognises innovation and entrepreneurship through its Innovation Hub Awards

The **IFEMA MADRID** and **FEPEX**-organised **Fruit Attraction** fair, to be held from **5 to 7 October**, will once again be hosting the **Innovation Hub Awards** in **recognition of the R+D+i work undertaken in the sector as a whole** and of each **company in particular**.

In order to win the cash prize, those taking part will have to defend their candidacy before the **ACCELERA AWARDS** jury on Thursday, 7 October from 11 am to 1 pm who will judge the best project in each of the two categories: **Sustainability and commitment, Fresh Produce and F&V Industry**.

After hearing from the candidates, the jury will decide on the winner, with the **award ceremony held at 1:30 pm** at the same venue in the presence of the media and the public. **The winner of each category will receive 2,000 euros**. All the information on the finalist's products is available on the **LIVEConnect** platform and at the Fruit Attraction **Innovation Hub space** which can be found between the 8-10 hub, and of course, by attending the final.

On this occasion, these companies are taking part in the three categories: **Fresh Produce** - Comfresh Iberian S.L., Cuadraspania S.L.; Florette Iberica Alimentaria; Sat Bonnysa, Jumosol and Setas Vallondo; **F&V Industry** - A.P. Moller-Maersk, Classpack, Studied Graf S.A., JBT, Looije and Maf Roda Agrobotic and **Sustainability and Commitment** - Apot-Consortio Melinda/Consortio la Trentina, Agromediterránea Hortofrutícola, Grupo AGF Fashion S.L. and Manter Packaging Ibérica S.L.

The finalist products presented by the **Fresh Produce companies** are:

Comfresh Iberian, presenting its **Buddha Bowl Range**, a fun, healthy and complete combination that allows you to discover new flavours and textures in a tasty and nutritious way for vegans, vegetarians, flexitarians and anybody who likes to look after themselves.

Cuadraspania presents **Fresh Artichoke Hearts**, an innovative fresh artichoke product, where the vegetable is peeled to its tender heart, thus offering easy and immediate consumption, without creating waste. This process keeps all the artichoke's nutritional benefits and 100% of its texture and flavour.

Florette Iberica Alimentaria is presenting its **Florette Fresh Vegetable Recipes**, based on traditional vegetable dishes free of preservatives or artificial colourings and seasoned with a touch of extra virgin olive oil and salt.

Sat Bonnysa will be presenting **Guacamole Vita**, a product that combines the very best of fresh guacamole with a functional touch that provides all the benefits of spirulina – vitamins, minerals, action on the immune system, regulation of cholesterol levels etc.

Jumosol presents its **sweet caramelised onion**.

Mushrooms Vallondo presents its **home-grow ecological substrate mushroom kits**. A home-grow kit based on ecological substrate with oyster mushroom mycelium inoculum.

The finalists in the **F&V Industry** category are:

A.P. Moller– Maersk introduces its **Captain Peter**, a digital assistant that can be accessed as an online app that provides information on refrigerated shipments in transit, including temperature, humidity and atmosphere levels, as well as giving advice and notifications that allow customers to react in advance in the event that a deviation from the initial plan is detected.

Classpack is presenting its **Bio Salad Roll**, a 100% BIO-BASED, BIODEGRADABLE and COMPOSTABLE MIXED laminate of "PLA" and KRAFT paper with an anti-fog effect. It can be set up to measure regulation of the useful life of the packaged product, mainly IV RANGE with modified atmospheres (MAP).

Estudi Graf launches its **BIO Bag Premier** – 100% biodegradable and compostable flat welded folded compost bags in a roll. These bags are manufactured from renewable raw materials that, at the end of their useful life, decompose in the organic food container.

JBT presents its **CoreTakt Flex**, a smart robotic decorating technology combined with product data management capabilities. The CoreTakt Flex™ concept features the rough positioning of the human product in the feed with precise, vision-controlled, servo-driven post-stage decoding. It works with automatic and semi-automatic decorating options for fresh produce such as iceberg and romaine lettuce, radicchio, celery and more, with a total of 15 different varieties of leafy vegetables.

