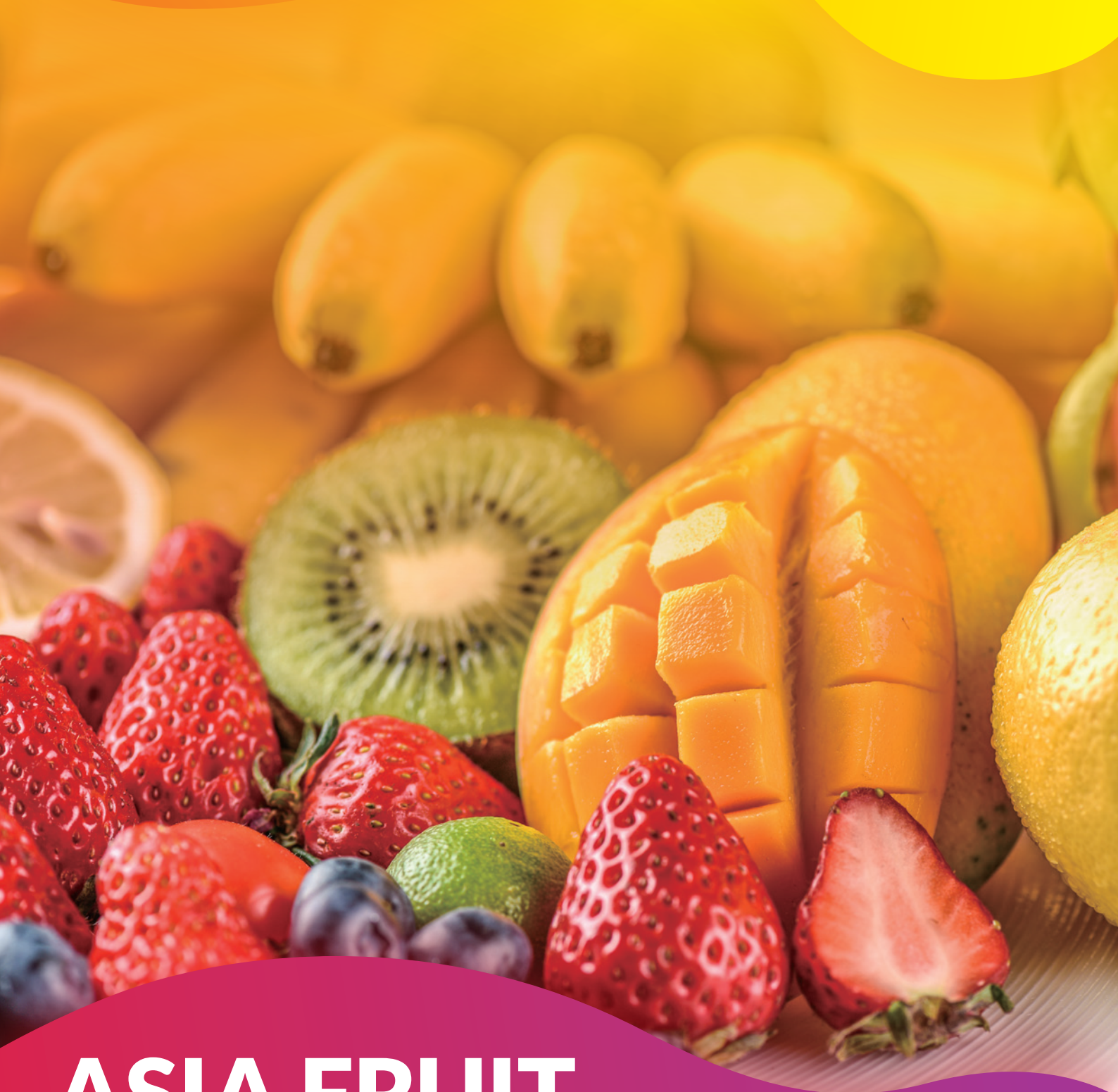


4|5|6 Sep 2024
Hong Kong

ASIA FRUIT
LOGISTICA

Together
with

ASIAFRUIT
CONGRESS
亚洲水果国际果蔬大会



ASIA FRUIT LOGISTICA

Asia's fresh produce trading hub



asiafruitlogistica.com

ASIA'S FRESH PRODUCE HUB

ASIA FRUIT LOGISTICA is Asia's premier fresh fruit and vegetable trade show and takes place on 4-6 September 2024 at AsiaWorld-Expo in Hong Kong. ASIAFRUIT CONGRESS, Asia's premier fresh produce business conference, is held on the show floor across all three days of ASIA FRUIT LOGISTICA.

