



Fruit Attraction 2020 will be held using telepresence technologies

Madrid, 1 September 2020. The **Organising Committee of Fruit Attraction** met this morning and decided that the **12th edition** of this world leading event for the international fruit and vegetable professional community would be held using new, advanced **telepresence technology: Fruit Attraction LIVEConnect**. The next in-person edition of Fruit Attraction, organised by IFEMA and FEPEX, is scheduled to take place from 5-24 October 2021.

This decision has been taken based on months of careful monitoring, assessing the development of the global situation, the unpredictability of the measures that will be deployed to control the pandemic in different countries in the coming weeks, and a concerted desire to cater for the concerns and needs of the entire Fruit Attraction exhibition community.

The Organising Committee acknowledges the **effort made by IFEMA during recent months to help exhibiting companies to decide whether to take part** according to developments in different scenarios, and the protocols introduced on its sites to ensure a safe, hygienic environment for productivity and business activities. The Committee, chaired by FEPEX president Jorge Brotons also committed to holding its next in-person exhibition from 5-7 October 2021.

Fruit Attraction LIVEConnect 2020 will be active for 31 days

The **first ever online Fruit Attraction** will be live from **1 to 31 October 2020**. By registering as exhibiting company on the **Fruit Attraction LIVEConnect** platform you keep and renew all your seniority and loyalty rights for the next edition, which include a new **Loyalty and Stimulus Programme**.

Fruit Attraction LIVEConnect is an advanced **technological platform and artificial intelligence system** able to **generate thousands of impacts and raise brand awareness** of companies and their products among **thousands of buyers, distributors and traders from 160 countries**, making it the **largest professional network and community in the world specialised in the fruit and vegetable sector**.

The structure of **Fruit Attraction LIVEConnect** has **everything needed to generate and promote new opportunities for professionals from all over the world to buy, sell and build sales teams' networks of contacts** in participating companies. It provides comprehensive information about suppliers, products and news about sector in 2020 and has tools for making **video calls and doing eB2B** in the same platform itself. There is a *chat-live system* and users can receive **contact recommendations** thanks to the artificial intelligence system and organise **meetings and demonstrations** with exhibiting companies and **host videos and technical documentation** about products and services.

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In short, it is a **new work and networking tool for the professional community** that will be available **throughout October**, a pivotal moment for planning the season, which will allow **companies to generate countless new commercial leads** from buyers to be able to do business.

Fruit Attraction LIVEConnect will amalgamate all the sectors connected to **Fruit Attraction, Flower&Garden and Fresh Food Logistics.**

A month of Congresses, Seminars and Meetings

Fruit Attraction LIVEConnect 2020 will be a framework for numerous **technical seminars, debates, meetings and daily monographic conferences** dealing with **product categories, international market opportunities on topics of great interest to the sector** organised by associations, the media and participating exhibitors.

Among the events scheduled are **conferences** like **Biofruit Congress, World Fresh Forum** (with specific sessions for buyers from the USA, India, China, Japan and the UAE), **Grape Attraction Congress; seminars on packaging, SDG, Sustainability, The Fresh Convenience Market, Factoría Chef ...**

Fruit Attraction LIVEConnect will be the best space to get **news on the market** for 2020 and watch the finals of the **Innovation Hub-Accelera Awards**, and plenty of **daily sessions organised by exhibitors** who will make the 31 days of **Fruit Attraction LIVEConnect the largest and influential** edition to date. You can be part of everything just by registering on the platform at www.fruitattraction.com

The world's most extensive fruit and vegetable sector trade community

The theme is *Connecting The World's Fresh Produce Community*, and the event is backed by a massive global **communication and viral marketing campaign** that will enrich the platform community, fed from the **Fruit Attraction database that has 230,000 active users from 160 countries.** In fact, **Fruit Attraction LIVEConnect** is aiming to become a world leading **professional community for sales networking in the fruit and vegetable sector . To participate as an exhibitor, just register at www.fruitattraction.com .** Companies wanting to take part in the first remote edition of Fruit Attraction and take advantage of its telepresence technologies should see the Exhibitor's Guide, which contains full details and comprehensive information.

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