IFEMA, Who we are

IFEMA is the company that owns and operates the Madrid Exhibition Center. With more than 33,200 participating companies – 18,132 direct exhibitors and 3,600,000 visitors, IFEMA is the **first operator in Spain and one of the most important in Europe** within the international circuit of the trade fair and congress industry.

<table>
<thead>
<tr>
<th><strong>IFEMA ACTIVITY</strong> (2018 company report)</th>
<th><strong>IFEMA ECONOMIC IMPACT</strong> (2018 company report and KPMG study of impact)</th>
<th><strong>IFEMA IMPACT IN THE MEDIA</strong> (2018 company report)</th>
</tr>
</thead>
<tbody>
<tr>
<td>720 events</td>
<td>4,374 M € annual impact</td>
<td>20.9 M Information impacts</td>
</tr>
<tr>
<td>119 exhibitions</td>
<td>26,168 jobs annual impact</td>
<td>31,264 M</td>
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<tr>
<td>601 congresses and professional and leisure events</td>
<td>3.1% Madrid GDP</td>
<td>11,585 Accredited Media</td>
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IFEMA and the COVID19 CRISIS

IFEMA first response to Covid19 crisis, was turning IFEMA facilities into 'Europe's biggest' field hospital. Ifema Hospital - which housed 1,500 beds, of which 100 were for ICU – was described as "extraordinary" by Bruce Aylward, chief expert of Covid-19 of the World Health Organization (WHO).

IFEMA stops its normal activity  Opening of IFEMA temporary hospital  
March 19th 2020  March 21st 2020

Hospital partial (Hall 7) closure  Hospital complete (Hall 9) closure  
April 18th, 2020  May 1st, 2020

Until this halt, IFEMA hosted 21 of the 108 fairs and congresses scheduled for 2020. What about the other? 27 of them were canceled and 60 will concentrate in the last four months of the year.
The IFEMA “New Normal”

Starting September 2020

• Fairs and Congresses resume
• 60 events to be held from September to December
• First to be held: EBMT 46th Annual Meeting of the European Society for Blood and the Marrow Transplant (30 August – 2 September)

Strict Safety Protocol

• Sanitization of facilities
• Digital temperature control
• Automatic mask detection system
• Flow and occupancy level control
• Safety distance surveillance
• Movement traceability system

IFEMA will adapt to any other protocol that authorities establish

Events Hybridation

• Exhibition onsite based on stands and rooms for conferences under due safety rules
• B2b and networking events on site under due safety rules
• Live streaming for onsite conferences
• Further contents online
• Digital b2b meetings and online networking events
The role of IFEMA in the post COVID scenario

IFEMA is working with local and national authorities in order to offer economic incentives to clients and thus contribute to recovering employment and the economy.

### Make the reunion possible
- Adopt safety protocols
- Make due adaptation of spaces
- Preserve face to face encounters
- Preserve the meeting of the industry together
- Preserve visibility and media impact of a physical fair

### Help reactivate Economy
- As an essential agent of tourism mice IFEMA is a driver of the economy of Madrid and Spain
- IFema also contributes essentially to revitalizing the economic sectors for which their fairs work

### Adapt formats to meet client needs and overcome constraints
- Develop online events, as a part of hybrid fairs, in order to reinforce impact, mainly its international impact.
- Adapt the onsite event to ensure safety conditions
THANK YOU!