ASIA FRUIT LOGISTICA showcases the global fresh produce industry value chain and brings together key market players. Take advantage of the best platform to meet with leading suppliers and top buyers from markets across Asia and around the world.



VISITORS

97%

of visitors were **satisfied** with their participation

97%

of visitors would **recommend** ASIA FRUIT LOGISTICA to others

86%

of visitors hold **management positions**

EXHIBITORS

94%

of exhibitors had a **good or very good impression** of the show

90%

of exhibitors rated the **quality of trade visitors positively**

90%

of exhibitors were **interested in exhibiting in 2024**

Source: ASIA FRUIT LOGISTICA 2023 statistics

STRONG INTERNATIONAL PRESENCE

700+
exhibitors
from 43
countries
and regions

13,000+
trade visitors
from 70+
nations

24
national and
group
pavilions



From California

KEY BENEFITS FOR EXHIBITING

- Showcase your brand and latest products to thousands of **high-quality international trade visitors, buyers and top decision makers**
- Join the professional industry community in Asia to connect with key players for **efficient networking and business discussions** over 3 days
- Develop **new business** opportunities with leading companies covering the global fresh produce industry value chain
- **Maximize your exposure**, establish new high-level contacts and strengthen existing partnerships at the annual industry gathering
- **Collect essential market information** on every aspect of Asia's fresh produce business
- Discover **fresh ideas** and gain the **latest industry knowledge** from our concurrent events

Join us in Hong Kong as an exhibitor and become part of the ASIA FRUIT LOGISTICA success story.

Find out more exhibiting information and online registration, go to asiafruitlogistica.com > Exhibitors > Why exhibit



HONG KONG – HEART OF ASIA

Hong Kong is not only the **gateway to mainland China**, but also lies at the **heart of Asia**, where more than 20 different markets play a significant role in the fresh produce trade.

As the **regional trading hub**, Hong Kong is well connected to Asia's emerging markets including Mainland China, Vietnam, Thailand and India etc.

With its business-friendly environment, unique position, unparalleled connectivity and state-of-the-art MICE infrastructure, Hong Kong remains an unrivalled venue for **world-class business events**.

Join ASIA FRUIT LOGISTICA in the heart of enterprising Asia and get right down to business in Hong Kong.



KEY FACTS

EXHIBITING COUNTRIES

TOP 5

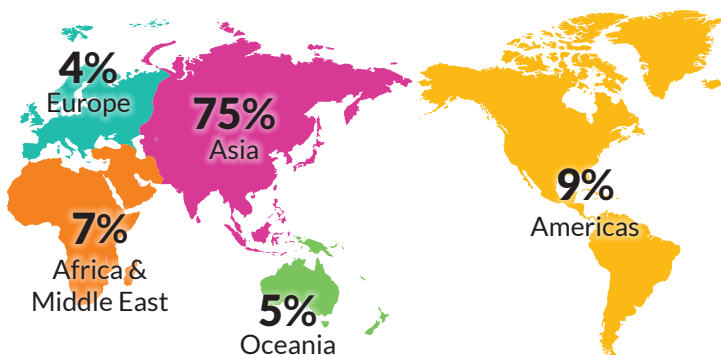
- 1 Mainland China
- 2 Australia
- 3 USA
- 4 New Zealand
- 5 Egypt

