

## FA19, it will be the best edition of its history



The 2019 edition of the [Fruit Attraction](#) fair aims to become the largest event of all that have been held to date, an event that wants to break records in terms of number of exhibitors, be different, exclusive and premium.

The Organizing and Advisory Committee of Fruit Attraction, the international fair of the fruit and vegetable sector, organized by IFEMA and FEPEX, to be held from October 22 to 24, met yesterday in Madrid, confirming the good progress of the eleventh edition, for which it is expected a growth of the exhibition area of ??10.8% compared to 2018 and agreeing that, maintaining the foundations that have driven the success of the fair, each edition should be "different, exclusive and premium".

Fruit Attraction 2019 will host 1,800 exhibiting companies and 90,000 visitors, from 135 countries, according to the forecasts of the director of Fruit Attraction, Raúl Calleja, who opted, too, to maintain the foundations that have driven the success of the fair, betting on the once because each edition is "different, exclusive and premium".

At the meeting of the Organizing and Advisory Committee of [Fruit Attraction](#) the program of

technical conferences was advanced, among which the 4th International Congress of Bone Fruit, Stone Fruit Attraction, Biofruit Congress, and Biotechnology Attraction, as well as two specific days on Singapore stand out and India, the importing countries invited this year, to be developed within the framework of the World Fresh Forum, a business networking space that, organized together with the ICEX, will address the commercial relations between these countries and allow the presentation of business opportunities.

**Fruit Attraction will also promote, in this eleventh edition, areas such as Organic Hub**, dedicated to companies of organic horticultural products; the Smart Agro space, focused on the application of new technologies and connectivity with the aim of increasing the productivity of horticultural farms, and the Nuts Hub area, aimed at nuts. The Innovation Hub and Foro Innova will once again be the areas dedicated to innovation and business innovations in the sector. In this area, the fair will host the Accelera Awards for Innovation and Entrepreneurship, which have become a fundamental event for the support of entrepreneurial entrepreneurship in the sector.

After the good reception of last year, the **Flower & Garden Attraction space** for the professional sector of flower marketers live plants, will be located in Hall 6, which will also host the Ecorganic market space as a novelty.

As for the Fruit Attraction gastronomic space, Fruit Fusion will continue to be celebrated but with a new name: Chef Factory, where attractive demonstrations will be developed with fruits and vegetables and showcooking.

The Organizing Committee of Fruit Attraction is constituted by representatives of the Associations integrated in FEPEX, of IFEMA, of the associations of the distribution, wholesalers and mercars, mainly. The meetings of the Organizing Committee coincide with those of the Advisory Committee in which the representatives of promotion of the autonomous communities involved in the development of the fair also take part.

Fruit Attraction 2019, organized by IFEMA and FEPEX, **will be held in Madrid from Tuesday 22nd to Thursday 24th October, from 9:30 am to 7:00 pm.**