

Signature date

SPAIN FUSION ZURICH 2026

Announcement for Swiss distributors of Spanish Foods and Wines

June 15th, 2026, Zurich (Switzerland)

ICEX España Exportación e Inversiones, in cooperation with VOCENTO GASTRONOMIA, organizes the event SPAIN FUSION ZURICH on the 15th of June 2026.

The aim of this event is to highlight the quality and variety of Spanish foods and wines present in the Swiss market. This event also wants to support the commercial activity carried out by local importers of Spanish products who wish to participate and, in this way, increase sales in new distribution channels and through new customers, as well as make new partnerships. Additionally, this activity is also aimed at Spanish companies seeking distribution channels and not yet present in the market. The synergies between both parties aim to strengthen commercial ties and showcase the excellence and diversity of Spanish food and beverages.

WHY PARTICIPATE?

SPAIN FUSION ZURICH is a fantastic opportunity to discover the latest trends and styles in Spanish products while also showcasing the diverse range of Spanish products already available in the Swiss market, from olive oils to premium wines, cheeses, canned goods, and cured meats.

Key benefits of attending the event are:

- A closed event tailored for promoting Spanish wines and products
- Strong connections with Spain advocates in Switzerland
- Exclusive invitation addressed to verified professional contacts

SPAIN FUSION ZURICH will be an unforgettable gastronomic spectacle. Spain Fusion Zurich offers an immersive platform for Spanish cuisine with the aim of promoting and communicating the Spanish gastronomic offer in Switzerland.

It is a unique exhibition platform where you can discover and taste the best Spanish food and beverages and take part in exciting seminars and masterclasses at the same time.

María Naranjo Crespo
Agri-food Industry Director

ICEX sponsors the Spanish food and gastronomy sector under the brand name.



1. DESCRIPTION OF THE EVENT

SPAIN FUSION ZURICH is a hybrid event that will bring together Spanish companies seeking distribution and Swiss importers, fostering stronger commercial ties and facilitating new business opportunities. The event will follow a showroom-style format, with each exhibitor having an individual table to present their products.

It aims to highlight a diverse range of Spanish brands and products to industry professionals, including buyers from distributors, food and wine retailers, gourmet stores, specialized media, and other key sector representatives.

The Spanish Economic and Commercial Office in Bern and ICEX will provide the following services to exhibiting companies:

- Attractive venue, at central location well communicated by public transport equipped with all the necessary elements for the exhibition of your products.
- Personalized attention by the staff of the Economic and Commercial Office to all participants.
- Promotion of the event in digital platforms.
- Possibility of inviting clients of your interest.

2. VENUE AND TIMETABLE

SPAIN FUSION ZURICH 2026 will take place on June 15th.

An interesting program of show-cookings, demonstrations, masterclasses and tastings of Spanish products by chefs and industry experts will be held on the event. Detailed agenda for the event will be announced later.

3. CONDITIONS OF PARTICIPATION AND SERVICES INCLUDED

To achieve the objectives of SPAIN FUSION ZURICH, this activity will only be carried out with a sufficient minimum number of Spanish companies seeking distribution and importers participating.

It is also desirable that the food, wines and other alcoholic beverages on display represent as much as possible the diversity of the Spanish offer in the country. Distribution scope of the Swiss companies will also be taken into consideration.

ICEX reserves the right to limit the maximum number of products to be presented per table to 8.

The registration fee entitles you to:

- Exhibitor table equipped with basic tasting material: glasses, plates, ice cubes, spittoons, napkins...
- Invitations to professionals of food and wine sector.
- Information about your company and its Spanish products in the online catalogue.
- Your brand logo and/or image in the materials produced specifically for the event.
- Promotional campaign of the event on the website www.foodswinesfromspain.com and the Foods and Wines from Spain social media profiles.



4. PARTICIPATION FEE

Participation fee is 850 EUR per table.

Deadline for registration and payment: **7th April 2026, at 15.00 pm.**

5. REQUIREMENTS AND CONDITIONS

Participation requirements:

- The products presented are **exclusively** of Spanish origin.
- The products presented by each importer are already on the Swiss market on the date of the event.
- The participating company must provide a person to present its products for the duration of the event.
- If the number of interested companies exceeds the number of available spots, ICEX will select participants. In such a case, the selection will consider the region of origin and the type of products to ensure a diverse range of offerings at the event. Other criteria will be the order of applications.

