




The business epicenter for agricultural producers


Aguadulce, Almería, SPAIN

Dossier 2019



www.infoagroexhibition.com

FACT SHEET

Date of event: 22 nd -24 th , May 2019.	
Edition: 3 rd	
Frequency: Biennial.	
Place: Palacio de Exposiciones y Congresos de Aguadulce.	
Exhibition area: 16,949 m ² . * ¹	
Exhibitors: 500 * ²	
Total visitors: 39,000 * ²	
National visitors: 32,000 * ²	
International visitors: 7,000 * ²	
Represented countries: 19 * ²	
Scientific-technical Conferences: 36 lectures / 40 speakers / 3 days * ³	
Commercial presentations: 23 companies / 3 days * ³	
Awards: 8 categories * ³	
Meetings B2B 2 meeting days * ³	

*¹: 1,200 m² (P0) + 8,272 m² (P1) + 300 m² (P1 terrace) + 7,177 m² (P2)

*²: Based on 2017 results and already confirmed attendees.

*³: 2017 data.

OBJETIVES

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 **30,000 hectares** of covered agricultural land. Added to which, there are another **3,500 hectares** from the coast of **Granada** and **6,000** from **Murcia**, both of which are neighboring provinces of Almería.



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 talk directly with the most relevant actors in the European agricultural industry. The exhibition will become the business epicenter for agricultural producers, where they will be able to contemplate the last global innovations in intensive agriculture and in knowledge transmission.



Therefore, this event takes place in the center of a province that has more than **30,000 hectares** of greenhouses: **Almería**.

- Almería exported the total of **3.6 million tons of fruit and vegetables** in 2016, which resulted in over **2,400 million euros**.
- From the **30,000 hectares** of greenhouses in the province, 20,000 are within a **20 km radius** from the exhibition.
- **75% of the production** is exported.

In this new edition:

- **17,000 m²** for exhibition.
- **500 exhibitors**. *2
- **More professional** visitors.
- **Conference** room.
- Corporative **presentation** room.
- Meeting rooms **B2B / B2C**
- Most important **BIOLOGICAL** manufacturers and producers will be found again under the identifier **VIAECO**.



VISITOR PROFILE

The profile of the visitor is mostly the **agricultural businesspeople's** one; people who commercialize with their own production, or who are associated with other **producers and buyers** of products for the conventional or biological agriculture. But agricultural engineers, horticultural experts, and other professionals from the agricultural industry are to be expected in great numbers too.

In the 2019 edition, the exhibition is expected to reach **40,000 visitors**, summing up all attendees from the intensive horticultural industry and the consumers of agricultural inputs and technical material.

We receive a great amount of professionals from South America and Center America due to the great prestige, influence, and business relationship that Almería has since long ago with the most important producer parts of the American continent.

Because of its geographical proximity to Almería, a considerable number of visitors come from the north of Africa, especially from Morocco and Algeria.



Renowned **scholars and researchers** will share their knowledge during some lectures about the last tendencies in technology for production and biological agriculture. These talks will be held along the three days that the exhibition lasts in its same venue.



CONFERENCES

FLOOR P1

During the days of the event, the Infoagro Exhibition collaborates with the different agents of the Agro sector for the exposure of the latest scientific and technical knowledge and the debate among the most important aspects in this sector.



CORPORATIVE PRESENTATIONS

FLOOR P2



Infoagro Exhibition provides the exhibitors with a space for their commercial presentations to their distributors and client network, without leaving the exhibition venue.

You can book the space for 45-minute periods. Moreover, in the annexed room you can hold a cocktail reception for your clients after the presentation.

MEETING ROOM – B2B/B2C

FLOOR P1



A place where you can hold your company and business meetings.
 A space for the exhibitors to gather in a relaxed atmosphere.
 This service is free for exhibitors.

INFOAGRO EXHIBITION AWARDS

FLOOR P1

Infoagro Exhibition would like to award the work done by the companies and experts in the modern agricultural sector.



- 2017 Edition Awards
- COMMERCIALIZATION
 - PLANT NUTRITION
 - PLANT HEALTH
 - GREENHOUSE TECHNOLOGY
 - ENVIRONMENT SUSTAINABILITY AND ECOLOGICAL PRODUCTION
 - DISTRIBUTION OF AGRICULTURAL INPUTS
 - COMMUNICATION
 - AGRICULTURAL PRODUCER

HOW TO GET THERE

By plane. There are **direct flights** from the main European and Spanish airports to Almería.
 Another option is Málaga airport, which is less than one hour and a half away by car.

ACCOMMODATION

The exhibitors and visitors of INFOAGRO EXHIBITION will enjoy special discounts at the main hotels in Almería.