



# Fruit Attraction 2024

Madrid, Spain  
October 8-10, 2024

Europe is a large, mature market, with stable demand for most fresh fruit and vegetables. The demand for year-round availability and a wide choice of produce is keeping Europe dependent on external suppliers. Europe has a large population, and it accounts for 43% of the total global trade value of fresh fruit and vegetables. Europe includes five of the ten largest importing countries in the world. The European fresh produce consumption market is expected to steadily grow over the next few years, driven by increasing demand for healthier food options and the growing popularity of sustainably produced fruits and vegetables.

In Spain, the demand for fresh produce is consistently high, reflecting the country's culinary tradition and the Mediterranean diet's emphasis on fruits and vegetables. Spaniards prioritize fresh ingredients in their cooking, leading to a robust market for various types of produce. There is a growing trend towards sustainable and environmentally friendly agricultural products. The market presents opportunities for international suppliers to meet the country's demand for high-quality fruits and vegetables.

Exhibiting at Fruit Attraction is a unique opportunity to connect with a specialized public and discover the latest trends and novelties in the fruit and vegetable sector. It generates new opportunities for expansion and internationalization while enhancing brand presence. The show's previous edition attracted more than 103,000 visitors from 145 countries.

**Participation Fee:** \$1,175.00

**Fee Includes:**

- 9m<sup>2</sup> booth and standard furniture package
- Up to \$500 reimbursement for shipping product samples with proper documentation

**Registration Deadline:** June 7, 2024 (No refunds for cancellation after June 7, 2024)

**Industry Focus:** Fruit and Vegetable

**Product Description:** (Suitable products for this event): Organic Fresh Fruit and Vegetables

**50% CostShare:** Apply now for SUSTA's [50% CostShare](#) to request 50% reimbursement of participation fee, international travel, promotional giveaway items, point of sale materials, freight and more!

### Activity Managers

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SUSTA encourages you to enroll in the [Smart Traveler Enrollment Program \(state.gov\)](#)

and monitor the [Travel Advisories \(state.gov\)](#) webpage before traveling.

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