

ASIA FRUIT LOGISTICA 2012 *International Trade Press Package*



ASIA FRUIT LOGISTICA - Brief description

ASIA FRUIT LOGISTICA has already established itself as the number one exhibition for fresh fruit and vegetable marketing in the Asian region. In 2012 ASIA FRUIT LOGISTICA, International trade fair for fruit and vegetable marketing in Asia, will be held in Hong Kong, China from 5 - 7 September 2012 and will offer all those involved in the fresh produce trade in Asia an unparalleled platform.

The 2011 edition attracted more than 5,300 top decision-makers from around 63 countries to Hong Kong and proved itself as Asia's only event where top decision-makers from across the region and beyond meet and do business.

The Asiafruit Congress, Asia's premier annual conference and networking event for the international fresh fruit and vegetable business, will take place alongside ASIA FRUIT LOGISTICA from 5 - 7 September 2012.

What is the International Trade Press Stand?

The International Trade Press Stand is dedicated entirely to international trade press publications and aims to provide exhibitors and trade visitors with copies of the different fresh produce and associated trade publications available in different countries and regions of the world.

How can participation benefit you?

- Guarantee your magazine free distribution at the leading fresh produce trade fair in Asia – a useful argument for advertising sales in connection with the exhibition.
- Increase the awareness of your publication and the promotional opportunities it offers to potential readers and advertisers on an international level.
- Assist directly in driving subscription sales.

Interested? See details below!

What we offer:

- Placement of 200 copies of your publication on display on the international trade press stand.
- Listing in the official ASIA FRUIT LOGISTICA exhibition catalogue under the section International Trade Press with full contact details and publication of your logo.
- Listing on ASIA FRUIT LOGISTICA Website under the menu item Visitor Info > Trade Press Stand with logo, full contact details and a hyperlink to your website and email address.
- Free accreditation and access to the Press Centre.

What you provide in return:

- Printing of one ASIA FRUIT LOGISTICA advertisement in your publication.
- Publication of a report on the upcoming ASIA FRUIT LOGISTICA 2012 in an issue of your publication prior to the event (i.e. before September 2012).



We hope that you will take advantage of this special offer. Should you be interested, please complete and return the attached forms to this fax number: +49.30.3038.1850

Should you have questions or require more information please contact:

- Ms Daniela Doering Tel: +49.30.3038.1857, doering@messe-berlin.de for general information, or
- Ms Susanne Tschenisch (ASIA FRUIT LOGISTICA Press Officer) for editorial questions Tel: +49.30.3038.2295, tschenisch@messe-berlin.de

Kind regards from Berlin,

Your ASIA FRUIT LOGISTICA Team

encl. Accreditation form
Registration form
Questionnaire