The salons of wine, oil and fruit and vegetables of Feria de Zaragoza close with almost 27,000 visitors

The agri-food salons ENOMAQ, TECNOVID, OLEOMAQ, OLEOTEC and FRUYVER closed their last edition, last February 17th, with an important influx of professionals, more than 26,800, a fact that consolidates Feria de Zaragoza, organizer of these events, as a reference of the wine, oil and fruits and vegetables sectors.

ENOMAQ-OLEOMAQ, TECNOVID-OLEOTEC and FRUYVER *have been the spearhead for the primary market, where, in more than 49,000 square meters, 1,149 exhibiting brands have been gathered and have managed to bring together about 27,000 visitors with a clear professional profile*. *Throughout its four days, the opening to new markets and the presence of visitors from 33 nationalities has been the common denominator of these professional salons, complying with the commitment to internationalization*, which already stands out the Minister of Rural Development of the Government of Aragón, Joaquín Olona, on the occasion of the inaugural day of last Tuesday, February 14th.

The intense commercial activity observed in the pavilions or the large number of technical innovations awarded in this edition are clear signs of optimism among professionals. T*he good figures of these competitions show a favorable and progressive evolution of the agro-food sector,* with a greater number of firms, more exhibition area, an increase in the number of technical innovations awarded and a larger number of visitors than the last editions.

> Innovation, technology and sustainability have been the main protagonists of ENOMAQ 2017, which has turned Feria de Zaragoza into the epicenter to face the future of the sector

In this sense, the 17 products that have been recognized as technical innovations are another example of the great technological showcase that have been the protagonists of the Aragonese institution, where it has become clear the commitment of firms for innovation. *Distinguished signatures have also been joined by Bodegas Aragonesas SA, winner of the* II ENOMAQ Excellence Award*. In addition, under the framework of this same award, a second prize for sustainability has been awarded to* Viñas del Vero S.A*.*

The participation, during Wednesday and Thursday, of the 56 delegations that were part of the Commercial Missions program *has boosted commercial activity, one of the main objectives of the organization of the halls* and, as affirmed the director general of the institution, "the first step for the internationalization of Spanish companies". Thus, *the contacts generated during the first day between exhibitors and visitors, has joined an increase in professionals coming from different parts of the world, enriching the international presence in the Aragon trade fair institution.*

The technical conferences held in the framework of ENOMAQ, TECNOVID, OLEOMAQ, OLEOTEC and FRUYVER have responded satisfactorily to the demands of winegrowers, olive growers and horticulturists. As stated in one of the inaugurations the director general of Feria de Zaragoza, Rogelio Cuairán, these papers are "the ideal complement to an exhibition area," because "there are things that can not be seen, but must be told and debated In professional

forums ". *This series of symposia closed with an enriching day on the uses of silver in enology.*

One of the areas with the largest influx of public has been the Rincón del Enólogo. The tastings of the final product of the grape and the presentations given at this point have been, one more edition, an attraction for exhibitors and visitors, who have come together to discuss the future of wine, taste different flavors and enjoy in a relaxed atmosphere of the drink that is, in equal parts, his passion and profession.

> As a novelty in this edition, during the final day, a program of microcatas has been successfully held, guided in a pedagogical way by different experts in the wine sector

In them, oenologists, professionals of the Horeca channel, sommeliers and specialized press have tasted wines from some of the best wineries in the Iberian peninsula.

Source: Feria de Zaragoza

YOU MIGHT ALSO LIKE:

??The salons of wine, oil and fruits and vegetables start with good forecasts