



FRUIT ATTRACTION 2016 - MADRID

UKTI Madrid and the Science and Innovation Network have been offered an exciting opportunity to take part in Fruit Attraction in Madrid. We are now looking for British companies and research organisations to join the UK delegation. **Places are limited and organisations need to express their interest by Wednesday 26th August.**

Fruit Attraction is the single most important trade fair in the fresh fruit and vegetable sector in Spain. The fair hosts more than 1200 exhibitors in 6 halls and is visited by 55,000 industry professionals. Visitors come from all aspects of the supply chain including: producers, distributors, manufacturers, research institutes, exporters and retailers.

The offer:

- Free access to the trade fair and support from UKTI/SIN teams
- Use of UKTI/SIN stand to showcase your organisation's expertise
- One to one meetings set up by trade fair organisers
- Possibility to take part in Smart Agro Conference

Key facts:

- Spain boasts a rich and diverse landscape and is the second largest producer of fruit and vegetables in Europe (sixth in the world).
- The agricultural sector is of strategic importance to Spain with agrifood representing more than 15% of the Spanish economy's total exports (2013 figures).
- In 2014, Spain produced 26.8 million tonnes of fruit and vegetables, a 6% increase from the previous year.
- Between 46% and 70% of all produce is exported (depending on product). Main markets are UK, Germany and France.
- It is a fragmented sector with a high percentage of smaller producers (900,000 farms). Many farmers still adopt traditional farming methods and without investments indications are that they will lose competitiveness to other markets.

Opportunities exist for companies in the following areas:

- Technological solutions which enhance fruit and vegetable production (robotics, precision agriculture, water saving devices etc).
- Manufacturers of fertilizers/agronutrients/biostimulants
- Innovative packaging solutions that can improve shelf life.
- Providers of technologies related to post-harvesting.

Event date: 5th-7th October

Where: Madrid

Deadline: 26th August

For further information:

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