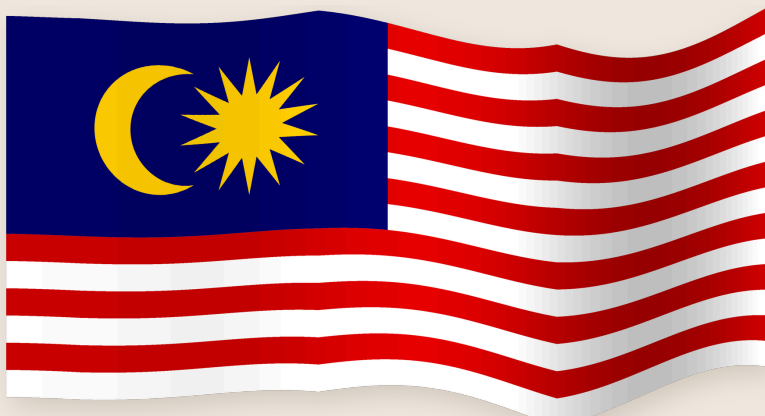


FRUIT ATTRACTION MADRID 2026

Malaysian Delegates Handbook



Four days in Madrid — the halls, the programme, and the companies you will meet. Who they are, which hall they sit in, and why they should matter to you.



WHY SPAIN? — where World-Class Agriculture becomes Global Business.

Malaysia goes to Spain to **LEARN HOW** quality produce is transformed into **trusted global products, powerful national brands and sustainable export opportunities.**

DATES

5 – 8 October 2026

4 Days · 3 Nights

VENUE

IFEMA Madrid

Halls 3 · 4 · 5 · 6 · 7 · 8 · 9 · 10 · 12 · 14

MALAYSIA PAVILION

Hall 14

Our home hall for the week

DELEGATE & COMPANY BRIEFING

Every one of the 1,804 exhibiting companies at Fruit Attraction 2026 was reviewed and scored for relevance to Malaysia. This handbook carries the ones worth your time — and tells you exactly where to find them.



How to Use This Handbook

INTRODUCTION · 01

READ IT BEFORE YOU FLY · CARRY IT IN THE HALL

This handbook combines two things: the **guided tour programme** — where the delegation goes on each of the four days — and the **company engagement analysis**, which identifies exactly who is worth meeting at Fruit Attraction, and why.

Fruit Attraction 2026 has 1,804 exhibiting companies. Every one was reviewed and scored for relevance to Malaysia. Nine in ten are European growers selling into Europe — not a market Malaysia buys from or competes in. What follows is what survived that filter.

1,804

Exhibitors at the fair, all reviewed

185

Companies worth active engagement

12

Categories, from buyers to trade media

10

Halls in play across the four days

Reading a company entry

Every company is listed with four things: the **country** it operates from, the **hall** you will find it in, its **stand number**, and a plain line on why a Malaysian delegate should care. Hall numbers appear as a coloured tag — **HALL 14** — on every single entry, so you can plan a walk without cross-referencing anything. A ★ marks the highest-priority contact in each category.

THE STAND NUMBER TELLS YOU THE HALL

At IFEMA, the stand code carries the hall in its first digits. Stand **10E04** is in Hall 10; **4C25** is in Hall 4; **14D12** is in Hall 14 — our own. Once you know that, you can navigate the entire site from a business card.

Four things worth knowing before you arrive

1 · Malaysia is in Hall 14

The international and tropical hall. Egypt, China, Ghana, Lebanon, Vietnam and Indonesia are your neighbours. Several of your best prospects — and your closest competitors — are minutes from your own stand.

2 · Hall 4 is the densest opportunity

Eighty-nine logistics and cold-chain companies. Malaysia loses 20–50% of its fruit and vegetables in the supply chain and only 14% of operators use cold storage. Every company in Hall 4 sells part of that fix.

3 · Buyers are rarer than you expect

Of 1,804 exhibitors, only 33 can actually place an order for Malaysian fruit. That scarcity is exactly why each one deserves real preparation rather than a passing hello.

4 · Counter-seasonal supply is the easiest way in

When you are filling a gap in a buyer's calendar rather than displacing an existing supplier, the conversation is far shorter — and far more likely to end in a trial.

¡Bienvenidos a Madrid!

DESTINATION · 02

SPAIN IS EUROPE'S FRUIT AND VEGETABLE POWERHOUSE

Fruit Attraction is the main promotional platform for the fruit and vegetable trade, built around marketing, innovation, quality and knowledge. For four days our delegation moves through it with purpose: seeing how Europe grows, packs, certifies and sells — and meeting the buyers who set the standard.



VALENCIA · SPAIN GROWS WHAT EUROPE EATS — AND SELLS IT UNDER ITS OWN NAME

Español

Language — English is used throughout the trade floor

Euro €

Currency — cards widely accepted

18–24°C

October weather — warm days, cool evenings

IFEMA

Venue — our base for four days

Why this matters for Malaysia

The problem we are here to solve

Between 20% and 50% of Malaysian fruit and vegetables are lost between the farm and the buyer. Only 14% of operators use cold storage. Grade consistency is the recurring complaint against Malaysian produce, and ordinary cardboard collapses in our humidity.

Every one of those is a problem somebody in these halls has already solved.

The opportunity on the other side

Malaysia's 2024 food import bill was RM 93.8 billion, up 19.1%. Vegetable self-sufficiency was 45.4% in 2023. Some categories will not be substituted domestically for years — and buying those better, grower-direct, is a legitimate outcome of this mission.

