

Salón Gourmets Promotes the Internationalization of the Agri-Food Sector

Salón Gourmets, Spain's leading showcase for quality foods, continues to strengthen the global presence of the agri-food industry through its Hosted Buyers Programme, organized with ICEX and MAPA under the Spain Food Nation initiative. This complimentary program connects exhibitors with carefully selected international buyers from all five continents, creating new business opportunities and fostering global trade relationships.

With more than half of its exhibition space already sold six months before the event, the world's leading Fine Food and Beverages Fair will once again become the meeting point for premium national and international products. The 39th edition, taking place from 13 to 16 April 2026 at IFEMA Madrid, will occupy six exhibition halls and mark a milestone as Grupo Gourmets celebrates its 50th anniversary — five decades as a pioneer and benchmark of the gastronomic revolution.

Exhibitors aiming to expand into international markets can take advantage of this service to schedule meetings with compatible buyers, creating a personalized agenda through the SG Matchmaking platform. This tool ensures targeted B2B meetings that enhance the likelihood of successful partnerships. During the fair, the Business Center offers an exclusive space for these meetings, complete with private rooms, translation and interpretation services, and logistical support. Invited buyers also receive complimentary travel and accommodation in Madrid.

In its latest edition, the Business Center hosted 300 buyers from 90 countries, generating over 6,500 business meetings. In total, 19,264 foreign buyers attended, underlining the fair's global influence and networking power.

Visitor Impressions

Visitors and professionals consistently praise Salón Gourmets for its impressive scale, flawless organization, and exceptional product quality.

"The fair is enormous — much larger than I expected — and around every corner there's something new and exciting."

"This is one of the most well-organized trade shows in Europe. The level of high-quality products here is much higher than at other fairs."

The [Business Center](#) also receives outstanding reviews:

"A quick match for suppliers — very organized and works extremely well."

"I've seen countless meetings in this exclusive area; 6,482 business meetings took place, connecting exhibitors with international importers. Absolutely fantastic."

The Spirit of Salón Gourmets

Year after year, Salón Gourmets reaffirms its position as a global reference in fine food and beverages, where innovation, quality, and collaboration drive every edition. Chefs, buyers, and industry leaders highlight its professional atmosphere and diversity of premium products.

For Martín Berasategui, it is "a one-of-a-kind event that has made history in gastronomy," while Elena Arzak describes it as "a master's course in innovation." From acclaimed chefs like Mario Sandoval, Pepe Solla, and Paco Pérez to international buyers from

Selfridges, Monsieur Marcel, and Macroscopic, all agree that Salón Gourmets is far more than a fair — it is a celebration of excellence, creativity, and the passion that defines the world of gastronomy.

Free material for [media](#):

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