

Oct. 18th. 2017  
15:30h

# Ifema. MADRID Fruit Forum Hall 5

Fruit Attraction  
Madrid – Spain

Free Entry with  
ONLINE REGISTRATION:  
[lettuceattraction.com](http://lettuceattraction.com)

Organized by



In cooperation with Media Partners



Sponsors



The World  
of Leafy Veggies

# Lettuce® Attraction

Get to know the latest  
trends in lettuce directly  
from the leading  
companies worldwide.

#LettuceAttraction

The World  
of Leafy Veggies

# Lettuce® Attraction

## Program

### Lettuce Attraction

## Ifema. MADRID

Fruit Forum  
Hall 5

Fruit Attraction  
Madrid – Spain

Oct. 18th. 2017/ 15:30h

#### 15.00 REGISTRATION OF ATTENDEES

#### 15.30 INAUGURATION OF THE EVENT

- Mr. Fernando Miras, President of Region of Murcia (Spain)
- Mr. Fernando Miranda, General Manager of production and agricultural markets, MAPAMA
- Juan Martín Bravo, PROEXPORT's President
- Javier Soto Martínez. Chairman of the Iceberg Lettuce Sector Committee and Vice President PROEXPORT

#### 15.45 THE WORLD IN GREEN: International conjuncture of the lettuce and leaf sector.

- Antonio Marhuenda Berenguer, Agricultural Engineer.

#### 16.00 THE ADVENTURE OF PRODUCING LETTUCE IN EUROPE: Experiences and future strategies in Spain, Germany and the United Kingdom

Moderator of the Panel: Fernando P. Gómez Molina, General Manager of PROEXPORT.

- Guy W. Shropshire, General Manager of G'S ESPAÑA Holdings, S.L.
- Rudolf Behr, President of BEHR AG
- José Canovas Ruiz, Commercial Director of FRUCA MARKETING, S.L.
- Antonio Pascual, Managing Director and lead partner of AGRASA

#### 16.40 PREPARED SALADS: Does the green consumption revolution come in a bag?

Moderator of the Panel: Carmen Cabra, FRUIT TODAY EUROMAGAZINE'S Director.

- José Antonio Cánovas Martínez, President of KERNEL EXPORT, SL.
- Rafael Boix, General Director of GRUPO ALIMENTARIO CITRUS
- Cecilio Peregrín González, Corporate Director of PRIMAFLOR
- Gary Spratt, General Manager Fresh Produce Supply & Inbound Logistics, BAKKAVOR IBERICA, S.L.

The World  
of Leafy Veggies

# Lettuce<sup>®</sup> Attraction

## 17.20 IS DISTRIBUTION REALLY ALL THE SAME?

Defragmenting the mix of quality, flavor, variety and price to sell more and better.

Moderator of the Panel: Pierre Escodo, EUROFRESH DISTRIBUCION.

- Charlotte Curtis, Senior Product Agronomist from MARKS & SPENCER
- Laurent Renard, Purchasing Manager of "Global Good Sourcing" from METRO GROUP TRADING OFFICE

## 18.00 INNOVATION AND VALUE IN THE FUTURE OF THE LEAF SECTOR: Is there anything left to do or it's all there is to do?

Moderator of the panel: Enrique Serrano, General Manager of G.H. MURCIANA DE VEGETALES

- Héctor Vidal, SYNGENTA's Product Manager Salad & Leafy
- Cayetano Fernández Tamboleo, Sales Manager for leaf crops in ENZA ZADEN
- Gregorio Pérez Crespo, Regional Product Specialist of lettuce para EMEA. BAYER
- Jan Doldersum, RIJK ZWAN's Manager Chains & Retail
- Lorenzo Castillo, lettuce product manager of RAMIRO ARNEDO

## 18.45 GINS & LETTUCE PARTY

## PARALLEL ACTIVITIES:

B2B meetings with the lettuce and leaf vegetable producers of PROEXPORT: 18-20 Oct at partners' stand .  
([www.proexport.es](http://www.proexport.es))

Gastronomic demonstrations "Lettuce Attraction": 18 / Oct from 12pm to 14pm in the area Fruit Fusión  
([Connection Building 5 to 7](#))

Gastronomic demonstrations at the sponsors' and producers' booth of PROEXPORT.

Exhibitor lettuces of the world:  
[Hall 5.](#)

The World  
of Leafy Veggies

# Lettuce<sup>®</sup> Attraction

Oct. 18th. 2017  
15:30h

Ifema. MADRID

Fruit Forum  
Hall 5  
Fruit Attraction  
Madrid – Spain



Organized by



Media Partners



Sponsors



In cooperation with