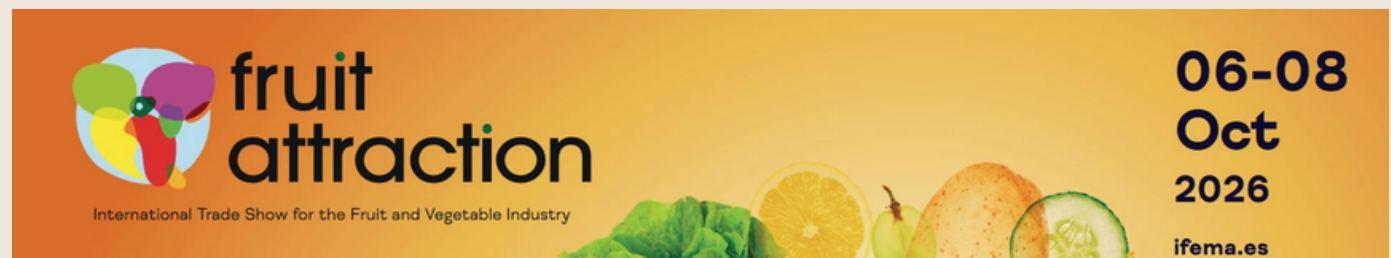
Exporting better and importing better are both on the table this week.

EXPECT LONG DAYS

Good food, a great deal of walking, and a lot of notes worth bringing home. IFEMA is large — Hall 4 alone is half a day on your feet.

Your Four Days, At a Glance

EACH DAY HAS A THEME — AND EACH THEME HAS A HALL



1 MON
5 Oct

Arrival & Orientation

Buenos días, Madrid

- Arrival into Madrid
- Transfer to hotel & check-in
- Free & easy — settling in and networking informally

No hall activity today

2 TUE
6 Oct

Global Market Standards

Into the halls

- Guided walkthrough of Fruit Attraction
- Fresh produce, post-harvest tech, packaging & cold-chain
- Curated meetings with exporters, suppliers and certification bodies

HALL 10 HALL 14 HALL 6 HALL 8

3 WED
7 Oct

Production & Traceability

How Spain really farms

- Thematic guided tour — varieties, traceability, cooperatives
- Closed door dialogue on farmers, financing and risk
- Reflection & alignment — takeaways for Malaysia

HALL 4 HALL 3 HALL 7 HALL 9

4 THU
8 Oct

Export System & Synthesis

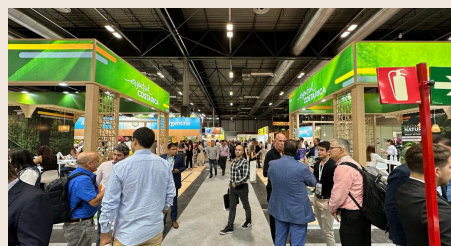
Hasta pronto

- Logistics, cold chain, ports and retail programmes
- Strategic insights for Malaysian agriculture
- Debrief, pilot roadmap and departure

HALL 5 HALL 12

HOW TO SPLIT YOUR TEAM

No delegation covers ten halls properly in three working days. The programme is built so that **Tuesday is about demand** (Halls 10 and 14 — the people who buy), **Wednesday is about the chain** (Halls 4 and 3 — cold chain and packaging), and **Thursday is about capability** (Hall 5 — technology, research and trade media). If your company cares about only one of those three, you now know which day is yours.



FRUIT ATTRACTION 2025 · THE HALLS YOU WILL BE WALKING

The Halls, and What Is In Them

NAVIGATION · 04

TEN HALLS IN PLAY · WHAT EACH ONE HOLDS FOR A MALAYSIAN DELEGATE

HALL 3	Packaging & postharvest treatment	DS Smith · IFCO Systems · Alpesa · Solidus · Decco Ibérica · Citrosol · Aweta · MARCO · Sola Onions. Where the humidity and shelf-life problems get solved. Wednesday.
HALL 4	Logistics, cold chain & shipping	The densest opportunity at the fair — 89 engageable companies. DP World · MSC · Hapag-Lloyd · COSCO · Ocean Network Express · Kuehne + Nagel · Bioconservación · Xsense · Sensitech · DeltaTrak · Port of Rotterdam · Tanger Med · CHEP. Wednesday.
HALL 5	AgTech, software, research & trade media	Nearly all traceability and farm-management software, every research institute, and the media cluster around stands 5A01–5A07. Bioeconomy Science Institute · Hispatec · FarmERP · Agrogestia · WiseConn · Fruitnet · IRTA · CSIC · AINIA. Thursday.
HALL 6	Organics, equipment & national agencies	Eosta / Nature & More · Catalytic Generators · Industrial Auctions · Benoplast · Honeycomb/BeeBase · Boix Maquinaria · Business France.
HALL 7	Grading & crate pooling	Unitec — non-destructive internal quality selection — and Euro Pool System.
HALL 8	Sorting, packaging & large suppliers	AMFresh Group · Reemoon Technology · Novasys · Cintandina · Paras Polymers · Cartonpack.
HALL 9	Punnets, trays & horticultural packaging	ILIP · Beekenkamp Verpakkingen · Grupo Montecalbo.
HALL 10	Buyers, importers, ripeners & processing lines	Where the orders are placed. CMR Group · Halls · Westfalia · Compagnie Fruitière · Eurobanan/Dole · Del Monte · Chiquita · Grupo Arola · PND Srl · Sormac · MAF RODA · Isolcell. Tuesday.
HALL 12	National pavilions & country programmes	The models to study. Frutas do Brasil/Abrafrutas · Esencial Costa Rica · CORPEI Ecuador · Import Promotion Desk Germany · US Apple Export Council. Thursday.
HALL 14	Malaysia Pavilion — international & tropical origins	Our home hall. Neighbours include Egypt's Expolink, CFNA and Shandong Goodfarmer from China, Hainan Lianyue, Capespan, Ghana Export Promotion Authority, the Federation of Lebanese Chambers, and the Vietnamese and Indonesian exporters.



ENTRADA · THE IFEMA GATES



A STAND DOING IT PROPERLY

BEING IN HALL 14 IS AN ADVANTAGE — USE IT

Companies in your own hall are reachable in minutes rather than a cross-site walk. If a meeting elsewhere falls through, you always have a productive fallback within Hall 14 — and buyers walking Hall 14 are exactly the buyers you want.

