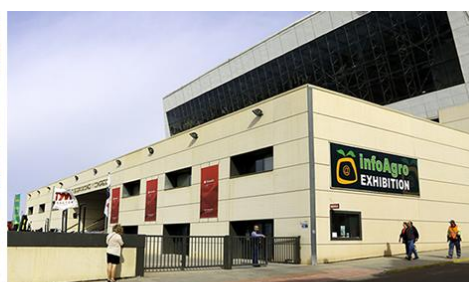




6th International Trade Fair on Intensive Fruit and Vegetable Production and Auxiliary Industries



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FACT SHEET

Type: International.
Date of event: 5, 6, 7 May 2027.
Edition: 6 th
Frequency: Biennial.
Place: Palacio de Exposiciones y Congresos de Aguadulce.
Exhibition area: 17,850 m ² . *
Exhibitors: 660 *
Total visitors: 49,000 *
International visitors: 9,500 *
Represented countries: +20 *
Scientific-technical Conferences: +30 lectures / 3 days *
Commercial presentations: 23 companies / 3 days *
Awards: 12 categories *
Meetings B2B 2 meeting days *

** Estimates derived from previous edition projections and advance confirmed contracts.*

OBJECTIVES

The agricultural producer and the intensive agricultural auxiliary industry are the key to this event.

Infoagro Exhibition is the perfect stage for companies to show their products and services to every agricultural agent in the same place.

The trade fair Infoagro Exhibition is an international point of reference for intensive crops and the best place to do business for the exhibitors, as well as for the producers.

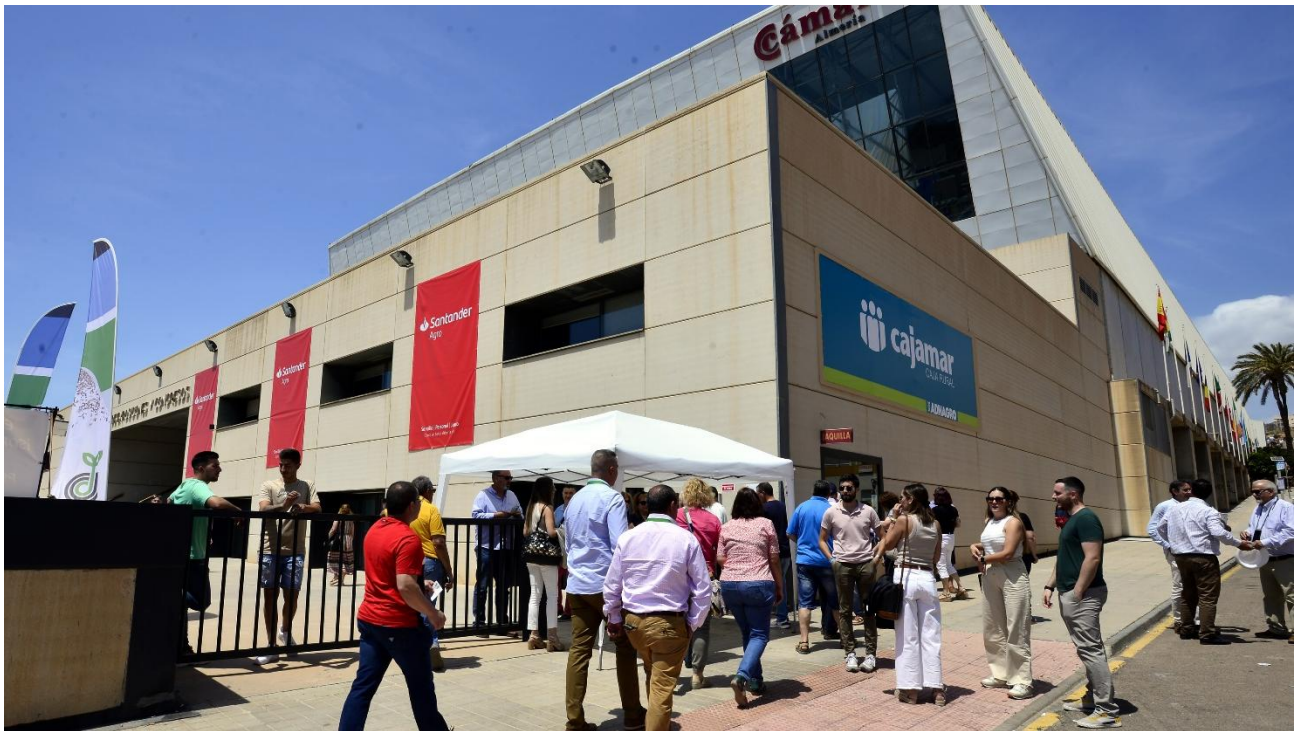
CONTEXT

Infoagro Exhibition is a first-class event of intensive agriculture and the region of Almería has been chosen, due to its strategic localization, to hold this project. The province of Almería counts with more than **31,200 hectares** of covered agricultural land. Added to which, there are another **3,600 hectares** from the coast of **Granada** and **6,200** from **Murcia**, both of which are neighboring provinces of Almería



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EXHIBITION VENUE



The Palacio de Exposiciones y Congresos de Aguadulce, in Roquetas de Mar, is located at the center of the biggest greenhouse agricultural zone in Europe, and it is the ideal place to hold such event. 17,000 m² for exhibition.

