

FRUIT ATTRACTION MADRID 2026

Malaysian Delegates Guided Tour

Programme Itinerary · 4 Days / 3 Nights



DATES

5 – 8 October
2026

VENUE

IFEMA
Madrid

COUNTRY

Spain
España

Your Four Days in Madrid

AT A GLANCE

Four themed days giving Malaysian decision-makers and industry leaders direct exposure to Europe's agri-food models, buyer requirements and commercial standards.

DAY

1

MONDAY, 5 OCTOBER 2026

Arrival & Strategic Orientation

Arrival into Madrid · hotel check-in · informal networking

DAY

2

TUESDAY, 6 OCTOBER 2026

Global Market Standards

Guided walkthrough of Fruit Attraction · curated business meetings

DAY

3

WEDNESDAY, 7 OCTOBER 2026

Production & Traceability

Thematic guided tour · closed door dialogue · reflection & alignment

DAY

4

THURSDAY, 8 OCTOBER 2026

Export System & Synthesis

Logistics & export systems · strategic insights · debrief & departure

Timings shown in this itinerary are indicative. The programme is subject to change, depending on the Event's Forums and Talks finalised by Fruit Attraction 2026.

1

MONDAY, 5 OCTOBER 2026

Arrival & Strategic Orientation

Madrid, Spain

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

2

TUESDAY, 6 OCTOBER 2026

Global Market Standards

IFEMA Madrid

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



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

3

WEDNESDAY, 7 OCTOBER 2026

Madrid

Production, Traceability & Cooperative Models

09:30



Thematic Guided Tour

Fruit variety demonstrations · traceability technology · cooperative-led exporters

Focus: market trends & buyer expectations

12:30



Lunch

14:00



Closed Door Dialogue

Organising small farmers · financing cycles · risk-sharing models

Focus: production practices, traceability

16:15



Reflection & Alignment

Reflection & alignment session · key takeaways for Malaysia

All delegates

4

THURSDAY, 8 OCTOBER 2026

Action planning
& departure

Export System & Synthesis

09:30



Logistics & Export Systems

Cold chain management · port coordination · retail programs

Focus: export readiness

12:30



Lunch

14:00



Strategic Insights for Malaysia

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

Strategic insights for Malaysian agriculture

16:00



Debrief

Consolidate learning & pilot roadmap

All delegates

17:00



Delegate departure

Transfer to Madrid-Barajas for return flights.



Appreciating Local, Understanding Global



Gracias & Terima Kasih

We look forward to welcoming the delegation to Madrid.

Axis Commerce (M) Sdn Bhd

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