1

MONDAY, 5 OCTOBER 2026

Arrival & Orientation

¡BIENVENIDOS!

Morning



Arrival into Madrid

Delegates land at Madrid-Barajas and are met on arrival.

Midday



Transfer to hotel & check-in

Afternoon



Free & easy

Settling in and networking informally ahead of the programme's official start. All delegates.

USE THE EVENING

Nothing is scheduled, which makes this the best unstructured time of the week. Find the other delegates, work out who is chasing which category, and agree how you will split the halls before the fair opens. Tomorrow moves quickly.



MADRID-BARAJAS · TERMINAL 4



MADRID AT DUSK

Settle these tonight

- **Who covers which hall.** Halls 10 and 14 tomorrow; agree now who takes buyers and who takes the tropical origins.
- **Your one-line pitch.** Product, volume, season, certification — in twenty seconds, in English.
- **Charge everything.** Phone, power bank, and a European plug adaptor.
- **Print more cards than you think.** Four days, ten halls, and no way to reprint on site.
- **Agree a meeting point.** IFEMA is big enough to lose a delegation in.
- **Check your appointments.** Confirm any pre-booked stand meetings before the fair opens.

2

TUESDAY, 6 OCTOBER 2026

Global Market Standards

IFEMA

HALLS TODAY **HALL 10** Buyers & importers **HALL 14** Malaysia Pavilion & tropical origins **HALL 6** **HALL 8** if time allows

- 08:45  Travel from hotel to IFEMA
- 09:30  Guided walkthrough of Fruit Attraction
Fresh produce · post-harvest tech zone · packaging & cold-chain
- 12:30  Almuerzo — lunch
- 14:00  Curated business meetings
Spanish fruit exporters · packing equipment suppliers · certification bodies
Focus: market trends, quality benchmarks, buyer expectations
- 17:30  Return to hotel · evening at leisure

WHO YOU MEET TODAY

The buyers — Section A. **Hall 10** holds CMR Group, Halls, Westfalia, Compagnie Fruitière, Eurobanan/Dole and Del Monte. **Hall 14**, your own hall, holds Shandong Goodfarmer, Hainan Lianyue, CFNA and Capespan. These are the only companies at the fair that can place an order. Work Hall 10 first, then walk Hall 14.



DEL MONTE · HALL 10



INTO THE HALLS — WHERE THE SECTOR MEETS

Working the buyers — a method

- **Lead with the gap, not the product.** "Which origins are you short of, and when?" opens more doors than "here is our durian".
- **Get the specification.** Size, grade, packaging, certification, volume per week. Without it you cannot quote later.
- **Name a season.** Counter-seasonal supply is the easiest entry because nobody has to be displaced.
- **Do not promise volume you do not have.** A failed first shipment closes the account permanently.
- **Ask who else they buy from.** It tells you the standard you are being measured against.
- **Write the next step down** before you leave the stand — sample, price, document, or date.

3

WEDNESDAY, 7 OCTOBER 2026

Production & Traceability

EL CAMPO

HALLS TODAY **HALL 4** Logistics & cold chain **HALL 3** Packaging & grading **HALL 7** **HALL 9** secondary packaging

09:30



Thematic Guided Tour

Fruit variety demonstrations · traceability technology · cooperative-led exporters

Focus: market trends & buyer expectations

12:30



Almuerzo — lunch

14:00



Closed Door Dialogue

Organising small farmers · financing cycles · risk-sharing models

Focus: production practices, traceability

16:15



Reflection & Alignment

Key takeaways for Malaysia. All delegates.

WHO YOU MEET TODAY

This is the B2B matchmaking day, and the biggest walking day of the week. **Hall 4** can be worked systematically in half a day — 89 logistics and cold-chain companies. **Hall 3** is packaging and grading: DS Smith, IFCO, Alpesa, Solidus. Split the team; do not try to do both with one group.



CERTIFICATION & INSPECTION — HOW EUROPE PROVES QUALITY



A NATIONAL STAND AT WORK

How to work Hall 4 in half a day

- **Carriers first** — MSC, Hapag-Lloyd, COSCO, ONE. Ask each the same question so the quotes are comparable.
- **Then the monitoring stands** — Xsense, Sensitech, DeltaTrak, Tive. Cheap, fast to assess, and immediately useful.
- **Then the ports** — Rotterdam and Tanger Med. They will tell you what a Malaysian lane actually involves.
- **Ask everyone the same three questions.** Southeast Asian perishables today? Sea versus air cost? Who services Malaysia?
- **Get a number, not a brochure.** An indicative sea-lane costing is the single most valuable thing to carry home.
- **Meanwhile, Hall 3** — send the packaging half of the team to DS Smith, IFCO, Alpesa and Solidus.

4

THURSDAY, 8 OCTOBER 2026

Export System & Synthesis

¡HASTA PRONTO!

HALLS TODAY **HALL 5** AgTech, research & trade media **HALL 12** National pavilions & country programmes

09:30



Logistics & Export Systems

Cold chain management · port coordination · retail programmes

Focus: export readiness

12:30



Almuerzo — lunch

14:00



Strategic Insights for Malaysia

European agriculture narrative · farmer recognition, policy, branding, technology, fertilizer management

16:00



Debrief

Consolidate learning & pilot roadmap. All delegates.

17:00



Delegate departure

Transfer to Madrid-Barajas for return flights.

WHO YOU MEET TODAY — AND ONE INSTRUCTION

Almost everything in AgTech, trade media and research sits in **Hall 5**. The national pavilion models worth copying — Brazil, Costa Rica, Ecuador, Germany's Import Promotion Desk — are in **Hall 12**.

Close every follow-up in writing before you leave the building. A card in a pocket is not a lead.

Before you leave the building

- **Send the emails from the hall.** Every promised sample, price or document — today, not from the airport.
- **Photograph every card** next to the stand, so you remember the conversation, not just the company.
- **Brief the media cluster** in Hall 5 while you are still there. Fruitnet first.
- **Agree who owns each lead** before the delegation splits up at the airport.
- **Write your three takeaways down** during the debrief, while they are still specific.
- **Diarise the follow-up** for the week of 20 October. Interest decays fast after a fair.



