

Global fruit and vegetable business to convene at ASIA FRUIT LOGISTICA in Hong Kong

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ASIA FRUIT LOGISTICA is ready to reunite the global fresh produce business in Asia when it returns to Hong Kong on 4-6 September 2024.

Asia's premier fresh fruit and vegetable trade show is back at AsiaWorld-Expo with what promises to be the biggest and best edition yet.

"We are thrilled to welcome such a vibrant community of global fresh produce business professionals to ASIA FRUIT LOGISTICA 2024," said David Axiotis, managing director of event organiser, Global Produce Events.

"Our exhibitors and visitors can look forward to meeting with leading buyers and suppliers from around the world and from every link in the value chain. They will gain valuable insights and learn about the latest trends from industry experts and thought leaders. And they will discover a vast array of new products, cutting-edge innovations, and technologies."

A top line-up of more than 750 exhibitors from over 40 different countries and regions will showcase their leading products and services at ASIA FRUIT LOGISTICA. Visitors will be able to take in some 28 national or regional pavilions showcasing a wide range of innovations, including first-time pavilions from India, Indonesia, Tanzania and Kyrgyzstan.

ASIA FRUIT LOGISTICA is the leading international 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. ASIAFRUIT KNOWLEDGE

CENTRE is the brand-new content hub at ASIA FRUIT LOGISTICA powered by Asiafruit Magazine, ASIA FRUIT LOGISTICA's exclusive Knowledge Partner. ASIAFRUIT KNOWLEDGE CENTRE is headlined by ASIAFRUIT CONGRESS, together with ASIAFRUIT BUSINESS FORUM and ASIAFRUIT SHOWCASE.

Find the latest list of exhibitors and hall floorplan. <https://www.asiafruitlogistica.com/catalogue/>

Network at the Opening Gala Dinner

ASIA FRUIT LOGISTICA kicks off with a joint Gala Dinner on the evening of Tuesday 3 September - co-hosted with official wholesale market partners - Guangzhou Jiangnan Agricultural Group and Shanghai Huizhan Fruit and Vegetable Market - and knowledge partner Asiafruit Magazine. The invitation-only event is held in the Grand Ballroom of the Kerry Hotel, offering a spectacular view of Hong Kong harbour. Delegates can look forward to an entertaining evening networking with around 1,000 top fresh produce business professionals.

Get the best insights at ASIAFRUIT KNOWLEDGE CENTRE

With exhibition space sold out, the trade show floor will be packed with visitors. And those visitors can also access a content programme brimming with information and insights on the show floor at ASIAFRUIT KNOWLEDGE CENTRE.

Powered by Asiafruit Magazine, ASIAFRUIT KNOWLEDGE CENTRE is ASIA FRUIT LOGISTICA's brand-new all-in-one content hub. It features three stages over three days - Asiafruit Congress, Asiafruit Business Forum, and Asiafruit Showcase.

Each day of the agenda is themed. Day One (4 September) is Consumers & Markets, Day Two is Tech & Innovation and Day Three is Logistics & Trade.

Asia fruit Congress, Asia's premier fresh produce conference event, kicks off with a high-level panel discussion on the changing consumer and retail landscape in Asia.

Anson Bailey, KPMG's head of consumer and retail practice for Asia Pacific, keynotes the session, sharing the results of an extensive survey of 7,000 consumers across 14 markets in the region. The Logistics & Trade Day includes a session exploring the future of the intra-Asia trade, with strategic insights from Patrick Vizzone, co-founder and CFO of Vertical Oceans, Fresh Intelligence's Wayne Prowse, Sam Sin of Pagoda Global Fresh, and Julio Bellota, who heads up DP World's commercial logistics operations in South-East Asia.

At Asiafruit Business Forum, industry experts present a wide-ranging programme of case studies and workshops on particular subjects. The International Fresh Produce Association (IFPA) hosts a series of education sessions on fresh produce marketing and merchandising on Day One. Andrew Sim of law firm Baker McKenzie presents a workshop on 'Protecting your IP in Asia' with Alanna Rennie, chief legal officer of Bloom Fresh, and David Smith, general manager of Bloom Fresh China, on Day Two.

Asiafruit Showcase is the stage where ASIA FRUIT LOGISTICA exhibitors present fresh produce innovations for business success in Asia. On Day One, Rijk Zwaan's Heleen Van Rijn-Wassenaar explains how branding can unlock the potential of the sweet pepper market in Asia, while Sekoya's Hans Liekens shares insights from the European blueberry category on how to create value through product differentiation. Livestreamer Jiao Jie of Shanghai Jiaogeini Industrial Development also looks at the prospects for the premium fruit market in China on Day Two.

More than 60 top speakers from 20 different countries will share their expert insights at ASIAFRUIT KNOWLEDGE CENTRE. Check out the full agenda here: www.asiafruitknowledgecentre.com

Asia Fruit Awards: celebrating excellence

The winners of the Asia Fruit Awards, Asia's premier awards for fresh produce excellence, are also announced at ASIA FRUIT LOGISTICA. Join the presentation ceremony on Thursday 5 September as the Asia Fruit Awards recognise Asia's best players in fresh produce marketing, importing, retailing and business impact. The winners are unveiled on the Asiafruit Congress stage at ASIAFRUIT KNOWLEDGE CENTRE on Day Two at 2pm.

Retailer's Club benefits buyers and suppliers

ASIA FRUIT LOGISTICA has also launched the Retailer's Club this year, an exclusive programme for leading global retailers to enrich business and networking opportunities at the trade show.

Only 100 top global retailers have been selected to join the Retailer's Club. Members include Walmart, Spinneys (Dubai), Belc (Japan), Central Retail, RT-Mart, Costco, Lotus, Big C, Makro, S&R and JD.com among other leading names.

Members of the Retailer's Club receive a full-access pass to ASIA FRUIT LOGISTICA, exclusive access to the Retailer's Club Lounge, and an invitation to the Opening Gala Dinner.

Retail buyers also benefit from ASIA FRUIT LOGISTICA's Speed Dating and Match Making services, which can curate a programme of face-to-face meetings with leading companies supplying the exact products and services they need.

ASIA FRUIT LOGISTICA's Retailer's Club creates a bridge between retailers and exhibitors, giving exhibitors exceptional opportunities to meet with top buyers.

ASIA FRUIT LOGISTICA visitors can look forward to a smooth and pleasant travel and accommodation on travel service page <https://www.asiafruitlogistica.com/visitor-travel-service/>

Grasp your last chance to purchase your online tickets to ASIA FRUIT LOGISTICA now to save up to 40 per cent on the onsite rate. Online ticket sales will end by 30 August 2024 23:59 midnight Hong Kong time. Buy your tickets at the online ticket shop.

Tickets include full access to ASIAFRUIT KNOWLEDGE CENTRE.

For more information on ASIA FRUIT LOGISTICA, please visit www.asiafruitlogistica.com or contact the Organising Team by email: info@gp-events.com