VISITING COUNTRIES / REGIONS

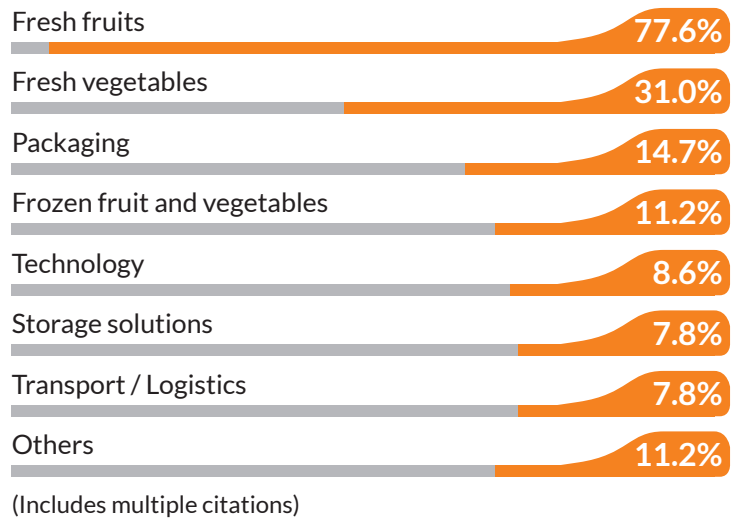
TOP 5

- 1 Mainland China
- 2 Hong Kong
- 3 India
- 4 Chile
- 5 Australia

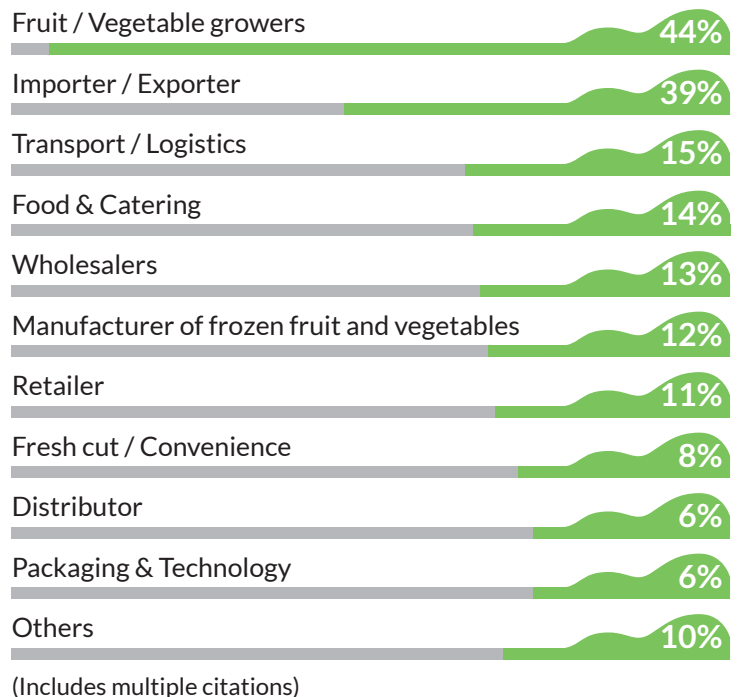
TOP BUYERS FROM ACROSS ASIA AND THE REST OF THE WORLD GATHER IN ONE PLACE



DISCOVER A WIDE VARIETY OF PRODUCTS



TRADE VISITORS FROM EVERY LINK IN THE SUPPLY CHAIN ARE KEEN TO MEET YOU



REGISTER NOW TO SECURE YOUR STAND

Exhibitors can choose between complete stand packages for carefree participation or raw space options to customize your presentation. Kick-start your online registration at asiafruitlogistica.com > Exhibitors > Why exhibit

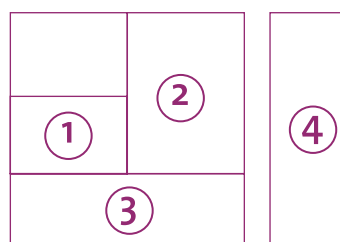
Complete Stand Package (min. 9 sqm)



USD 500
per sqm

Pricing inclusive of booth construction, furniture, lighting, and electricity.

Raw Space – space only without construction (min. 19 sqm)



1
Row stand
1-side
USD 375 per sqm

2
Corner stand
2-sides
USD 400 per sqm

3
Peninsula
3-sides
USD 425 per sqm

4
Island
4-sides
USD 450 per sqm

Optional: complete stand construction: add USD 125 per sqm.