HASTA PRONTO — UNTIL THE NEXT ONE

Buyers & Importers

33 ENGAGEABLE · CONCENTRATED IN HALLS 10 AND 14

THE COMPANIES · A

These are the only companies at the fair that can place an order for Malaysian fruit. Everything else supports the sale; these make it. Thirty-three credible buyers is a workable list — and small enough that each one deserves real preparation.

COMPANY	COUNTRY	HALL	STAND	WHY THEY MATTER TO YOU
CMR Group ★	Spain	HALL 10	10E04	EUR 250m turnover, around 39 tropical and exotic lines, five EU subsidiaries. The single best buyer prospect at this fair.
Shandong Goodfarmer ★	China	HALL 14	14D12	Already imports fresh and frozen durian. 30+ distribution centres and over 40,000 retail outlets. In our own hall.
Hainan Lianyue Int'l Trade	China	HALL 14	14C14	Tropical import specialist, a few steps from the Malaysia Pavilion.
CFNA	China	HALL 14	14F18	China's national food import-export chamber — a route to many Chinese importers through one relationship.
Eosta / Nature & More	Netherlands	HALL 6	6D04	Organic exotics specialist since 1990. The only Asian origin they use today is China, for ginger — an open door for Malaysian organics.
Halls	UK	HALL 10	10F15	Sources from 22 countries, none in Southeast Asia. Mango ripened to specification and year-round lime.
Westfalia Fruit International	UK / South Africa	HALL 10	10C07	Vertically integrated model; expanded into Japan, India and China in 2024. Studying how they did it is worth as much as selling to them.
Capespan	South Africa	HALL 14	14E12	Global fruit marketing group — and in our own hall.
Compagnie Fruitière	Spain / France	HALL 10	10D06	Major European tropical fruit group.
Eurobanan / Dole	Spain	HALL 10	10B01; 10C01	Major Spanish importer and ripener — ripening capability matters for tropical lines.
Del Monte Fresh Produce	Spain	HALL 10	10D12	Global brand with real depth in the tropical category.
Chiquita	Switzerland	HALL 10	10C11	Global banana and tropical brand.
Fresh Mont International	India	HALL 14	14E17	Nashik-based sourcing and distribution. Useful for diversifying away from a single dominant market.
AMFresh Group	Spain	HALL 8	8B03; 8C03	Large European fresh produce supplier to retail.
Frankort & Koning	Netherlands	HALL 4	4B11	Dutch importer with broad category coverage.
Direct Source International	Netherlands	HALL 10	10F10	Dutch sourcing specialist.

ASK AT THE STAND

Which origins do you buy this product from today, and what would make you add another? · What certifications and volumes would a new supplier need before you would trial them? · Is there a season when you are short of supply?

Sixteen of the 33 shown. Counter-seasonal supply is the easiest entry route, because you are not displacing an incumbent.

The largest engageable group at the fair, and the one that maps most directly onto Malaysia's central problem. Between 20% and 50% of Malaysian fruit and vegetables are lost in the supply chain, and only 14% of operators use cold storage. Every company here sells part of the fix.

COMPANY	COUNTRY	HALL	STAND	WHY THEY MATTER TO YOU
DP World ★	UAE	HALL 4	4C25	Ports and logistics, with confirmed presence in Malaysia already. One of the strongest logistics prospects at the show.
MSC	Global	HALL 4	4C17; 4B17	The world's largest container line, with a reefer and controlled-atmosphere programme. A stand visit is the way in.
Hapag-Lloyd	Germany	HALL 4	4C21	Major reefer carrier — the alternative quote to MSC.
COSCO Shipping Lines	China / Spain	HALL 4	4D22	Direct relevance to the China durian lane.
Ocean Network Express	UK	HALL 4	4C27	Reefer carrier with Asian network depth.
Kuehne + Nagel	Spain	HALL 4	4C26	Global freight forwarding with a dedicated perishables practice.
Grupo Arola ★	Spain	HALL 10	10D30	24/7 cold store at Madrid airport, in-house agronomists, direct liaison with the Border Inspection Post. This is who clears your fruit into Europe.
Bioconservación / BION	Spain	HALL 4	4A19	Ethylene and fungal spore control — and they already have a Malaysian partner in Ipoh, so support exists at home.
Xsense	Israel	HALL 4	4A17	Cold chain loggers already deployed at importer sites in Malaysia and Singapore.
Sensitech	Netherlands	HALL 4	4B21	Cold chain monitoring — proving your chain held is how you win the repeat order.
DeltaTrak	USA	HALL 4	4A25	Temperature monitoring.
Tive	USA	HALL 4	4E28	Real-time shipment tracking.
Port of Rotterdam	Netherlands	HALL 4	4E21	Europe's largest port — the entry point for any Malaysian seafreight programme.
Tanger Med	Morocco	HALL 4	4B25	Mediterranean transshipment hub.
Cathay Cargo	Spain	HALL 4	4E17A	Air cargo — relevant while Malaysian exotics still fly rather than sail.
Brambles / CHEP	UK	HALL 4	4A20A	Pallet and crate pooling at global scale.
Cool Carriers	Sweden	HALL 4	4C23	Specialised reefer shipping.
Seafriigo Group	France	HALL 4	4A28	Perishables forwarding.

ASK AT THE STAND

Do you handle perishable imports from Southeast Asia today? · What would a Malaysia-to-EU controlled-atmosphere sea lane cost against airfreight? · Who services this in Malaysia, and what is the response time?

Eighteen of the 89 shown. Hall 4 can be worked systematically in half a day.

Postharvest Technology

THE COMPANIES · C

21 ENGAGEABLE · HALLS 3, 4, 5, 6, 8 AND 10

The highest-scoring category in the whole analysis. Postharvest is where Malaysia loses the most value, and these companies sell shelf life directly — ethylene control, controlled atmosphere, residue-free treatment and ripening. This is the technology that could move Malaysian fruit off airfreight and onto seafreight economics.