Looije presents its **integrated production control process in a smart greenhouse that improves the quality and flavour of cherry tomatoes**. Among the most innovative aspects, the project uses artificial vision to monitor and control the growth of the plant and the evolution of the cherry tomato. Regarding the intelligent system for the adaptation of production processes, the use of techniques based on machine learning that can use recorded data and classifications made by the panel of tasters are the basis for identifying deviations and various product states that determine the taking of corrective decisions.

Maf Roda Agrobotic is presenting **Cherryway IV**, a cherry calibration and classification process with a new patented twin-cone system that rotates the fruit in four movements providing a comprehensive view of the piece, including its apical area, as well as ensuring

the non-interference of the peduncle, improving the precision in the detection of defects and, as a result, line production.

The finalist products presented by companies **in the Sustainability and Commitment category** are as follows:

Agromediterránea Hortofrutícola is submitting its **BIO Sun & Vegs Radish**, which comes in a 100% R-PET container certified by Ocean Cycle containing 200 g of organic radishes. The container has been designed with a minimum micron size and can be recycled for subsequent reuse. The plastic used for the packaging is known as POP, Prevented Ocean Plastic, a project whereby 1,000 tons of plastic per month do not pollute the oceans. In collaboration with this project, Sun & Vegs BIO is contributing to the circular economy, avoiding the pollution of oceans and coasts. We also help to have a positive economic impact in areas such as Southeast Asia, or South America, where plastic is collected, as local communities are involved in the production of the material. The radishes come from certified organic crops.

AGF Fashion Group will be presenting its **Sustainable Watermelon Fashion packaging** that ensures the reduction of CO₂ and volume of ink used.

Manter Packaging Ibérica is submitting its **LEAF Vertical Bagger**, the first vertical filling and sealing machine exclusively designed to obtain the best results in the production of paper bags with 100% recyclable and 100% compostable material. The machine is completely built from recyclable materials. The film roll frame is made from recycled ocean plastic.

APOT – Consorzio Melinda/Consorzio La Trentina presents its **Compostable Foodtainer Melinda Bio**. For years, Melinda has been working towards sustainability, implementing viable solutions within its supply chain aimed at minimising the impact on the environment.

Iciar Martínez de Lecea
Jefa Prensa
Tel.: 627 706 089
iciarm@ifema.es

Helena Valera
Prensa Internacional
Tel.: +34 629 644 208
evalera@ifema.es

Begoña Jiménez
Comunicación FEPEX
Tel.: +34 91 319 10 50
bjimenez@fepex.es

Más información
ifema.es
#Sientelainspiración
   

Fruit Attraction 2021 incorporates new areas of Innovation, Research and Technology

With the aim of boosting growth and industry competitiveness

Fruit Attraction, a trade fair organised by IFEMA MADRID and FEPEX, will hold a new edition from 5 to 7 October aimed at promoting the sector's competitiveness and growth. For this, and with the aim of promoting innovation, research, technology and digitisation as fundamental keys to future growth, Hall 5 will bring together the three solutions and services areas related to agricultural sector innovation: Biotech Attraction; Smart Agro and Smart Water&Energy.

Biotech, the great challenges of the horticultural and agricultural sectors

The fruit and vegetable sector faces major issues and challenges that will restrict its capacity for growth, development and competitiveness, such as the opportunities and future of plant biotechnology, its impact on the environment, on industry and society; new digital solutions that add value to the entire agri-food chain; the improvement of production in terms of productivity and sustainability; technological solutions to irrigation; and new developments in energy efficiency aimed at fruit and vegetable farms, among others.

Likewise, agriculture faces new challenges presented by demographic growth, which will increase demand for raw materials, by preferences in consumption, by environmental and legal aspects, and by issues related to the globalisation of the economy. Overcoming these challenges requires an increase in the efficiency (higher productivity with fewer inputs), quality (nutritional, organoleptic) and sustainability (lower environmental impact, reuse of waste, etc.) of agriculture that can only be achieved through the application of new technological developments.

