Растителна защита
електронно списание за растителна защита
семена, торове и земеделие
ISSN 2815-522X

From domestic fields to Madrid: Bulgarian agricultural business seeks global partnerships at Fruit Attraction 2026

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Date 10.10.2026 | **Issue** 10/2026 | **ISSN** 2815-522X | **Language** EN
www.plant-protection.com/article/2476?lang=en



From 6 to 8 October 2026, the Spanish capital was host to the 18th edition of Fruit Attraction – one of the world's largest trade fairs for fresh fruit and vegetables. The forum, organised by IFEMA MADRID and FEPEX, reported record scale, bringing together over 2,500 exhibitors and over 120,000 professional visitors from more than 150 countries.

Spain – European leader and strategic host



The choice of Spain to host a forum of such scale is entirely logical given market realities. Fruit and vegetable production is the leading sector of Spanish agriculture with a value of over EUR 21.9 billion in 2025. This represents 60% of final crop output and 32% of the country's total agricultural output, according to data as of March 2026 from the Ministry of Agriculture, Fisheries and Food of Spain.

With annual production of around 24.64 million tonnes, of which nearly 60% destined for export, Spain remains a clear European leader in the production and export of fruit and vegetables. In this context, Fruit Attraction reinforces this leadership position, acting as a strategic intersection between supply and demand and as a catalyst for enhancing the industry's international competitiveness.

Fruit Attraction: A Leading International Business Platform



The exhibition in the Spanish capital traditionally brought together wholesalers, distributors, logistics companies, retail representatives and companies from across the supply chain. This is the place where producers and buyers negotiate new partnerships, plan their next commercial campaigns, seek suppliers and monitor market developments.

In 2026, the exhibition area spanned 162,000 sq. m. And to meet the needs of the industry, the space was structured into four main sectors: *Fresh Produce* (fresh products, which occupy about 70% of the area), *Auxiliary Industry*, *Innova & Tech* (technology and innovation) and *Fresh Food Logistics* (logistics and cold chain).

In addition to the commercial part, the programme included key events such as the *Biofruit Congress* on the organic products market and *Factoria Chef* – a gastronomic space for culinary innovation. The special guest countries of the 18th edition of the forum were China and the United Arab Emirates, and the main topic of industry discussions was the transition from a focus entirely on yields to a focus on climate sustainability, efficient water resource management and the development of varieties with a longer shelf life.

The potato – the star product of the exhibition in Madrid



This year's edition placed a special emphasis on potatoes, highlighting the economic and strategic importance of the crop for global food security. A day before the official opening of the stands, the First International Potato Symposium was held, bringing together over 400 experts. The symposium addressed topics such as declining arable land in the EU, innovations in breeding and the need for adaptation to climate change.

Bulgarian participation, business objectives and expectations

Against the backdrop of these global trends, Bulgaria was represented with its own national stand. Seven domestic producers of vegetables, herbs and flowers showcased their produce to international buyers. The companies participating in the exhibition were ZP Petya Nanovska, ET „Karbonika plus“, „Eli 2004“ EOOD, „Ecofruit K and K“ EOOD, ET „VIKS“ – Viktor Asenov, „Stemo 2013“ EOOD and ZP Valentin Stoyanov.



The national participation was organised by the Bulgarian Association of Greenhouse Production Producers (BAPOP) with the institutional and financial support of the Ministry of Agriculture and Food (MAF) and the State Fund “Agriculture” (SFA).

For the Bulgarian participants, Fruit Attraction is an opportunity to showcase the different faces of domestic agriculture and to directly compare their produce with that of producers from other countries, tracking requirements for quality, packaging and logistics.

The Chairman of the Management Board of BAPOP, Marin Genurov, emphasised the strategic importance of collective representation:

“It is important for us not only to show the freshness and aroma of Bulgarian varieties of cucumbers, tomatoes, fragrant herbs and flowers... We want to present the quality and capacity of domestic production to international partners who are looking for reliable supplies and new offerings for their markets. That is why, through the collective representation of the national stand, Bulgarian companies gain greater visibility and the opportunity to attract buyers not with individual products, but with the scale and diversity of the sector.”

More on the topic:

The tomato – the star product of FRUIT ATTRACTION 2025