REASONS TO EXHIBIT

INFOAGRO EXHIBITION is held in Aguadulce, Almería, Spain, at the most important agricultural producer center in Europe. The fair is focused on **intensive fruit and vegetable production**.

You will be able to meet directly with the most influential players in the European agricultural industry. The exhibition serves as a business epicenter for agricultural producers, showcasing the latest global innovations in intensive agriculture and knowledge transfer.

Therefore, this event takes place in the center of a province that has more than **31,200 hectares** of greenhouses: **Almería**.



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- From the **31,200 hectares** of greenhouses in the province, **21,000** are within a **20 km radius** from the exhibition.
- **75% of the production** is exported.

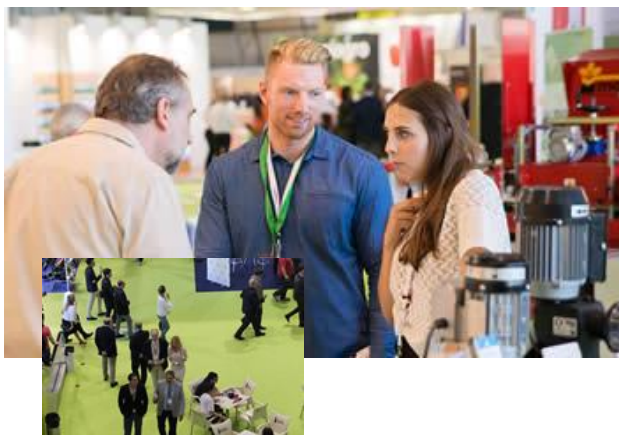
In this new edition:

- **+17,000 m²** for exhibition.
- **+600 exhibitors**. *2
- **More than 49,000 professional** visitors.
- **Conference** rooms.
- Corporate **presentation** rooms.
- Meeting rooms **B2B / B2C**.
- Exhibitors **VíaECO & VíaSmart**.



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VISITOR PROFILE



The visitor profile mainly consists of **agricultural entrepreneurs** who market their own production either independently or in partnership with other **producers and buyers** of products for both conventional and organic agriculture. This demographic is complemented by a notable presence of agricultural engineers and professionals from the agricultural industry. This edition expects to host **49,000 visitors** from the intensive horticultural industry, including consumers of agricultural inputs and technical materials.



Americas and Asia

The fair attracts a significant number of Hispanic American professionals, drawn by the longstanding prestige, influence, and business opportunities that Almería traditionally holds with the most important producing areas in the Americas. Infoagro Exhibition serves as the gateway to Europe for this productive industry. **Mexico, Guatemala, Peru, and Ecuador** have a prominent presence at the fair.



In recent editions, there has been an increase in business volume with **Asian companies**, which view Spanish intensive production as a model to emulate.

North Africa and Turkey



Due to its geographical proximity, a notable number of visitors come from North Africa, particularly Morocco and Algeria, with strong representation.

In recent editions, there has been a significant increase in the presence of Turkish exhibitors.

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VIAECO & VIASMART DISTINCTIONS



Due to the significant interest in the **ecological, biological, or organic** world, the Infoagro Exhibition fair has brought together a large portion of companies that market products for organic agriculture or trade in organic production.

This edition will once again bring together the most important **BIOLOGICAL** manufacturers and producers under the identifier **ViaECO**.



VíaSMART is the distinctive label of the fair for exhibitors with Smart Agro solutions. These are companies offering products and services with agricultural applications of digital technologies.

These solutions encompass intelligent automation, robotization, equipment incorporating data processing, neural networks, data mining, computer vision, artificial intelligence, deep learning, and software applied to agriculture.



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CONFERENCES

FLOOR P1



During the event, Infoagro Exhibition collaborates with key stakeholders in the agricultural sector to showcase the latest scientific and technical knowledge and to foster discussion on the most important topics in the industry.

CORPORATE PRESENTATIONS

FLOOR P2

Infoagro Exhibition provides exhibitors with dedicated spaces for commercial presentations to their distributors and client networks, all within the exhibition venue.

Presentation slots can be booked in 45-minute sessions. Additionally, an adjoining room is available to host cocktail receptions for your clients following the presentation.



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MEETING ROOM – B2B/B2C

A dedicated space for company and business meetings, where exhibitors can gather in a relaxed and professional atmosphere.

This service is offered free of charge to all exhibitors.



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INFOAGRO EXHIBITION AWARDS

FLOOR P1

Infoagro Exhibition aims to recognise the achievements of companies and experts in the modern agricultural sector.



The award jury recognises the experience and innovative capacity of these stakeholders, highlighting the most outstanding companies in each area of the agricultural sector.

Categories



- | Fruit & Vegetable Trade
- | Communication
- | Business Development
- | Distribution of Agricultural Inputs
- | Innovation & Smart Agriculture
- | Vegetable Breeding & Improvement
- | Plant Nutrition
- | Agricultural Production
- | Plant Health
- | Environmental Sustainability & Organic Production
- | Greenhouse Technology