The knowledge generated in applied Plant Biology offers a set of strategic technologies (development of new plant varieties, bioinformatics, genomic editing techniques, agrobiologicals for plant nutrition and protection, revaluation of waste and circular economy, new plant sources for obtaining protein, bioproducts of plant origin with industrial, cosmetic, pharmaceutical, plant biofactories, etc.), applications that will make it possible to get to grips with global challenges (productivity, sustainability, quality) faced by the agri-food sector.

Iciar Martínez de Lecea
Jefa Prensa
Tel.: 627 706 089
iciarm@ifema.es

Helena Valera
Prensa Internacional
Tel.: +34 629 644 208
evalera@ifema.es

Begoña Jiménez
Comunicación FEPEX
Tel.: +34 91 319 10 50
bjimenez@fepex.es

Más información
ifema.es
#Sientelainspiración
   

Driven by this reality, Fruit Attraction 2021, with the collaboration of BIOVEGEN, is including the plant innovation hub in its **BIOTECH ATTRACTION** programme, aimed at bringing together and promoting technological innovation and innovation-based business development opportunities. A new specialised area, aimed at companies dedicated to research and technological development of plant genomics.

Smart Agro, precision technological solutions

Likewise, **Smart Agro** will once again be the specialised space for technology solutions companies in precision agriculture, focused on showing the latest developments in management products for agri-food companies and advanced mobility and analytics solutions, promoting agro-industrial transformation.

Fruit Attraction will also have the collaboration of AgroTech ESPAÑA, which aims to encourage and create business opportunities for agrotech. To this end, different initiatives, such as 'AgroTech Tours', will be launched, which will allow producers and other agents in the sector to be put in contact with those 'Techs' that propose specific solutions. In short, to generate encounters between supply and demand.

Smart Water & Energy, water and renewable technologies

Fruit Attraction incorporates, also as a novelty, **Smart Water & Energy**, which is oriented to water and renewable technologies in the agri-food sector. Thus, **SMART WATER** is a new area with the goal of addressing the technological transformation of water in horticulture for the best and most efficient use of water and to improve crop productivity. It is aimed at professional horticultural producers, and managers and technical directors of companies that install irrigation systems and are interested in learning about new irrigation technologies. In this space, participating exhibitors will present equipment, products and services that incorporate the latest technological solutions in irrigation that are dedicated to smart water management.

In addition, renewable energy on fruit and vegetable farms is a valuable opportunity for farmers to reduce costs and emissions. **SMART ENERGY** was created with the aim of promoting the transformation of energy use in the sector. It is aimed at fruit and vegetable producers, agriculture and energy consultants, installation companies, engineering companies, and technicians from public bodies and administrations. Leading companies in the renewable energy sector linked to agriculture will participate in this exhibition area; suppliers of renewable energy, electricity, green hydrogen, battery storage, bioenergy, solar pumping, self-supply, financing, etc., which will showcase all the new developments in energy efficiency aimed at fruit and vegetable farms.

Iciar Martínez de Lecea
Jefa Prensa
Tel.: 627 706 089
iciarm@ifema.es

Helena Valera
Prensa Internacional
Tel.: +34 629 644 208
evalera@ifema.es

Begoña Jiménez
Comunicación FEPEX
Tel.: +34 91 319 10 50
bjimenez@fepex.es

Más información
ifema.es
#Sientelainspiración
   

Fruit Tech, the new place for innovation and digitisation at Fruit Attraction

The next edition of **Fruit Attraction**, organised by **IFEMA Madrid and FEPEX**, will be held from **Tuesday, 5 to Thursday, 7 October**. One **innovation** at this edition is **Fruit Tech**, an area allocated to **innovation and technologies that support digitisation in the fruit and vegetable sector**. The new Fruit Tech area in **Halls 6 and 8** will have a **virtual set, augmented reality spaces, broadcast streaming, robotics, and more**.

