



# SQM at FRUIT ATTRACTION 2017

## Europe's great fruit and vegetable event

For the fourth year running, SQM Iberian took part in Fruit Attraction, Europe's most important fruit and vegetable sector event organised during the International Trade Fair of Madrid, IFEMA, with the aim of strengthening and diversifying our position on the local market.

During this sixth edition of the event, held from 18 to 20 October, our Iberian subsidiary enjoyed a great affluence of visitors of the agricultural-industrial sector, informing them of the range of Speciality Plant Nutrition products available, focusing in the water-soluble product line. We also took the opportunity to spread awareness of the study that positions the SQM Potassium Nitrate as that with the least carbon footprint of the industry, reinforcing our promise to strive for global sustainability.

SQM Iberian took part with a large stand that not only promoted the complete range of nutritional solutions but also told of the company's history with the Chilean nitrate industry, present in Spain for more than 100 years. There was also a special space made available for the agronomic team, where they could hold important meetings negotiating with distributors, buyers, retailers and other representatives of the European market attending the fair.

Fruit Attraction is one of the most important events on the European fruit and vegetable scene, attracting more than 60,000 sector professionals from over 45 different countries.

