



ASIA FRUIT LOGISTICA 2024, leading trade platform for Asia's fresh produce business

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David Axiotis, Managing Director of ASIA FRUIT LOGISTICA 2024



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Asia's fresh produce industry's leading trade show [ASIA FRUIT LOGISTICA is organizing a China-focused networking and trade event](#) 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 B2B expo event features expert talks and discussions organized by ASIAFRUIT MAGAZINE, ASIAFRUIT LOGISTICA's knowledge partner and leading business conference organizer. **David Axiotis, Managing Director of ASIA FRUIT LOGISTICA 2024** shared further insights with AgroSpectrum Asia.

What are you anticipating for the upcoming edition of Asia's premier fresh produce trade show, ASIA FRUIT LOGISTICA 2024? What is the spotlight of this year's edition?

ASIA FRUIT LOGISTICA made an impressive return to our long-established location at AsiaWorld-Expo in Hong Kong last year. We had a sell-out show with record visitor numbers, and this resulted in excellent business meetings and outcomes for our exhibitors. The huge success of the event only underlined our commitment to further grow and develop ASIA FRUIT LOGISTICA as a high-quality, efficient and leading trade platform for Asia's fresh produce business.

Ahead of this year's edition of ASIA FRUIT LOGISTICA, we've been going deeper into markets across Asia with our new series of Business Meet-Ups. These content-backed regional networking events enable us to connect with leading players and build even greater momentum for the trade show's return to Hong Kong on 4-6 September 2024.

ASIA FRUIT LOGISTICA selected four key markets for its Business Meet-Up series – Indonesia, India, Thailand, and China – to deepen engagement with their diverse and vibrant fresh produce communities. By engaging directly with these diverse markets, we're confident of creating even more opportunities and value for all ASIA FRUIT LOGISTICA visitors and exhibitors this year.

China's three major wholesale markets – Guangzhou Jiangnan, Shanghai Huizhan and Sunhola Group – are co-hosting the China Business Meet-Up. How do you perceive China's role as a major market player?

Yes, ASIA FRUIT LOGISTICA has announced a new strategic partnership with three of China's leading wholesale markets – Guangzhou Jiangnan Market, Shanghai Huizhan Market and Hebei Sunhola Market.

We're delighted to form this landmark partnership. Together, these three markets cover the entire China market, from the south through central to north China.

Joining forces to co-host the China Business Meet-Up enables ASIA FRUIT LOGISTICA to deepen our connections in the fast-expanding China market. At the same time, our partnership will boost the wholesale presence at ASIA FRUIT LOGISTICA in Hong Kong, as these leading markets are official partners and will bring an extensive delegation of exhibitors and buyers to attend and do business.

China is simply a massive market for suppliers from Asia and all over the world. Analysis from the ASIAFRUIT CONGRESS STATISTICS HANDBOOK 2023 shows that China is Asia's largest importer and exporter of fresh fruit, and it continues to have a major influence on the overall trade landscape. China's fruit imports grew to almost 5.8m tonnes in 2022, mostly comprising of tropical fruit and counter-seasonal temperate fruit from the Southern Hemisphere. China also exported around 3m tonnes of fresh fruit in 2022, and it continues to expand and diversify its presence as a supplier to South-East Asian markets in particular.

What would be the key takeaways for the global fresh fruit and vegetable business professionals attending the expo? What are the key highlights of the 2024 edition?

Visitors to ASIA FRUIT LOGISTICA will meet with exhibitors from all over the world and throughout the value chain. They're showcasing the widest range of industry-leading products and services – their fresh fruit and vegetables, logistics, machinery, technology, packaging, and related services.

Visitors will join the biggest and most diverse gathering of the global fresh fruit produce business in Asia. That's what's so special about ASIA FRUIT LOGISTICA – it's truly a pan-Asian and an international platform. They can connect with key players for efficient networking and business discussions and develop new business opportunities.

Visitors can also gather essential market information on every aspect of Asia's fast-growing fresh produce business. ASIA FRUIT LOGISTICA features a top-quality content programme – curated by our knowledge partner Asiafruit Magazine – and this offers the best information and insights on the key market trends and opportunities in Asia.

Could you elaborate on the content programme and what kind of innovations it covers for visitors and exhibitors?

ASIAFRUIT CONGRESS, Asia's premier fresh produce conference event, takes place on the main stage on the expo floor. At ASIAFRUIT CONGRESS, visitors can hear from the big names in the business – high-level speakers and thought leaders – about the big trends, changes and opportunities in the Asia market.

In addition to gaining strategic insights at ASIAFRUIT CONGRESS, visitors can also join a wide-ranging programme of informal workshops at ASIAFRUIT BUSINESS FORUM. These sessions provide case studies and expert talks for business success in Asia, and they cover a wide range of key areas across the value chain – marketing, technology, logistics and so on.

How do you see the evolving innovations and consumer trends across the fruit and vegetable industry in 2024?

Asia's fresh fruit and vegetable business continues to expand apace, driven by growing economies and rising income levels across the region. Market growth and opportunities are being propelled by the emergence of exciting new varieties, innovative technology, and better logistics that extend the reach of products, and ongoing breakthroughs in market access for suppliers and their products.

ASIA FRUIT LOGISTICA brings together leading fresh fruit and vegetable suppliers from around the world, and it also provides the stage to showcase these innovative technologies and services in the industry.

Some of the new consumer trends we have observed are increased health awareness, a greater willingness to spend on premium imported fruits, and the prevalence of online marketing and demand for fast last-mile delivery.

What impact will this trade show have on the APAC/Asian marketplace in strengthening the industry framework? How do you foresee the industry landscape in the region?

We will strengthen our communication and cooperation with the international fruit and vegetable industry. By attracting more internationally renowned fruit and vegetable producers, suppliers, and buyers to participate in the show, we will build a broader international exchange platform and promote international technical cooperation and trade. This will help the fruit and vegetable business across Asia to better integrate into the global fresh produce supply chain and boost international competitiveness.

AgroSpectrum Asia is the media partner for the event