COMPANY	COUNTRY	HALL	STAND	WHY THEY MATTER TO YOU
Isolcell ★	Italy	HALL 10	10G38	Controlled atmosphere. Their PAL-STORE system works at pallet scale, which suits smaller Malaysian volumes rather than demanding a full chamber.
Catalytic Generators ★	USA	HALL 6	6E04	Ethylene ripening without gas cylinders — and no Southeast Asian distributor yet. Open territory.
Sanifruit	Spain	HALL 5	5C13	Residue-free postharvest treatment plus the applicator — relevant wherever chemical residue limits market access.
Bioconservación / BION	Spain	HALL 4	4A19	Ethylene, VOC and fungal spore removal, with a Malaysian partner already in place.
Onethird	Netherlands	HALL 5	5E17	Near-infrared shelf-life prediction — forecasts how long a consignment will actually last before you ship it.
Novasys	Spain	HALL 8	8A24	Chitosan-based treatment, well documented against anthracnose — the dominant postharvest disease of Malaysian mango, papaya and chilli.
Decco Ibérica	Spain	HALL 3	3A24	Postharvest coatings and treatments.
Citrosol	Spain	HALL 3	3D26	Postharvest treatment and waxing.
ParaSeal	Panama / Peru	HALL 10	10E29A	Crown protection at 56 million boxes a year — proven at tropical volume.
Food Freshly	Germany	HALL 10	10A25	Fresh-cut preservation.
Urumqi Green Doctor	China	HALL 4	4A28B	Fresh-keeping transport paper at very low unit cost — the cheapest intervention on this page.

ASK AT THE STAND

Do you have efficacy data at 30°C and above 85% humidity? · Has this been used on durian, mango or papaya? · Is the product registered for use in Malaysia, and if not, how long does registration take?

ONE WORD TO REMEMBER: ANTHRACNOSE

It is the dominant postharvest disease of Malaysian mango, papaya and chilli. If a supplier cannot talk about it specifically, they have not worked in your climate. Ask for the data, not the brochure.

Eleven of the 21 shown.

Processing & Value-Add

THE COMPANIES · D

22 ENGAGEABLE · MOSTLY HALLS 10 AND 14

Malaysia exports raw fruit cheaply and imports processed fruit expensively. These companies sell the equipment and the know-how to close that gap — peeling, cutting, freezing, drying and prepared products. Jackfruit is the clearest case: punishing to process by hand, and a globally sought plant-based meat substitute.

COMPANY	COUNTRY	HALL	STAND	WHY THEY MATTER TO YOU
PND Srl ★	Italy	HALL 10	10F29	Pineapple and mango peeling and coring lines, verified. Worth asking whether they would build a jackfruit line.
Casa Natural / Naturo ★	Japan	HALL 14	14A10	Non-browning IQF freezing technology — the route to shipping durian pulp and jackfruit without quality loss. In our own hall.
Industrial Auctions ★	Netherlands	HALL 6	6A18A	Used European processing lines at auction prices. The realistic capital answer for a cooperative that cannot fund new equipment.
Sormac	Netherlands	HALL 10	10A22	Cutting, peeling and washing. Their melon peeler transfers directly to Malaysian rockmelon.
Zerbinati	Italy	HALL 4	4D15	Fresh-cut and plant-based product engineering — directly relevant to jackfruit as a meat substitute.
Huercasa 5a Gama	Spain	HALL 5	5D05	Ready-to-eat vacuum-cooked vegetables — a finished-product model to study.
AIT	Spain	HALL 5	5C14A	Vegetable processing; their pepper coring is relevant to Malaysian chilli.
Danmix	Spain	HALL 3	3E20	Industrial food processing machinery.
Pattyn	Belgium	HALL 10	10C25	Weigh filling for nuts, dried and diced products — relevant to cocoa nibs.

ASK AT THE STAND

What is the smallest viable configuration, and what does it cost? · Would you develop a jackfruit or durian line? · Who services this equipment in Southeast Asia?

THE JACKFRUIT CASE, IN ONE LINE

Raw jackfruit is cheap, heavy and hard to handle. Processed jackfruit sells into European plant-based aisles at many times the price. The gap between those two numbers is what the machinery on this page is for.

Nine of the 22 shown.

Ordinary corrugated cardboard collapses in Malaysian humidity, causing stack failure and crushed fruit. Packaging is also where the plastic-reduction agenda and the shelf-life agenda meet. Note ISPM-15: wooden pallets require heat treatment and stamping, while cardboard pallets are exempt and lighter for airfreight.

COMPANY	COUNTRY	HALL	STAND	WHY THEY MATTER TO YOU
DS Smith ★	Spain / UK	HALL 3	3C24	The only exhibitor at this fair explicitly engineering fibre packaging for high-humidity chains. This is the humidity problem, addressed directly.
IFCO Systems	Spain	HALL 3	3E22	Reusable crate pooling, with a President for Asia and a Japan joint-venture precedent — an Asian conversation is not a first for them.
Alpesa	Spain	HALL 3	3A39	The Upalet cardboard pallet — ISPM-15 exempt and lighter for airfreight, removing both a compliance step and a cost.
Solidus	Netherlands	HALL 3	3B25	Fibre-based modified atmosphere packaging — shelf life without a plastic tray.
Honeycomb / BeeBase	Spain	HALL 6	6A23	Plastic-free compostable kraft with cushioning for soft tropical fruit.
Cintandina	Colombia	HALL 8	8E34	Compostable labels and kraft bands from a tropical country — their adhesives are already humidity-proven.
Euro Pool System	Netherlands	HALL 7	7C30	The other major European crate pooling network — the competing quote to IFCO.
Benoplast	Turkey	HALL 6	6B18	Foldable crates and plastic pallets at Turkish pricing, with their own recycling plant.
Paras Polymers	India	HALL 8	8E27B	rPET punnets at Indian pricing and a short shipping distance to Malaysia.
ILIP	Italy	HALL 9	9B21	rPET punnets and HortiPack nursery trays.
Cartonpack Group	Italy	HALL 8	8D21	Corrugated for fresh produce.
Beekenkamp Verpakkingen	Netherlands	HALL 9	9G30	Horticultural packaging.

