



Madrid, Spain

**KNOWLEDGE
AND
INNOVATION
CENTRE
FOR THE
SECTOR**

Overview

Fruit Attraction is the global reference commercial tool for the commercialization of Fruits and Vegetables. Its ability to promote world exports in the sector makes it the commercial connection point for the entire group of professionals that make up the entire value chain, as well as having consolidated itself as a framework for innovation in the fruit and vegetable market. Innovation Hub has once again become a great opportunity to promote and give maximum visibility to Fruit Attraction's star products, and to show the international fruit and vegetables industry as a whole that innovation is one of the pillars of a modern industry, adapted to new consumer profiles.

<https://www.ifema.es/en/fruit-attraction>

Sectors

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

Frequency

Annual

Organizer

Ifema Feria De Madrid