Interview with Raul Calleja, Director of Fruit Attraction

FRUIT ATTRACTION director since its first edition, the fair is marked by excellent results and satisfaction of all its participants. As developments in 2015 will be exhibited and Tech4fruit The organic hub.

eCommerce. Why attend Fruit Attraction 2015 ?, what news we have for this edition?

Raul Calleja. New this year we present The organic hub, a new exhibition space for all companies of organic product with growing demand in the international market. In addition, Tech4fruit, another space to present solutions and technological innovation for improving the productivity and quality of horticultural production.

Finally this year also included the area of ??distribution and logistics, where all companies involved in this area are grouped.
Let us not forget B2B Fruit New Markets, this year focused on the BRIC, or Gateway Innova countries, but especially in our goal to continue to foster real and profitable trade meeting between

supply and demand.

eCommerce. Does the book ahead of spaces for exhibitors who are the benefits and what is the deadline?

The main benefit of Fruit Attraction for exhibitors who book in advance is to be selected under established criteria, the place we want to occupy within the pavilion.

eCommerce. What differentiates Fruit Attraction from other fairs?

Fruit Attraction is a young and very dynamic event in a fantastic city like Madrid, where we work throughout the useful hour show in a real business environment, business and international meeting.

The variety and quality of the exhibition offer, right at a key commercial distribution planning month. Hence the claim of "the right place at the right time."

eCommerce. In the last edition which turnover estimated was obtained?

We do not have that information because it does not provide exhibitors, and it is important to note that many negotiations are closed after the show and, therefore, it is difficult to quantify.

eCommerce. What markets and which aspires to consolidate in this 7th edition?

Fruit Attraction will continue to grow this year, especially in areas of European production such as France, Italy, Germany, the Netherlands, Portugal, UK, Poland among others, as well as an increase in the representation of exporting producers in Latin America.

The goal this year is to reach the 1,000 companies that offer fresh produce content. We are seeing southern Europe via Spain, it is consolidating as an alternative international hub of horticultural marketing worldwide.

Infrastructure, geolocation, economics, language, are arguments justifying that Spain is gaining strength in this direction and this is helping more and more countries see Fruit Attraction as its trading platform to export and re-export.

eCommerce. Because of its importance Fruit Attraction it is an ideal place for meetings of national, international and industry professionals operators, for it always have parallel activities which ones?

We are working on the program of seminars, but I can say that the Khaki have a leading role in this issue in terms of days, like production and marketing of fresh produce, with individual conferences about it. Logistics and technology also have their events.

eCommerce. Can you say that Fruit Attraction is an exponent of the brand Spain for the outside?

RC. Of course. Spain is the second horticultural producer in Europe, after Italy, besides being the biggest European exporter and one of the first in the world, and Fruit Attraction is the benchmark for the international promotion of this very powerful industry. In this seventh edition excellent participation figures around 1,000 exhibiting companies will occupy Halls 7, 8, 9 and 10 at Feria de Madrid is expected.