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- What?** Unique annual pan-Asian awards for the fresh produce trade in Asia
- Why?**
- To celebrate excellence and recognise achievement for the best players in the fresh fruit & vegetable business in Asia.
  - To recognise the excellent work that individual companies are doing in key parts of the fresh produce value chain in Asia.
  - Beyond the direct recognition, the aim is to highlight these efforts to the fresh produce trade in general.
  - The winners of the Asia Fruit Awards can serve as benchmarks of excellence for the trade.
- Who?** Established and presented by ASIA FRUIT LOGISTICA & Asiafruit Magazine.
- Focus?** The Asia Fruit Award is presented in three categories:
- Marketing Campaign of the Year
  - Importer of the Year
  - Produce Retailer of the Year
- What do the winners get?**  
Each category winner receives:
- Asia Fruit Award trophy
  - Asia Fruit Award certificate
  - Benefits of significant trade and media profile across Asia and beyond, starting with a feature in the continent's leading fresh produce business publication Asiafruit Magazine.
- When?** Annually at the end of the Asiafruit Congress and on the eve of ASIA FRUIT LOGISTICA.
- Where?** AsiaWorld-Expo Centre, Lantau Island, Hong Kong SAR
- Past winners?**
- Marketing Campaign of the Year – Zespri Asia
  - Importer of the Year – Chop Tong Guan (Malaysia)
  - Produce Retailer of the Year – Tops/Central Food Retail (Thailand)
- Who selects the winners?** ASIA FRUIT LOGISTICA & Asiafruit Magazine