ASK AT THE STAND

What is the box compression performance at 85% relative humidity? · Do you have a tropical reference customer? · What is the minimum order quantity for custom Malaysian branding?

THE ONE NUMBER THAT SETTLES IT

Box compression at 85% relative humidity. A supplier who quotes it without hesitating has engineered for your climate. A supplier who quotes performance at European humidity has not — and their box will fail on your pallet.

Twelve of the 28 shown.

Machinery & Grading

THE COMPANIES · F

19 ENGAGEABLE · HALLS 3, 7, 8, 10 AND 14

Grade consistency is the recurring complaint against Malaysian produce, and a buyer pays a premium only when every fruit in the box matches the description. The most interesting capability here is non-destructive internal quality sensing — measuring ripeness or sugar inside the fruit without cutting it.

COMPANY	COUNTRY	HALL	STAND	WHY THEY MATTER TO YOU
Unitec ★	Italy	HALL 7	7C23	Internal, non-destructive quality selection — grading on what is inside the fruit, not just its appearance.
MAF RODA Agrobotic	Spain	HALL 10	10D21	Their FAST PACK line is designed for small footprints, which suits the size of most Malaysian packhouses.
Reemoon Technology	China	HALL 8	8A26	Major Chinese sorting manufacturer at a far lower price point than the European suppliers. Worth quoting against them.
FstSort	China	HALL 10	10A33	Roller graders suited to small round tropical fruit; has delivered coconut sorting in Côte d'Ivoire.
Greefa	Netherlands	HALL 10	10D26	Ninety years of grading experience; citrus and pepper capability transfers to Malaysian lines.
Aweta G&P	Netherlands	HALL 3	3C22	Grading with internal quality measurement.
MARCO Limited	UK	HALL 3	3C23	Weighing that cuts product giveaway below 2% — pure margin recovered, with no change to the fruit.
Grupalia 4.0	Spain	HALL 3	3C23	G. Mondini tray sealers and AI vision inspection.
Efabind	Spain	HALL 10	10B23	Modified atmosphere tray sealers; the entry-level machine suits SMEs.
Boix Maquinaria	Spain	HALL 6	6C15	Case erecting and packing machinery.
Dutch Weighing Company	Netherlands	HALL 14	14C14B	Weighing systems — and in our own hall.

ASK AT THE STAND

Do you have non-destructive internal grading for thick-rind fruit like durian or pineapple? · What is the entry-level configuration and price? · Who provides service in Southeast Asia?

GET TWO QUOTES, NOT ONE

Reemoon and FstSort sit at a materially lower price point than the European manufacturers. Even if you intend to buy European, walking in with a Chinese quote changes the conversation.

Eleven of the 19 shown.

AgTech, Software & Traceability

THE COMPANIES · G

63 ENGAGEABLE · ALMOST ALL IN HALL 5

Traceability is a compliance requirement, not a nice-to-have. China's GACC regime requires registered orchards and packhouses, and Musang King is heavily counterfeited abroad. If you cannot prove where the fruit came from, some markets are simply closed to you.

COMPANY	COUNTRY	HALL	STAND	WHY THEY MATTER TO YOU
FarmERP / Shivrai ★	India	HALL 5	5E18	A genuine smallholder track record — the closest fit to how Malaysian production is actually organised.
Agrogestia	Spain	HALL 5	5D14A	Offline-capable farm management — it keeps working where rural connectivity does not.
Hispatec Agrointeligencia	Spain	HALL 5	5C12	The Almería agrifood ERP incumbent — the system running Europe's most intensive production region.
Orisha Agrifood	Spain	HALL 5	5C14	Cooperative ERP — built for groups of farmers rather than single estates.
Hectre Group	New Zealand	HALL 5	5C17	Orchard management and fruit sizing.
Agerpix	Spain	HALL 5	5C15	Computer vision and yield forecasting.
WiseConn	Spain	HALL 5	5A14	Irrigation and fertigation control. Their regional director speaks on 7 October.
Irrigoptimal / Wes Trade	Malta	HALL 5	5A23	AI-driven irrigation with a claimed 52% water saving.
PlantVoice	Italy	HALL 5	5A19	Sap-flow sensors. Their COO speaks on 8 October.
XFarm Technologies	Switzerland	HALL 5	5D11	Farm management platform.
Delta-T Devices	UK	HALL 5	5E24	Environmental and soil sensing.
Crop IQ Technology	UK	HALL 5	5E11	Crop intelligence.

ASK AT THE STAND

Do you have a reference customer in a tropical, high-humidity climate? · Does the system support GACC traceability requirements? · What does implementation and training cost, and who supports it locally?

TWO WORDS THAT SEPARATE THE SERIOUS FROM THE REST

GACC and **offline**. If a platform cannot produce the orchard and packhouse registration China requires, and cannot keep working where there is no signal, it does not fit Malaysian conditions no matter how good the demonstration looks.

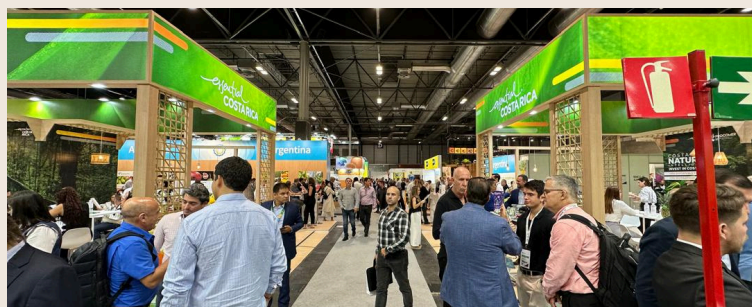
Twelve of the 63 shown. Almost this entire category sits in Hall 5, which makes it efficient to work in a single morning.

