



ASIA FRUIT LOGISTICA to organize China-focused trade show

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As part of its recently launched regional series of events, the Business Meet-Ups, [ASIA FRUIT LOGISTICA is organizing a China-focused networking and trade event](#) to take place at the Shanghai World Expo Exhibition & Convention Center on 27-28 May 2024.

The Business Meet-Up in Shanghai brings together leading buyers and suppliers from across the industry to network and explore in-depth the trends and opportunities in the fast expanding China market.

The two-day event includes an information-packed programme of expert talks and discussions organized by ASIA FRUIT LOGISTICA's knowledge partner and leading business conference organizer, ASIAFRUIT MAGAZINE. It features a B2B expo and various business networking formats, including a large-scale networking dinner.

The China Business Meet-Up will be organized by ASIA FRUIT LOGISTICA and co-hosted in partnership with China's three major fruit and vegetable wholesale markets, together spanning a partner network covering the whole of China's fresh produce landscape. Guangzhou Jiangnan Fruit and Vegetable wholesale market is located in Guangdong and is the major wholesale market in the southern region of China. Shanghai Huizhan fruit and vegetable wholesale market is strategically located in the metropolitan region of the Yangtze

River Delta.

From here it spans a dense partner network through the surrounding provinces of Shanghai, Jiangsu, Zhejiang, Anhui and is strategically located supplying the whole of Central China. The Sunhola Group is the operator of the dynamic fruit and vegetable wholesale market in north China's Hebei Province. Located just outside of Beijing and in proximity to the harbor of Tianjin it is covering the vast and growing demand for fresh fruit and vegetables in northern China.

At a festive signing ceremony that took place in Shanghai on January 25th, the partners cemented their cooperation. The three wholesale markets have reserved a vast participation to the event thus securing the presence of their extensive partner network at the China Business Meet Up.

International fresh fruit and vegetable suppliers interested to set up and expand their business in China are called to register as the public registration for the event is now online. The limited remaining participation slots will be strictly allocated on a first-come first served basis

ASIA FRUIT LOGISTICA has selected four key markets for its Business Meet-Up series before its final stop in China, the roadshow heads to Jakarta, Indonesia (27 February), to Mumbai, India (21-22 March) at Fresh Produce India, and to Bangkok, Thailand (3 April). The countdown to Hong Kong is on! ASIA FRUIT LOGISTICA invites all industry professionals to join the journey, kicking off at the end of February with the ASIA FRUIT LOGISTICA 2024 Business Meet-up and heading for Asia's biggest gathering of the global fresh produce business at ASIA FRUIT LOGISTICA on 4-6 September 2024.

ASIA FRUIT LOGISTICA is the leading continental trade show for Asia's fresh produce business. The 17th edition of ASIA FRUIT LOGISTICA takes place on 4-6 September 2024 at AsiaWorld-Expo in Hong Kong. ASIA FRUIT LOGISTICA is co-located with ASIAFRUIT CONGRESS and ASIAFRUIT BUSINESS FORUM, which are organised by ASIA FRUIT LOGISTICA's knowledge partner Asiafruit Magazine.

AgroSpectrum Asia is the media partner for the event.