



ASIA'S
FRESH
PRODUCE
HUB

2011

ASIA

FRUIT LOGISTICA

International Trade Fair for Fruit and Vegetable Marketing

Hong Kong, 7–9 September 2011

www.asiafruitlogistica.com



ASIA
FRUIT
CONGRESS

together with



GLOBAL PRODUCE EVENTS
a Messe Berlin and Fruitnet Ltd company

ASIA'S FRESH PRODUCE HUB

ASIA FRUIT LOGISTICA – Asia's no. 1 fresh produce event



ASIA FRUIT LOGISTICA is the leading international exhibition for fresh fruit and vegetable marketing in the Asian Pacific region. In 2010 it attracted more than 4,100 top decision-makers from 60 countries to Hong Kong. 304 exhibitors from 30 different countries presented an excellent overview of the market and made use of an unmissable chance to make important new business contacts.



Together with the Asiafruit Congress – the Asian region's only international conference event for the fresh produce sector – ASIA FRUIT LOGISTICA offers unparalleled opportunities for you to source new products and suppliers, find out what is happening in the rapidly changing world of fresh fruit and vegetables, make new business contacts and grow your business.



" We can find more and more suppliers here, which is great. Attending ASIA FRUIT LOGISTICA and Asiafruit Congress is an excellent way of seeing our suppliers."

Nalemon Chutipanyaporn, Makro Cash & Carry, Thailand

ASIA FRUIT LOGISTICA 2011

Asia's leading exhibition for fresh produce marketing

- ASIA FRUIT LOGISTICA is the only fresh produce trade exhibition for the Asian region as a whole.
- Meet and do business with suppliers and customers from all over the world.
- Discover new products and learn about innovative developments in trade and marketing.
- Make important new contacts in every sector of the Asian fresh produce business.
- Understand the market and find out what your competitors are doing.
- Develop new ideas and move your own business forward.

ASIA FRUIT LOGISTICA brings together top decision-makers

74% of trade visitors hold a leading management position in their companies. 92% have a decisive or advisory role in purchasing decisions. They regularly award top ratings to the exhibition.

89.5% Positive overall impression of the exhibition

92.8% Recommend others to visit the exhibition

88.5% Intend to revisit in 2011

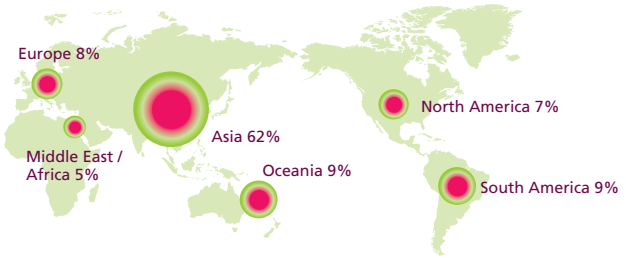
* Data collated and analysed by by Hopp & Partner GmbH, Berlin

"Korean importers and retailers are visiting to meet Asian buyers and suppliers as well as suppliers from other parts of the world like Chile and the US. They can meet everybody they need to see at this event."

June Choi, Jinwon Trading Co., South Korea

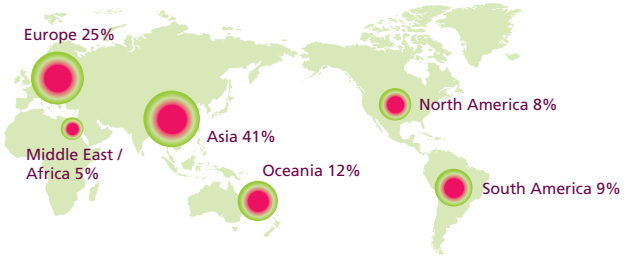


Visitors from all over the world



International exhibitors from every continent

304 companies from 30 countries presented their products at ASIA FRUIT LOGISTICA 2010.