A compulsory and non-refundable registration fee of **USD 520** for each main exhibitor and **USD 360** of each co-exhibitor will be charged.

Included for all exhibitors:

- Exhibitor badge quota
- Online catalogue
- Entry in visitor guide

For full details of exhibitor services and stand rental, go to asiafruitlogistica.com > Exhibitors > Plan your stand

Chile

Fruits of Chile

WHAT BUYERS SAY ABOUT ASIA FRUIT LOGISTICA

Xiongjie Liu, General Manager, Shanghai Huizhan Market (China)

“ ASIA FRUIT LOGISTICA is the most important platform for the fresh produce industry in Asia. We are delighted to meet face to face with new and old friends from all over the world at the show.

Reena Verma, Chief Executive Officer, NexGen Fresh (India)

“ ASIA FRUIT LOGISTICA has been an amazing experience as always. The opportunity to have meetings with existing and prospective suppliers from all origins under one roof is what really sets this event apart.

Lu Minh Quang, Import Director, Biovegi (Vietnam)

“ I really like coming to ASIA FRUIT LOGISTICA because I get to meet everyone here – all our suppliers, exporters and partners. It's also a great place to find potential new business.



WHAT EXHIBITORS SAY ABOUT ASIA FRUIT LOGISTICA

Renata Dalton, Director of Global Business Development, US Highbush Blueberry Council (US)

“ This has been a show well worth attending and an opportunity to bring our international teams together to strategise on how to further develop the market for our fruit.

Janine Lutén, Chief Executive Officer, Holland Fresh Group (The Netherlands)

“ We enjoy being here at ASIA FRUIT LOGISTICA in Hong Kong. We have a lot of people visiting our booth, and that's why we exhibit here.

Shaimaa ElShafei, Logistics Manager, MEAD (Middle East For Agricultural Development) (Egypt)

“ We like ASIA FRUIT LOGISTICA so much - Hong Kong is a beautiful city and the exhibition is nice and well organised. We are looking to meet buyers here to get some opportunities on the Asian market.



ASIA'S PREMIER EVENTS AND AWARDS

ASIAFRUIT CONGRESS

亚洲水果国际果蔬大会

Get the best insights from industry leaders

- Asia's premier event for business information and networking since 1998
- Sessions take place on the show floor at ASIA FRUIT LOGISTICA 2024
- Top-quality speakers and content curated by Asiafruit Magazine
- All you need to know about the latest trends and market opportunities in Asia
- Lively panel discussions and keynote interviews on the hot topics in the business
- Get the best insights from the best business leaders
- Free copy of ASIAFRUIT CONGRESS STATISTICS HANDBOOK with top trends in 12 key markets across Asia

ASIAFRUIT BUSINESS FORUM

- Wide-ranging programme of informal workshops in a new format on the show floor at ASIA FRUIT LOGISTICA
- Curated by Asiafruit Magazine, the official knowledge partner of ASIA FRUIT LOGISTICA
- Practical insights and innovative solutions covering key areas of the fresh produce value chain
- Marketing, technology, and logistics in focus at show floor workshops
- Expert talks and discussions that empower your business
- Free to attend for all ASIA FRUIT LOGISTICA visitors and exhibitors



More info at

asiafruitcongress.com

info@asiafruitcongress.com



The premier annual awards that celebrate excellence and recognise outstanding achievement across Asia's fresh produce business. Presented by ASIA FRUIT LOGISTICA and Asiafruit Magazine at ASIAFRUIT CONGRESS.

- MARKETING CAMPAIGN OF THE YEAR
- IMPORTER OF THE YEAR
- PRODUCE RETAILER OF THE YEAR
- IMPACT AWARD

怎样做更好吃的水果品牌?





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info@gp-events.com

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Hong Kong, China

Support in your own language

For details of our representative in your country, go to

asiafruitlogistica.com > Contact

Register Online

at asiafruitlogistica.com

> Exhibitors



website
and social media



scan with wechat
to follow official account

FRUIT LOGISTICA

Looking forward to welcoming you
in Berlin from 7-9 February 2024!
fruitlogistica.com/en