



कृषि और प्रसंस्कृत खाद्य उत्पाद  
निर्यात विकास प्राधिकरण  
(वाणिज्य एवं उद्योग मंत्रालय, भारत सरकार)

**Agricultural and Processed Food Products  
Export Development Authority**  
(Ministry of Commerce & Industry, Govt. of India)

Dated: 16.08.2022

**NOTICE**

**FRUIT ATTRACTION: 4<sup>th</sup> to 6<sup>th</sup> October 2022, Madrid**

APEDA is likely to participate in Fruits Attraction 2022 that is scheduled to be held on 4<sup>th</sup> to 6<sup>th</sup> October 2022 at IFEMA Madrid, Spain subject to approval from Department of Commerce.

Fruit Attraction is the confluence for government and private sector organizations from the fruit and vegetable industry to present its innovations, products, varieties, and services added to the international distribution channel.

Over 120000 visitors from 130 countries and 1800 exhibitors from over 90 countries are joining the event. Fruit Attraction is the gateway to markets of Europe, UK, North and South America, Korea and Japan. It is a major platform and meeting point for fruit and vegetable operators to create solid business relationships and open new opportunities in new markets. Participation in the event will be beneficial for India to promote fresh fruits, vegetables and flowers.

In the event, B2B meetings with the international buyers across various segments who would be attending Fruit Attraction 2022 will be organized. The registered exporters of fruits, vegetables and flowers may like to submit their expression of interest for participation along with likely stall requirements of 9 sqm or multiple stall at the exhibition with APEDA through email at [ukvats@apeda.gov.in](mailto:ukvats@apeda.gov.in) and [vinita@apeda.gov.in](mailto:vinita@apeda.gov.in) latest by 10<sup>th</sup> September 2022.

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