Fruit Attraction, in collaboration with **Casual Robots Pro**, a company that specialises in service robotics, **will have several robots** representing **POMONA, Fruit Attraction's digital assistant**. Casual Robots is participating as an IFEMA MADRID partner at Fruit Attraction with its "MindCobots" system, a software capable of unifying customer services at the fair by coordinating different tools (terminals, accesses, advertising, information, registration, home automation, signage ...), using AI and collaborative robot swarms.

The fair will also have an exciting **Augmented Reality** space where trade visitors will be able to experience the **supermarket of the future** with **virtual reality goggles that will simulate a selection of products**. These will give additional information about product origin, nutritional characteristics, recipe tips, and so on.

A walk through the aisles of Fruit Attraction and some key moments of the fair will also be watched through **virtual reality glasses** and broadcast live on the LIVEConnect platform.

At the same time, the **virtual Fruit Tech set** will host some fascinating interviews with trade professionals that will also be broadcast on LIVEConnect. Among the participants will be **Jorge Brotons**, president of FEPEX; **Luis Miguel Fernández**, manager of the Association of Organisations of Producers of Fruits and Vegetables of Almería, Coexphal; **Aurelio del Pino**, president of the Spanish Association of Spanish Supermarket Chains (ACES); **Joaquín Gómez**, president and manager of the The Association of Producers - Exporters of Fruits, Table Grapes and Other Agricultural Products, APOEXPA; **Miguel Angel Gómez**, manager of the Extremadura's Fruit Growers Association (AFRUEX); **Fernando Gómez**, director of the Association of Fruit and Vegetable Producers and Exporters of the Region of Murcia (Proexport); **Rafael Dominguez**, manager of the Strawberries Producers and Exporters Association of the province of Huelva, Freshuelva; **Aurora Dominguez** and **Sheila Argáiz**, president and manager of the Riojan Association of Wholesale Fruit, Vegetable and Nut Entrepreneurs of Logroño and Rioja, and **Raúl Calleja**, director of Fruit Attraction.

Iciar Martínez de Lecea
Jefa Prensa
Tel.: 627 706 089
iciarm@ifema.es

Helena Valera
Prensa Internacional
Tel.: +34 629 644 208
evalera@ifema.es

Begoña Jiménez
Comunicación FEPEX
Tel.: +34 91 319 10 50
bjimenez@fepex.es

Más información
ifema.es
#Sientelainspiración





Nota de prensa

And to round off the **Fruit Attraction 2021** experience, there will also be an opportunity to relax and have fun at **Fruit Dance**, an **interactive stage where visitors can dance along to different choreographies with animated fruits and share the experience on social media with the entire fruit and vegetable community.**

