



INTERNATIONAL TRADE SHOW FOR THE FRUIT AND VEGETABLE INDUSTRY

23-25 OCT. 2018

MADRID - SPAIN


10 YEARS AFTER...

WHERE FRESH PRODUCE & INNOVATION MEET

1,600 exhibitors - 70,000 trade participants - 120 countries

ORGANISED BY



A large crowd of people is seen from a high angle at a trade show. The floor is green. In the foreground, a large, semi-transparent image of two hands shaking is superimposed over the crowd. To the left, a dark suit sleeve is visible. To the right, a green booth with the 'UR FRESH' logo is partially visible. The background shows more booths and people.

**POSSIBLY...
THE INDUSTRY HUB
WITH
THE MOST
HANDSHAKES IN
THE WORLD**

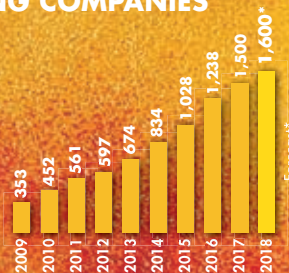
**FRUIT ATTRACTION
IS MUCH MORE
THAN JUST SELLING:
70,000 PROFESSIONALS
FROM 120 COUNTRIES
WANT TO SHAKE HANDS
WITH YOU**

10 years
sharing
big
events

1

OCTOBER,
a key month
for global
fruit and vegetable
commercialization

Number of EXHIBITING COMPANIES



2

3

Number of EXHIBITING COMPANIES by sector

Fresh Produce Area
 Fresh Fruits and Vegetables... **70%**
 Fresh Cut and Catering Products... **8%**
 The Organic Hub... **8%**
 Processed Fruits and Vegetables... **7%**
 The Nuts Hub... **3%**
 Flowers and Live Plants... **2%**
 Spices and Herbs... **2%**

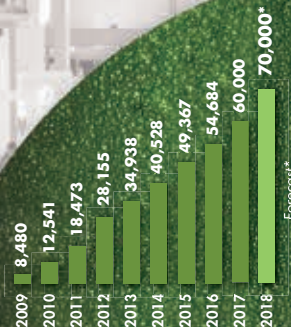
Auxiliary Industry Area
 Inputs... **37%**
 Post-harvest... **16%**
 Transport and Logistics... **15%**
 Services... **12%**
 Packaging and Labelling... **9%**
 Smart Agro... **8%**
 Point of Sale... **3%**

The entire VALUE chain



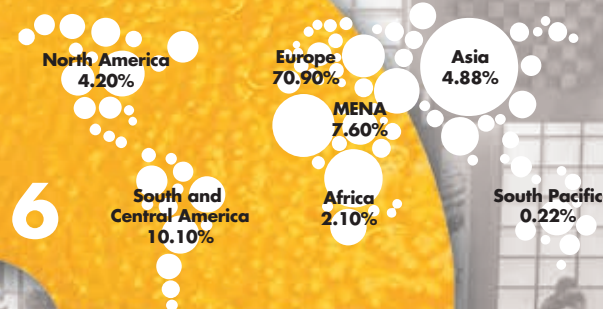
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Professional PARTICIPANTS



5

TRADE VISITORS Origin



6

TRADE VISITORS Area of Business

Production... **21%**
 Import/Export... **21%**
 Trading companies... **16%**
 Wholesalers... **14%**
 Retail Trade/Sales Distribution... **9%**
 Transport/Logistics... **7%**
 Horeca (Hotel and Catering)... **7%**
 Industry... **5%**

7

More than 200 DAYS Sharing KNOWLEDGE



8

9

The South of Europe:
the NEW HUB
for global
fruit and vegetable
commercialization

50,000 m² NET fruit and vegetable exhibition space



10

Thank you
for
sharing



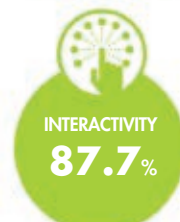
A professional community of 70,000 participants from 120 countries



A 92% loyalty among **EXHIBITORS** every year because they achieve their goals:



More and more companies use FRUIT ATTRACTION to present their new features to the global professional community, optimising their visibility and industry positioning worldwide.



Generate digital, direct or personal interactivity with the industry community worldwide: cooking demonstrations, training,...



- Meeting point for well-served clients.
- Personal touch and tailored service.
- Retaining customers over the competition.
- Generating opinion leaders.



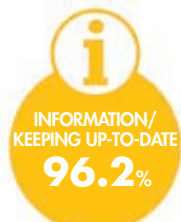
Generating and identifying sales opportunities on a massive scale.



