

IFEMA MADRID and Fiera Milano join forces to organize Fruit Attraction São Paulo in April 2024

Madrid, 3 October 2023.- After fourteen editions, **Fruit Attraction**, the leading professional fair in Europe for the marketing of fruit and vegetables, organized by IFEMA MADRID and FEPEX, faces its **internationalization process as a global brand of reference** looking at Latin America. Co-organized by **IFEMA MADRID** and **Fiera Milano**, **Fruit Attraction São Paulo** will hold its first edition at the **Brazilian venue São Paulo Expo & Convention Centre, from 16 to 18 April 2024.**

The presentation of this new project, which took place during the celebration of the 15th edition of Fruit Attraction at IFEMA MADRID, was attended by the **Brazilian Ambassador in Spain, Orlando Leite Ribeiro**; the **General Manager of IFEMA MADRID, Juan Arrizabalaga**, and the **Group Business Development Director of Fiera Milano, Andrea Sozzi.**

"Fruit Attraction is one of the major international emblems of IFEMA MADRID, which offers a guarantee of success in the process of internationalization of the fair. An event that brings together every year 90,000 professionals from 137 countries and 1,800 companies from all over the world, and that concentrates the main buyers of large distribution chains, which has made it the most important business event in Europe in the fruit and vegetable sector, and a world reference. Undoubtedly, one of the most suitable projects to take the Fruit Attraction brand abroad, precisely to a country as rich in the fruit and vegetable sector as Brazil. Thanks to this alliance with Fiera Milano, with whom we have already collaborated on other projects, Fruit Attraction São Paulo is born with maximum guarantees and great potential", says **Juan Arrizabalaga, General Manager of IFEMA MADRID.**

"We're enthusiastic to partner with IFEMA MADRID in such an interesting project. Through Fiera Milano Brasil, as one of the main exhibition organizers Brazilian market, we're deeply rooted in the ecosystem, and we immediately understood the potential of Fruit Attraction in São Paulo. The strength of Fruit Attraction brand, coupled with our strong local industrial platform and talented team, led by our Managing Director, Mauricio Duval Macedo, will ensure the success of this initiative. We believe that, in current market scenario, cooperation is key for exhibition organizers to thrive and exploit the opportunities arising globally, joining capabilities and assets for the sake of creating value for exhibitors and buyers", says **Andrea Sozzi, Group Business Development Director of Fiera Milano.**

Iciar Martinez de Lecea
Head of Press
Tel.: 627 706 089
iciarm@ifema.es

Helena Valera
International Press
Tel.: +34 629 644 208
evalera@ifema.es

Elena Brambilla
Fiera Milano Press
Tel.: +39 335 792 54 72
elena.brambilla@fieramilano.it

The alliance between IFEMA MADRID and Fiera Milano, establishes a division of responsibilities to ensure the organizational and operational success of the fair. Thus, IFEMA MADRID is responsible for commercial management, the definition and management of the congress, and the communication and promotion of the event, in addition to directing the commercial actions carried out from its Delegation in Brazil. While Fiera Milano carries out the production, logistics and administration of the fair in addition to sharing also the communication and promotion of the event.

Fruit Attraction São Paulo will have **9,000 square meters of exhibition** area and expects the participation of **200 exhibitors from all over the world**. In addition, it will develop a **program of international guest buyers** that will bring together **250 references** so that they can know, first hand, all the fruit and vegetable capacity that will be present at this great fair.

Brazil, leader in fruit and vegetable production in Latin America

It is therefore the commitment to the internationalization of one of the most important fairs for the agri-food sector in the world, which comes to **Brazil**, the **largest market in Latin America**, bringing together all the characteristics to become a successful commercial meeting point for the professional fruit and vegetable sector, integrating the entire value chain and **promoting cross-border trade between America and Europe**.

Specifically, **Brazil ranks among the five largest fruit and vegetable producers in the world**, with more than 40 million tons in 2020, and as the largest market in all of Latin America, with more than 212 million inhabitants. **Agriculture** in general represents **6% of GDP in Brazil**, which remains the leader in Latin America for the production of bananas, citrus fruits, pineapple and corn, among others. Its **exports account for 35% of Latam's total foreign sales**, making it a market with great growth potential.

Iciar Martínez de Lecea
Head of Press
Tel.: 627 706 089
iciarm@ifema.es

Helena Valera
International Press
Tel.: +34 629 644 208
evalera@ifema.es

Elena Brambilla
Fiera Milano Press
Tel.: +39 335 792 54 72
elena.brambilla@fieramilano.it