Government-to-government relationships are lower-risk and more durable than company relationships, and they open the whole producer base of a country rather than one firm. Each of these is also a working model of how a nation organises a collective presence — which is precisely what Malaysia is building this year.

ORGANISATION	COUNTRY	HALL	STAND	WHY THEY MATTER TO YOU
Egyptian Exporters Assoc. (Expolink) ★	Egypt	HALL 14	14D09	The model operating in our own hall — they coordinate 55 Egyptian companies under one banner. Walk over and study how.
Import Promotion Desk ★	Germany	HALL 12	12D11	A German government programme built specifically to help developing-economy exporters enter the EU. An unusual find: a public body whose job is to do what Malaysia needs.
Esencial Costa Rica ★	Costa Rica	HALL 12	12E06; 12D06	A national country-brand programme — the closest existing analogue to a "Malaysia's Best" brand.
Frutas do Brasil / Abrafrutas	Brazil	HALL 12	12D02; 12E02	National promotion built on an industry association plus government co-funding — a structure Malaysia can copy.
Catalonia PRODECA	Spain	HALL 5	5B05A	Regional agri-food agency — the direct counterpart to FAMA and MATRADE.
CORPEI	Ecuador	HALL 12	12C01; 12B01	Ecuadorian export corporation with four stand allocations — a serious national commitment worth examining.
US Apple Export Council	USA / UK	HALL 12	12B19	A single-commodity export council — the structural model for a Malaysian durian board.
Business France	France	HALL 6	6A05	National export agency running a collective pavilion.
Ghana Export Promotion Authority	Ghana	HALL 14	14G08	An African national programme in our own hall.
Federation of Lebanese Chambers	Lebanon	HALL 14	14G12	A chamber-led model, also in Hall 14.
Canadian Produce Marketing Assoc.	Canada	HALL 10	10A21	Industry association model.

ASK AT THE STAND

How is your collective pavilion funded and governed? · How do you select and support participating companies? · Would you consider an agency-to-agency memorandum with FAMA or MATRADE?



ESENCIAL COSTA RICA — A COUNTRY BRAND, BUILT PROPERLY



EGYPT'S COLLECTIVE STAND — 55 COMPANIES, ONE BANNER

I · Media and visibility

The cheapest high-leverage opportunity at the fair. Most of these titles sit within a few metres of each other around stands 5A01–5A07 — you can brief the European trade press in a single afternoon.

PUBLICATION	COUNTRY	HALL	STAND	WHY THEY MATTER TO YOU
Fruitnet ★	UK	HALL 5	5E12	The most internationally influential title here — publishes Eurofruit, Asiafruit and Americafruit. Asiafruit reaches the Asian buyer base directly. Go here first.
Código 84 / AECOC	Spain	HALL 5	5E14	AECOC is the Spanish retail association — a route to retail buyers, not just readers.
Fruit Today magazine	Spain	HALL 5	5A01D	Links Southern European production to EU import channels.
Valencia Fruits	Spain	HALL 5	5A03B	Long-established Spanish trade weekly.
Revista Mercados	Spain	HALL 5	5A07D	Spanish fresh produce market title.
Redagráfica	Chile	HALL 5	5A01C	Latin American agricultural title — reach into the Americas.
Poland Fruits	Poland	HALL 5	5A01A	Central and Eastern European reach.
ARAL / Hostelería	Spain	HALL 5	5A07	Hotel, restaurant and foodservice — a different buyer entirely from retail.

ASK AT THE STAND

What are your 2027 editorial calendar and rates? · Would you consider a Malaysia country feature? · Can we brief you at the stand during the show?

J · Research and science

The long game. New Zealand built global category ownership of a single fruit through public breeding plus one marketing entity — precisely the playbook Malaysia is attempting with Musang King.

INSTITUTION	COUNTRY	HALL	STAND	WHY THEY MATTER TO YOU
Bioeconomy Science Institute ★	New Zealand	HALL 5	5A13	A crown research institute that advertises contract breeding <i>including tropical fruit</i> , and already runs programmes in Vietnam, Cambodia, Myanmar and the Philippines with ADB backing. The most strategically valuable conversation available this week.
IRTA	Spain	HALL 5	5B (various)	Catalan public research institute; two named researchers speak on 8 October.
CDTI Innovation	Spain	HALL 5	5B14B	Spain's state innovation agency, running bilateral R&D funding instruments — there may be money attached to a Spain–Malaysia project.
CSIC	Spain	HALL 5	5B16	Spain's national research council.
AINIA	Spain	HALL 5	5B13B	Food technology institute.
AIMPLAS	Spain	HALL 5	5B14C	Plastics and packaging technology institute — relevant to the humidity packaging problem.

ASK AT THE STAND

Would you contract-develop a tropical species programme with MARDI? · How are your breeding partnerships and royalties structured? · Is there a bilateral funding instrument between Spain and Malaysia?

Import Sourcing — Filling Our Own Gaps THE COMPANIES · K

HALLS 3, 9, 10 AND 14 — SEVERAL IN OUR OWN HALL

Malaysia's 2024 food import bill was RM 93.8 billion, up 19.1%, and vegetable self-sufficiency was 45.4% in 2023. Some categories will not be substituted domestically for years. Buying those better — grower-direct, at better prices, with proper halal documentation — is a legitimate outcome of this mission, and several of these suppliers are in Hall 14.