Conditions of participation:

- Each participating company shall be responsible for and assume the expenses derived from the travel, lodging and board of its representative/s, as well as other possible expenses not included in the services included above.
 - Each participating company is solely responsible for the table and products on display and are required to have a representative/s at the table throughout the entire event.
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6. REGISTRATION, FORM OF PAYMENT AND APPLICATION DEADLINE

Swiss importers of Spanish products may make the registration by e-mail using the following registration form [Form - Spain Fusion Zürich Switzerland 2026](#)

Deadline for registration: **7th April 2026, at 15.00 pm.** Registration and payment must be completed by the stated deadline; applications submitted after this date will not be accepted.

Methods of payment: Bank transfer to the following account:

IBAN: **ES48 0182 2370 4300 1429 0099**

SWIFT CODE: **BBVAESMMXXX**

BENEFICIARY: **ICEX ESPAÑA EXPORTACIÓN E INVERSIONES, PASEO DE LA CASTELLANA,
278, 28046 MADRID**

CONCEPT: **SPAIN FUSION ZURICH 2026 – Importer's name**



After filling the registration form, please send a copy of the bank transfer by email to foodsandwines.spain.ch@comercio.mineco.es. Registration requests not accompanied by a copy of the bank transfer for 100% of the participation fee will not be considered.

In the case that a company registers and is not selected, 100% of the registration fee will be refunded.

Under no circumstances may a registration be made in the name of one company and request an invoice in the name of another company, even if it belongs to the same group.

The company that, after having received notification of its inclusion in the activity, renounces to participate, will lose 100% of the fee paid. Only in extraordinary cases, ICEX reserves the right to evaluate the reasons presented by the company and, eventually, to return a percentage of the amount paid.

In the event of cancellation of the event by ICEX due to force majeure, communicated sufficiently in advance of the initially planned event's date, ICEX shall not be liable for any damage that such cancellation may cause to companies.

ICEX reserves the right not to select a company as a participant or to unilaterally cancel the participation of a company that has previously been accepted if it becomes aware of business malpractice or fraudulent practices that could damage the image of the sector, the image of the country or the rest of the companies participating in the activity. In the case where the company has already made the payment, ICEX will assess the expenses incurred up to that moment and the possible refund of a percentage of the amount paid by the participating company.

7. CONTACT

The persons to whom you can address your queries are:

Economic and Commercial Office of Spain in Bern:
E-mail: foodsandwines.spain.ch@comercio.mineco.es
Phone number: (+41) 31 381 21 71

For technical questions during the registration process:

ICEX Headquarters in Madrid:
Ventana Global
E-mail: informacion@icex.es
Tel. +34 91 349 7100



INFORMATION ON THE PROTECTION OF PERSONAL DATA AND CONFIDENTIALITY INCLUDED IN THE PARTICIPATION APPLICATION FORM

In accordance with the provisions of Organic Law 3/2018 of 5 December on the protection of personal data and guarantee of digital rights and Regulation 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, we hereby inform you of the following:

1. That, in accordance with the provisions of the aforementioned regulations, ICEX has a Data Protection Policy. To this effect, the purpose of the collection and automated processing of the personal data requested through this procedure is to manage your participation in the activity organized by ICEX. Your data will be included in the ICEX register of processing activities for the purpose of processing your request.
2. That you are obliged to provide the data requested by ICEX, the refusal to provide this data, implying the impossibility to participate in this activity.
3. That you consent to the processing of your personal data by ICEX for the aforementioned purpose.
4. That once the management of your participation in the activity organized by ICEX has been completed, ICEX will keep your data for 5 years in order to comply with legal obligations, without prejudice to the rights that you may exercise at any time, in accordance with the following point.
5. That under no circumstances will ICEX use the personal data collected for purposes other than those mentioned above. Likewise, the interested party declares that all the data provided by him/her are true and correct, and undertakes to inform ICEX of any changes that may occur in such data.
6. That you have the right to object to the processing of any of your data that is not essential for the performance of the activity and to its use for any other purpose. At any time you may exercise your rights of access, rectification, deletion, opposition, limitation of processing and portability, where such rights are applicable, through written communication to the email address of our Data Protection Officer: delegadoprtecciondatos@icex.es providing a photocopy of your ID card or equivalent document and specifying your request.
7. That, likewise, if you consider that your data have been treated inadequately, you will have the right to file a complaint before the Spanish Data Protection Agency (C/ Jorge Juan, 6. 28001 – Madrid <https://www.aepd.es/es> or before our Data Protection Delegate.

