



## Day program 7 September 2017

### Data (driven) product

Category	Date	Time:	Location
Hall Forum 2 – Smart Horticulture Asia	September 7, 2017	10:30 – 13:00	Hall Forum 2 (Hall 5B)

Consumers demand more and more data of the product. Stores are going virtual. Marketing is transforming into social marketing. Consumers want a digital connection with the product and growers. How do these concepts affect marketing and sales of fresh produce?

Keywords: #online #webmarketing #internetofthings #iot #SEO #socialmedia #labelling #dataquality

The session is about:

#### Can DATA connect farmer to consumer? (40 min.)

The digital world brings new opportunities for Farmers to get a direct connection to their customers. What is needed to achieve this and what are the benefits? What steps should farmers take to implement a digital transformation?

Keywords: #consumer #bigdata #artificialintelligence #ai #millennials

#### Smart CATEGORY Management (30 min.)

How do we get better insight into the way consumers react to different retail categories? Category management is an underestimated aspect of fresh produce retail. Rijk Zwaan developed a Retail Center in Berlin where the behaviour of “live consumers” is monitored. Jörg Werner presents the first results of this disruptive initiative in using SMART technology in fresh category management.

Keywords: #augmentedreality #eyetracking #machinelearning #vision #bigdata #categorymanagement #retail

#### Is Fresh Produce SMART enough for Personalised Nutrition? (30 min.)

One of the latest trends in the world of food is the development of personalised nutrition. Consumers are supported to make the right choices based on their personal information. This may provide many interesting opportunities for fresh produce because of its nutritional value. But is the industry ready? Conference chairman Harrij Schmeitz challenges and discusses.

Keywords: #masterdata, #personalisednutrition, #ingredients, #health

#### Speaker:

[Tony Newling](#), Senior Director, Government, Public Sector Asia, Microsoft Singapore

[Harrij Schmeitz](#), Managing Director Fresh Informationmanagement Center and Chairman of SMART Horticulture Asia

[Jörg Werner](#), Manager Rijk Zwaan Retail Center, Rijk Zwaan

### Attracting fresh talent

Category	Date	Time:	Location
Hall Forum 1 – Asiafruit Business Forum	September 7, 2017	11:00 – 12:00	Hall Forum 1 (Hall 3B)

A career in fresh produce requires some marketing to younger generations. Industry leaders from across the world and throughout the supply chain share their initiatives for attracting fresh talent to the business.

#### Speaker:

[Ray Johnson](#), Agricultural Appointments

[Alice Wang](#), Haisheng

### Perishable Logistics for Beginners: What is Perishable Logistics?

Category	Date	Time:	Location
Hall Forum 2 – Cool Logistics Asia	September 7, 2017	14:00 – 16:30	Hall Forum 2 (Hall 5B)

Lack of experience in developing overseas markets can lead to unnecessary disappointment. Assessing solutions in global cold chain management amidst new e-commerce opportunities.

- Lessons in temperature abuse
- First mile and last mile challenges
- Cross border e-commerce progress
- Logistical solutions from India



- Real time coldchain monitoring and post-harvest management

**Speaker:**

[Michelle Alvino](#), Market Program Manager, DeltaTrak, Inc.  
[Tarun Arora](#), Director - Finance and Operations, IG International  
[Alfred Cheung](#), Founder & Director, JC Food Republic, Hong Kong  
[Andy Connell](#), Director, A-Bar-C Service (ex-Dole)

## Niche marketing: success stories

Category	Date	Time:	Location
Hall Forum 1 – Asiafruit Business Forum	September 7, 2017	15:00 – 16:00	Hall Forum 1 (Hall 3B)

Successful fresh produce marketing does not necessarily equate to selling large volumes. There are potentially lucrative opportunities for boutique product lines with a point of difference. This session turns the spotlight on some inspirational examples of niche marketing, examining the keys to their success.

**Speaker:**

[Monica Bratuti](#), Turners Global Marketing  
[Isabella Falco](#), PromPeru