Iciar Martínez de Lecea
Jefa Prensa
Tel.: 627 706 089
iciarm@ifema.es

Helena Valera
Prensa Internacional
Tel.: +34 629 644 208
evalera@ifema.es

Begoña Jiménez
Comunicación FEPEX
Tel.: +34 91 319 10 50
bjimenez@fepex.es

Más información
ifema.es
#Sientelainspiración



Organising Committee

PRESIDENT

Jorge Brotons
FEXPHAL

VOCAL

José Ramón Aguado Aguado
ASONAL

Sheila Argáiz
ARIFRUIT

Sergio Cáceres
ASPROCAN

David Chica
MERCAMADRID

Aurelio del Pino González
ACES

Juan Miguel Floristán
AFHORFRESH

Antonio García
APEPH

Ignacio García Magarzo
ASEDAS

Alberto Garrocho Robles
FRESHUELVA

Joaquín Gómez
APOEXPA

Fernando P. Gómez Molina
PROEXPORT

Alejandro González Herrero
ADEFRUTAS
Juan Antonio González Real

Iciar Martínez de Lecea
Jefa Prensa
Tel.: 627 706 089
iciasm@ifema.es

Helena Valera
Prensa Internacional
Tel.: +34 629 644 208
evalera@ifema.es

Begoña Jiménez
Comunicación FEPEX
Tel.: +34 91 319 10 50
bjimenez@fepex.es

Más información
ifema.es
#Sientelainspiración



COEXPHAL

Antonio Herruzo
FEDEX

Eduardo López - Puertas
IFEMA MADRID

Luis Marín Lamparero
ASOCIAFRUIT

Diego Martínez
AGEM

Javier Millán-Astray
ANGED

Jordi Mora
EXCOFRUT

Atanasio Naranjo
AFRUEX

Marta Nieto Novo
COMUNIDAD DE MADRID

José María Pozancos
FEPEX

Joaquín Rey
5 AL DIA

Luis Fernando Rubio Catalán
ANPCA

Olga M^a Ruiz Castillo
AYUNTAMIENTO DE MADRID

José Ramón Sempere Vera
MERCASA

Manel Simón
AFRUCAT
Andrés Suárez Puertas

Iciar Martínez de Lecea
Jefa Prensa
Tel.: 627 706 089
iciarm@ifema.es

Helena Valera
Prensa Internacional
Tel.: +34 629 644 208
evalera@ifema.es

Begoña Jiménez
Comunicación FEPEX
Tel.: +34 91 319 10 50
bjimenez@fepex.es

Más información
ifema.es
#Sientelainspiración





Nota de prensa

ASOMAFRUT

Alfonso Tarazona
ACEC

José María Zalbidea
FEPEX

Iciar Martínez de Lecea
Jefa Prensa
Tel.: 627 706 089
iciarm@ifema.es

Helena Valera
Prensa Internacional
Tel.: +34 629 644 208
evalera@ifema.es

Begoña Jiménez
Comunicación FEPEX
Tel.: +34 91 319 10 50
bjimenez@fepex.es

Más información
ifema.es
#Sientelainspiración



Staff Fruit Attraction 2021**MANAGING DIRECTOR:**

Raúl Calleja

FRESH PRODUCE COMMERCIAL MANAGEMENT:

María Martínez de Velasco

AUXILIARY INDUSTRY COMMERCIAL MANAGEMENT:

Lourdes Sierra

Rocío Gamez

FRESH FOOD LOGISTICS COMMERCIAL MANAGEMENT:

Santiago Díez

SECRETARIAT AND FACTORÍA CHEF:

Asela González

SECRETARIAT:

Laura Francos

ACTIVITIES:

Candelas Acedos

Paula Santamaría

MARKETING AND ADVERTISING:

Esther Morales

Beatriz Berruga

Iciar Martínez de Lecea
Jefa Prensa
Tel.: 627 706 089
iciarm@ifema.es

Helena Valera
Prensa Internacional
Tel.: +34 629 644 208
evalera@ifema.es

Begoña Jiménez
Comunicación FEPEX
Tel.: +34 91 319 10 50
bjimenez@fepex.es

Más información
ifema.es
#Sientelainspiración



Press and Communication Office

Corporate Communication and Marketing Director of IFEMA MADRID: Raúl Díez
Corporate Communication Director of IFEMA MADRID: Marta Cacho

Fruit Attraction**PRESS OFFICER:**

Iciar Martínez de Lecea | iciarm@ifema.es | +34 627 70 60 89

INTERNATIONAL PRESS:

Helena Valera | evalera@ifema.es | +34 629 644 208

SECRETARIAT:

Pilar Serrano | pilars@ifema.es | + 34648 18 92 18

FEPEX PRESS COMMUNICATIONS OFFICER:

Begoña Jiménez | bjimenez@fepex.es | +3491 319 10 50

ASSISTANT:

Susana Domínguez | susanadominguezmartin@gmail.com | +34 687 722 102

SOCIAL MEDIA:

Adrian Sánchez | asanchez@anniebonnie.com | +34 91 621 66 11

Iciar Martínez de Lecea
Jefa Prensa
Tel.: 627 706 089
iciarm@ifema.es

Helena Valera
Prensa Internacional
Tel.: +34 629 644 208
evalera@ifema.es

Begoña Jiménez
Comunicación FEPEX
Tel.: +34 91 319 10 50
bjimenez@fepex.es

Más información
ifema.es
#Sientelainspiración

