

# IBERFLORA INNOVATION AWARDS

2026

*Showcasing all the latest innovations*

*from the horticulture sector*



**Entry Terms & Conditions**





## Introduction

The **Iberflora Innovation Awards**, now in their fifth edition, have become one of the standout attractions of the trade fair, inviting professional visitors to discover the **latest trends and innovations in the green sector**.

This initiative recognises the efforts of exhibiting companies in moving towards a more **sustainable, digital and efficient future**.

All submitted innovations will be part of the **Iberflora Innovation Awards 2026 Exhibition**, which can be visited during Iberflora **from 6 to 8 October at Feria Valencia**.

**Participating companies** will receive the digital badge "**Iberflora Innovation Product 2026**" to identify their entries at their stand, along with a floor sticker placed in front of the stand.

**Award-winning products** will receive the special distinction "Winner of the Iberflora Innovation Awards 2026", together with a full product profile sheet to display at their stand.



## Rules

The call is open to **all companies and entities exhibiting at Iberflora 2026** that wish to showcase innovative products, services, technologies or projects within the sectors represented at the fair.

**Participation is free of charge** for Iberflora 2026 exhibitors.

### Who can participate?

Only Iberflora 2026 exhibitors may submit entries.

### How to participate?

1. Complete the [entry form](#) available at **iberflora.com**
2. Each exhibitor may submit **up to 2 entries**.
3. The Iberflora team will review all submitted forms.
4. Any entry that does **not meet the evaluation criteria will be rejected**. The company will be informed of this decision by email.
5. **Accepted entries** will be published on the **Iberflora website**.
6. Once the submission period has closed, a **Technical Evaluation Committee**, appointed for this purpose and made up of prominent professionals in the Iberflora field, **will select the winners of the Iberflora Innovation Awards 2026**, one per category.
7. Companies or entities presenting innovative projects selected by the Technical Evaluation Committee are not required to disclose details they consider to be their intellectual property. The company is solely responsible for the information and descriptions displayed.

## Communication and Award Ceremony

- Winners will be contacted **the week prior to the fair** so that they can prepare the presentation of their products at their stand.
- Iberflora will provide the official badge:  
**“Winner of the Iberflora Innovation Awards 2026”**.

## Jury

The jury responsible for evaluating the entries is composed of highly respected professionals from the green sector:

- Emilio Martí Monzonis, President of COITACV
- María Borrás, Agricultural Engineer
- Paula Orozco, President of AECJ
- Jose Francisco Ballester-Olmos i Anguis, Jury President

Once the submission period closes, the jury will select **one winning product per category**.

The **Iberflora team** will be responsible for **communicating the decision to the winning companies**.

## Awards

Awards will be presented on the first day of Iberflora in an on-site ceremony, whereby the organising team will visit each winning stand and present the award on-site.

Each award includes:

- **Official certificate**
- **Official Iberflora Innovation 2026 trophy**

**Five award categories:**

- Plants & Flowers
- Production Technology
- Plant Care & Health
- Garden Equipment & Decoration
- Sustainability

Additionally, from all submitted innovations, the **Special Prize ‘Professor Ballester-Olmos for Sustainable Technology in Ornamental Production’ will also be awarded, sponsored by COITAVC**, the Official College of Agricultural Technical Engineers of Valencia and Castellón.

## Evaluation Criteria

The **Technical Committee** will assess proposals that are in a **pre-competitive phase** or have been **commercially launched for the first time** within the past two years.

The following will be evaluated:

- **Degree** of scientific, technological and commercial **innovation** compared to similar solutions on the market.
- **Sustainability** and contribution to **environmental protection**.
- **Technical and scientific effort** and the **complexity** of the project's **development**.
- **Relevance to the green sector** and its impact within the Iberflora framework.
- **Stage of development** (study, pilot, commercial product) and its **business viability**.

## Product Delivery and Collection

Products must be delivered in person to Cristina Amigo (Tel. 962 50 50 08) on Monday 5 October 2026, between 10:00 and 18:00, at the exhibition space. At the end of the fair, participating companies may collect their exhibited products on Thursday 8 October 2026, from 17:00 to 18:00.

## Project Exhibition

All accepted entries will be part of the **Iberflora Innovation Awards 2026 Exhibition**, a prominent showcase within the fair.

**Location: Iberflora exhibition area.**

## Submission Dates and Process

Applications must be submitted by completing the [entry form](#) on the Iberflora website.

Submission period: **15 June to 3 September 2026**.

Any queries should be directed to: Cristina Amigo.

## Product Photos

Resolution: As specified in the Entry Form.

### CONTACT

Cristina Amigo  
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 **IBERFLORA**

**6-8 Oct 2026**  
*València (Spain)*