



International boost to the agrifood sector

Salon Gourmets (SG) is not only the fair that tours Spain through its delicatessen products, but also the place to find those products covered by quality labels - Protected Designation of Origin (PDO), Protected Geographical Indication (PGI) and Traditional Specialities Guaranteed (TSG) - whose raw materials and production methods make them unique in each geographical area.

The 38th edition of Europe's most exclusive International Fine Food and Beverages Fair, which will take place from 7 to 10 April at Ifema Madrid, fillings 6 halls for the first time in its history, thus consolidating its position as the showcase for quality products par excellence and as the ideal place to close business deals. Year after year, one of the main objectives of the organisation is to boost exhibitors' sales outside Spain.

Hosted Buyers Program / ICEX

SG has a Hosted Buyers Program sponsored by ICEX and MAPA within the framework of the Spain Food Nation agreement. A space reserved for exhibitors, the Business Center, where they can hold business meetings with international buyers from all over the world. The last edition was attended by 252 buyers (of a total of 15.825 foreign buyers) from 90 countries, who held more than 5,000 meetings.

The Organisation has just launched its meticulous selection process to invite potential buyers looking for those profiles that best fit the needs of SG exhibitors. To this end, it is using its advanced tool, **HBP Matchmaking**, which makes it easier for international buyers to find exhibitors according to their preferences and commercial needs. Thanks to this application, much more efficient meetings are achieved and guarantees both parties the possibility of successfully closing deals.

Salon Gourmets commitment to the agrifood sector goes beyond our borders and has been promoting the internationalisation of exhibitor companies with foreign buyers from all five continents for 26 years through its Business Center.

From 7 to 10 April 2025
at Ifema Madrid