96.4% of **VISITORS** come back every year because they achieve their objectives



- The big industry event to keep in touch with.
- Meet existing suppliers and professional colleagues.
- Optimising your time and schedule.
- Evaluate possible participation as an exhibitor.



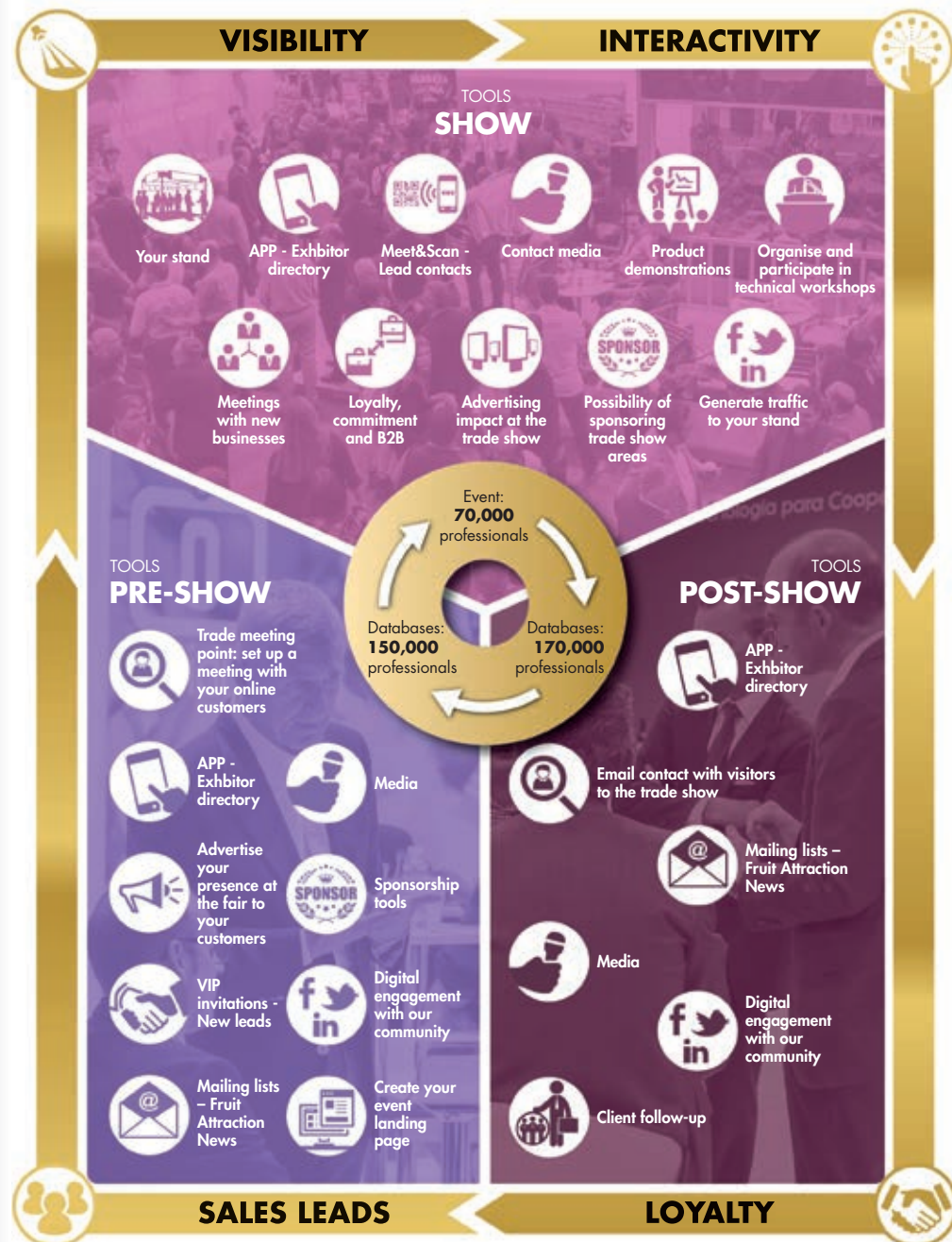
- Discover new products and innovations.
- Market trends and global vision.
- Training and updating knowledge.
- Identifying new ideas for your business.



- Finding new suppliers or contacts.
- Generating and identifying purchasing opportunities.
- Comparing and negotiating prices.
- Formalising purchases or orders.
- Broadening and selecting suppliers.
- Opening new markets.
- Searching for new products.



The most comprehensive omni-channel marketing tool



NEW DATES:
23-25 OCT. 2018
TUESDAY to
THURSDAY

Marketing



Diversity



Innovation



Knowledge



A team at your service

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