Achieving your aims

We asked trade visitors to ASIA FRUIT LOGISTICA 2010:

“Did you achieve the aims which you had set yourself as a visitor to the exhibition?”*

86.4% Placed orders / negotiated business deals

88.0% Made new contacts / found new suppliers

84.8% Prepared sales contracts



TARGET GROUPS

Importers
Exporters
Growers
Wholesalers
Distributors
Retailers
Catering
Associations
Institutions

Fresh fruit
Fresh vegetables
Fresh-cut and
convenience items
Exotic produce
Organic produce
Potatoes
Dried fruit/nuts
Fresh herbs/spices
Flowers/plants for
self-service outlets

Packaging
Grading/sorting
Transport
Logistical systems
Produce handling
Storage/recycling
Quality control
Shopfitting
Marketing
Market research
Consultancy
Press and media
Technical services
Computer and
internet solutions
Cultivation
systems
Seeds and plant
material

FREQUENTLY ASKED QUESTIONS

What is so unique about ASIA FRUIT LOGISTICA?

It is the only trade exhibition in Asia to bring together so many top decision makers from so many different countries and from so many different areas of the fresh produce business in one place at the same time.

Who exhibits at ASIA FRUIT LOGISTICA?

Companies and organisations from every continent and every sector of the international fresh produce business. From smaller companies wanting to test the Asian market with new products, to major trading organisations who want to entertain and do business with an international clientele. For a detailed presentation of companies exhibiting at ASIA FRUIT LOGISTICA 2011 in Hong Kong, visit www.asiafruitlogistica.com.

Who comes to ASIA FRUIT LOGISTICA?

Key buyers from the food retail and wholesale sectors, importers, exporters, producers, service suppliers – everyone involved in the Asian fresh produce business and the countries which supply it.

Where can I get more information or help for my visit in my own language?

Our international network of representatives in more than 120 countries can answer all your questions. They can help you with the purchase of tickets and all other preparations for your visit to Hong Kong. For details go to Contact at www.asiafruitlogistica.com.

Who organises ASIA FRUIT LOGISTICA?

Global Produce Events GmbH, an international joint venture between the organisers of FRUIT LOGISTICA, Messe Berlin GmbH, and Fruitnet Ltd. Partners in Fruitnet include Asiafruit, Americafruit, Eurofruit, Fresh Produce Journal, Frucht-handel, and the Fruitnet.com portal.



HONG KONG, THE PERFECT LOCATION TO DO BUSINESS

Hong Kong plays a key role as a hub for the fresh produce business in the Asian Pacific region and is home to the second largest port as well as the largest cargo airport in Asia. A major import market itself, it is also the gateway to the booming market in China. With one of the freest economies anywhere in the world, it is a great place to do business. Hong Kong has a complete range of hotels, cultural attractions and after-hours entertainment to suit all tastes. ASIA FRUIT LOGISTICA takes place at the Hong Kong Convention and Exhibition Centre (HKCEC) on Hong Kong's famous waterfront with excellent public transport connections to all parts of the city.



" ASIA FRUIT LOGISTICA is just invaluable for face-to-face meetings. This show saves me about 10 extra plane tickets travelling around Asia to see our customers."

Scott Owen, Paramount Citrus, USA

CONGRESS AND EXHIBITION TICKETS

BUY
YOUR
TICKET
ONLINE

&
SAVE
UP TO

40
%

You can buy your tickets quickly and easily

- Online under Visitor Service / Buy your ticket at www.asiafruitlogistica.com (save up to 40%)
- From our representative in your country – see Contact at www.asiafruitlogistica.com for details
- For the exhibition, you can also buy your ticket on arrival at the registration desks.

ASIA FRUIT LOGISTICA

Onsite price at HKCEC

3-Day Visitor Pass (exhibition only, incl. catalogue)	€ 60.00
1-Day Visitor Pass (exhibition only, incl. catalogue)	€ 35.00

ASIAFRUIT CONGRESS + ASIA FRUIT LOGISTICA

Combined 3-Day Delegate Pass

(exhibition and congress, incl. catalogue)

Single person	€ 535.00
Group of 4+ persons*, price per person	€ 482.00

Combined 1-Day Delegate Pass

(exhibition and congress, incl. catalogue)

Single person	€ 275.00
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* Group Rates are only valid for delegates from a single commercial company or organisation who form a group. Association members do NOT qualify for group discounts.

