

HUDISA Honoured with the SME Internationalisation Award

Antonio Tirado, President of Hudisa, accepted the award this morning at IFEMA Madrid — a national distinction recognising Spain's most export-driven SMEs.

Hudisa has been honoured with the **SME Internationalisation Award**, presented this morning at IFEMA Madrid and accepted by company president Antonio Tirado. This national accolade recognises the export capacity, innovation and global reach of the country's most outstanding small and medium-sized enterprises.

In his acceptance speech, Tirado highlighted that this award carries profound meaning for Hudisa, as it recognises the success of a unique cooperative model built on the union of more than 1,000 farmers who have transformed the company into a benchmark of European agro-industry.

"They are the essence of Hudisa — and it is through their daily effort that a project born in Lepe has become a sustainable, competitive industry with global reach."

— Antonio Tirado, President, Hudisa

International Leadership from Huelva to Over 30 Countries

Hudisa exports purées, concentrates and frozen fruit to more than 30 countries across five continents, cementing its position as one of the key players in the global soft fruit sector. Tirado described this award as an extraordinary boost for the company, reinforcing its reputation as an innovative industry and motivating its team of more than 90 professionals.

The recognition also highlights the vital role of the company's shareholders — Caja Rural del Sur and the Provincial Council of Huelva (Diputación de Huelva) — whose support since Hudisa's founding in 2002 has been decisive in its growth and international consolidation.

In a highly competitive sector, Tirado affirmed Hudisa's role as a strategic partner to its farmers:

"Hudisa guarantees fruit collection 365 days a year, offers fair prices and full transparency, operates according to ESG criteria, and holds the highest-level certifications: BRC, IFS, SGF, CAAE, HALAL, KOSHER and FDA."

— Antonio Tirado, President, Hudisa

An Ambitious Strategic Investment Plan

In his speech, Tirado announced that the company is advancing an ambitious strategic investment plan structured around four key pillars:

- **Continuous improvement of production processes**, to strengthen industrial efficiency.

- **New environmental investments**, aimed at reducing the company's water and carbon footprint.
- **Greater digitalisation**, working towards a fully connected and optimised plant.
- **Boosting R&D&I**, to develop new products tailored to international demand in the food and health sector.

These investments will open new opportunities for farmers, consolidate production capacity and deepen the trust of clients worldwide.

A Shared Award

"I accept this award on behalf of everyone: the women and men who care for the fruit we process every day, those who work on the factory floor, and those who, for more than two decades, have built a project that is today a benchmark for Southern Europe."

— Antonio Tirado, President, Hudisa

"Hudisa is proof that an agro-industrial company can be innovative, sustainable and global without losing its roots. From Huelva to the world, we continue to process soft fruit with quality, commitment and a resolute vision for the future — never forgetting that together, we are stronger."

— Antonio Tirado, President, Hudisa

Antonio Tirado expressed his gratitude to IFEMA Madrid, the newspaper *Expansión* and the edition's partners — Orange, SGR-Cesgar, Bankinter and CE Consulting — for championing the effort and entrepreneurial talent of Spanish business.

About HUDISA

HUDISA processes and markets purées, concentrates and frozen fruit across three product ranges: Conventional, Babyfood and Organic. The company is the leader in Southern Europe by volume of soft fruit processed, with a presence in more than 30 countries across five continents.

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