



infoAgro
EXHIBITION

21, 22, 23
May
2025

Almeria
SPAIN

V International trade fair of Intensive Fruit & Vegetables Production and Auxiliary Industry



International trade fair of Intensive Fruit & Vegetables Production and Auxiliary Industry

FACT SHEET

Type: International.	
Date of event: 21, 22, 23 May 2025.	
Edition: 5 th	
Frequency: Biennial.	
Place: Palacio de Exposiciones y Congresos de Aguadulce.	
Exhibition area: 17,850 m ² . *	
Exhibitors: 630 *	
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 *	

** Data following the 2023 projection with the contracts confirmed in advance.*

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.

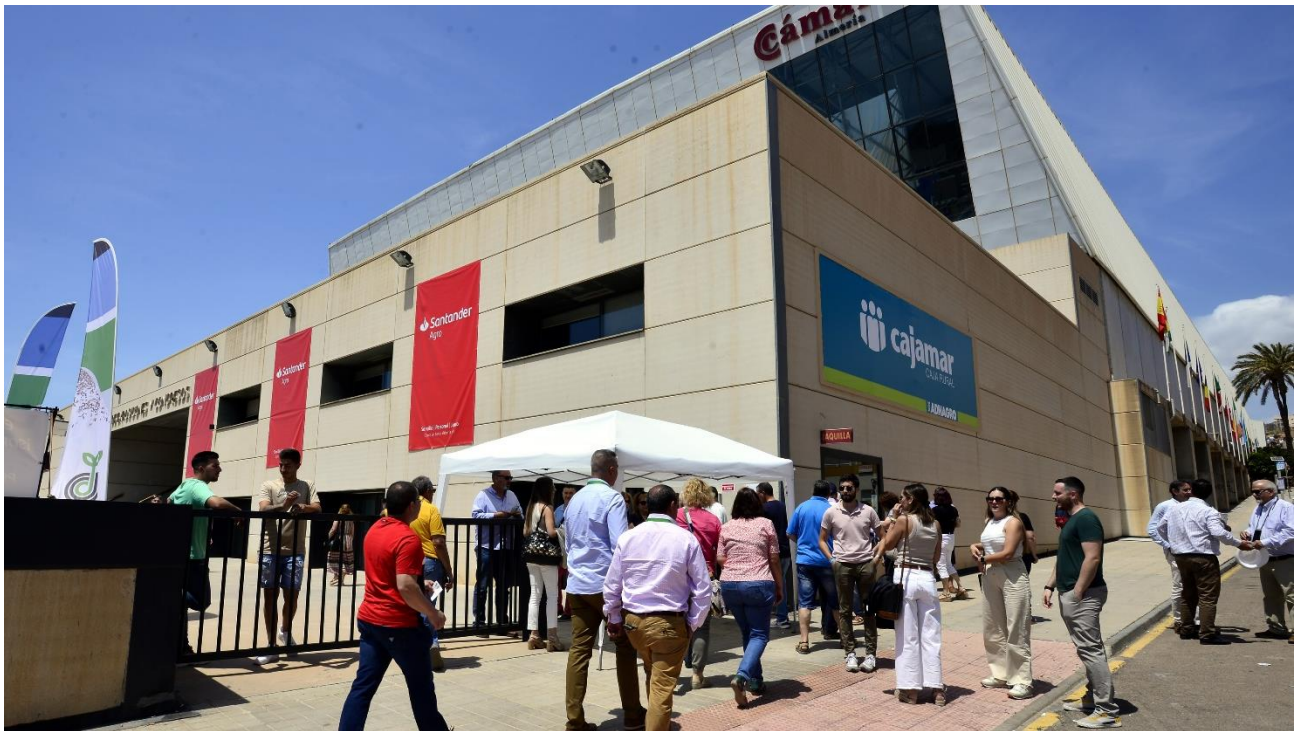
CONTEXT

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



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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 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**.



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- From the 31,200 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.
- 600 exhibitors. *2
- More than 49,000 professional visitors.
- Conference rooms.
- Corporative 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 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.



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MEETING ROOM – B2B/B2C

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.



The award jury values the trajectory and capacity for innovation of these agents, and with this award, we give relevance to the most outstanding companies in each field of the agricultural sector.

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Categories

- | F&V dealing
- | Communication
- | Business Development
- | Distribution of Agricultural Inputs
- | Innovation–Smart Agro
- | Vegetable Improvement
- | Plant Nutrition
- | Agricultural Producer
- | Plant Health
- | Environmental Sustainability and Ecological Production
- | Greenhouse Technology