COMPANY	COUNTRY	HALL	STAND	WHAT THEY SUPPLY
Palm Hills Dates	Egypt	HALL 14	14F00	Medjool dates from 80,000+ palms, grower-direct. Ramadan volume, in our own hall.
Al-Kotof Al-Danya	Jordan	HALL 10	10B15	Ajwa, Safawi and Mabroom — the premium varieties for the Malaysian Muslim market.
Sola Onions	Spain	HALL 3	3C13B	Dry and peeled onion. Malaysia imports essentially all of its onion.
Select Greens	Egypt	HALL 14	14F00	Onion, garlic, sweet potato and frozen fries from a single counterparty.
RM Fresh	Egypt	HALL 14	14F00	Grower-direct onion, garlic, pomegranate and sweet potato.
Chansheng Food	China	HALL 14	14E16	Organic and GAP-certified ginger from Weifang.
Shandong Goodfarmer	China	HALL 14	14D12	Garlic and ginger at source, from the Jinxiang and Weifang hubs.
Grupo Montecalbo	Spain	HALL 9	9D29	Organic and conventional garlic — a premium alternative to Chinese supply.
Amefruits	Spain	HALL 3	3C16	Chilled peeled garlic — substitutes directly for scarce foodservice labour.
Washington Apples & USA Pears	USA	HALL 12	12B15	Significant Malaysian import lines — plus a marketing-board model worth copying.
Jinxiang / Jining garlic cluster	China	HALL 14	14E18 area	A dozen Chinese garlic and ginger exporters clustered on one stand block — comparison shopping in a single walk.

ASK AT THE STAND

What is your landed price to Port Klang? · What certification and halal documentation do you provide? · What are your minimum volumes and lead times?

CONSOLIDATE FOR LEVERAGE

Several of these suppliers cover more than one line — onion, garlic, sweet potato and frozen product from one counterparty. Putting several import lines through one relationship improves your negotiating position considerably.

Benchmark Origins — Who We Are Measured Against

HALLS 12 AND 14 — INCLUDING OUR OWN HALL

These are not partners. They are the origins European buyers will compare Malaysia against, often in the same conversation. Understanding their certification, logistics and price positioning is worth more than most sales meetings — and several of them are a short walk from our own stand.

COMPANY	COUNTRY	HALL	STAND	WHAT TO OBSERVE
GOBE IMEX	Vietnam	HALL 14	14G33	Durian, jackfruit, dragon fruit and longan — the closest direct overlap with Malaysia's own product list.
Viet Tropical Fruit	Vietnam	HALL 14	14G10A	Vietnamese tropical exporter.
Comex Farm	Vietnam	HALL 14	14B12	Vietnamese exporter.
Sunshine Group Import Export	Vietnam	HALL 14	14F22	Vietnamese exporter.
Boonmee International	Thailand	HALL 14	14B07	Notably, Thailand — the world's largest durian exporter — is barely represented at this fair. That is a gap Malaysia can occupy.
Java Fresh	Indonesia	HALL 14	14G35	Indonesian tropical produce.
Agrícola Industrial La Lydia	Costa Rica	HALL 12	12D06	Same MD2 pineapple variety as Malaysia — but they built a branded dried-snack business on top of it. The value-add lesson, in one stand.
Donatella Fruit	Costa Rica	HALL 12	12D06	MD2 pineapple benchmark.
FLP	Ecuador	HALL 12	12C01	Hass avocado, mango, granadilla and pitahaya.

AT THESE STANDS — OBSERVE, DO NOT NEGOTIATE

Collect their material, note their certification claims and price positioning, photograph their packaging. **Do not disclose Malaysian pricing or supplier names.**

THE NUMBER BEHIND THIS WHOLE MISSION

Vietnam shipped **USD 3.44 billion** of durian to China in 2025. Malaysia's cumulative total for 2018–2025 was **USD 1.35 billion**. One country did more in a single year than we did in eight. That gap is the reason the delegation is in Madrid.

Bring these to every meeting

- A one-page company profile in English, with photographs of your product and packaging.
- Your certifications — and their expiry dates. Buyers ask immediately.
- Realistic volumes and seasons. Overstating capacity ends relationships later.
- Your landed cost, or at least your FOB. "We will get back to you" loses the conversation.
- Business cards, and a phone with space to photograph stands and product.

Practicalities

- Madrid in October is 18–24°C — warm days, cool evenings. Bring a light jacket.
- The currency is the Euro; cards are widely accepted.
- Spanish is the language, but English is used throughout the trade floor.
- IFEMA is large. Comfortable shoes are not optional.

What a good meeting produces

Not a promise. A specific next step, written down before you leave the stand: a sample request, a price to quote, a document to send, a date to call.

What success looks like for the delegation

- **Buyers** — three to five detailed requirement briefs completed, with named Malaysian producers attached, and at least one trial shipment agreed.
- **Cold chain** — one indicative controlled-atmosphere sea-lane costing, and one named service partner for Malaysia.
- **Postharvest** — two trial agreements, and clarity on Malaysian registration pathways.
- **Processing** — one costed proposal for a jackfruit or durian pulp line.
- **Institutional** — one agency-to-agency memorandum initiated, and the Egyptian and Costa Rican pavilion models documented.
- **Research** — a scoping conversation on tropical contract breeding.
- **Media** — two committed features, one of them in a Fruitnet title.

THE ONE RULE FOR THURSDAY

Close every follow-up in writing before you leave the building. Contacts made at a fair decay within days. An email sent from the hall — with a specific ask and a date — is worth more than ten cards collected.



THE DELEGATION — KUALA LUMPUR, AHEAD OF MADRID

Company names, countries and stand numbers are as published in the official Fruit Attraction exhibitor register; hall assignments are derived from published stand codes. Confirm all meeting locations on site — final floor layout is set by IFEMA. Programme timings are indicative and subject to change depending on forums and talks finalised by Fruit Attraction 2026.

¡Gracias! Terima Kasih

We look forward to welcoming the delegation to Madrid — and to sending everyone home with something worth acting on.



Axis Commerce (M) Sdn Bhd

| OFFICIAL COMMISSIONER FOR IFEMA MADRID

| STRATEGIC PARTNER TO MALAYSIA MINISTRY OF AGRICULTURE & FOOD SECURITY

| FOR MALAYSIA PAVILION AT FRUIT ATTRACTION, MADRID 2026

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