HOW TO GET TO HKCEC HARBOUR ROAD ENTRANCE

From the airport

- The Airport Express train service runs every 12 minutes from Hong Kong's Chep Lap Kok International Airport and takes around 24 minutes to reach "Kowloon" or "Hong Kong" MTR train stations.
- The train fare is currently HK\$ 100. Onward travel by MTR subway train or taxi. (Also H1 shuttle bus from "Hong Kong").
- By taxi, take the red taxi service from the airport.
- Your hotel may be able to arrange a private limousine transfer.

From the city centre

- By red city taxi to HKCEC Harbour Road Entrance
- By MTR subway train to Wan Chai Station (Island Line) then 10 minutes' walk from Exit A5
- By Star Ferry to nearby Wan Chai Ferry Pier
- By car. On-site car parking adjacent to the HKCEC

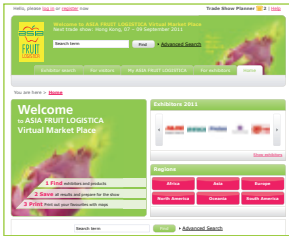
SERVICES FOR VISITORS



All the information you need at www.asiafruitlogistica.com

- Online ticket purchasing and registration
- The ASIA FRUIT LOGISTICA Virtual Market Place
- Latest details of the Asiafruit Congress programme
- Travel, visa and tourist information and contacts for hotel reservations

ASIA FRUIT LOGISTICA Virtual Market Place



- Information on exhibitors and their products 365 days a year
- Useful search functions, stand location details and much more
- Contact exhibitors directly to make enquiries and appointments.
- Plan and print your individual tour with the trade show planner.

Visitor services in your own country and your own language

Our representative in your country is ready to advise you on every aspect of your plans to visit ASIA FRUIT LOGISTICA.

For details please see Contact at www.asiafruitlogistica.com.



" ASIA FRUIT LOGISTICA has been growing every year... I want to come back next year. I want to come back every year."

Keita Watari, Watari Co, Japan

" The Asiafruit Congress is perfect for meeting customers and talking about new opportunities in our fast paced business."

Nolen Burchett, MB Fresh International, USA

ASIAFRUIT CONGRESS is the leading fresh produce business conference event for Asia. It takes place every morning before ASIA FRUIT LOGISTICA opens its doors. Organised by Asiafruit Magazine, it attracts several hundred top decision-makers from fresh produce businesses all over the world. The ASIAFRUIT CONGRESS involves expert presentations and panel discussions as well as extra networking opportunities and study tours. The Asiafruit Congress is an excellent way to develop the best business contacts in Asia.

PROGRAMME

Wednesday 7 September 2011

Question Time: Asian retail panel

Leading supermarket buyers discuss the big issues in Asian retail, from direct sourcing to food safety.

Effective retail marketing

Global case studies examine how to grow sales through innovative new concepts and approaches, from product lines to packaging.

Thursday 8 September 2011

Supplier spotlight: Peru

What does this rapidly emerging export country have to offer for Asian buyers?

New tracks for logistics

Leading players in global reefer logistics review the latest developments for the sector in Asia, from land-based solutions to new technologies.

Friday 9 September 2011

The future for fresh convenience?

Asia is an up-and-coming market for fresh convenience. What is happening and what opportunities are there?

Fresh impetus for apple marketing

An examination of the changing dynamics of Asia's apple markets, the new opportunities for suppliers and for varietal diversification.

All sessions will be translated simultaneously into English and Mandarin. For more information, visit www.asiafruitcongress.com or email info@asiafruitcongress.com



Venue
Hong Kong
Convention and
Exhibition Centre



ASIA 2011

ASIA FRUIT LOGISTICA
Hong Kong, China
7 – 9 September 2011

Opening times

ASIAFRUIT CONGRESS

09.00 – 13.00 each day

ASIA FRUIT LOGISTICA

13.00 – 18.00 each day

Location

Hong Kong Convention and
Exhibition Centre (HKCEC)
(Harbour Road Entrance)
1 Expo Drive, Wan Chai
Hong Kong, China

Further information

Go to our website

www.asiafruitlogistica.com for
the latest information on the
exhibition, exhibiting companies,
services for visitors and more.

For the latest information on
the Asiafruit Congress, including
speakers and final programme
details, please visit

www.asiafruitcongress.com.



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