

ASIA FRUIT LOGISTICA

Business Meet-Up

Jakarta Station

27 Feb 2024 (Tuesday)

@ The Ballroom, 1st Floor

Pullman Jakarta Hotel

ASIA FRUIT  
LOGISTICA

Asia's fresh produce trading hub



asiafruitlogistica.com

ASIA FRUIT  
LOGISTICA

## GROWING DEMAND IN INDONESIA'S FRESH PRODUCE INDUSTRY

**AGENDA** (Program will be conducted in English only)

**09.45-10.15 : Registration & Welcome Refreshments**

**10.15-10.25 : Welcome remarks and Asian market overview**  
ASIA FRUIT LOGISTICA and Asiafruit Magazine

**10.25-10.55 : Consumer behaviour and retail trends in fresh produce**

Issues discussed:

- Consumer and retail market trends - 2024 and beyond
- Understanding consumer shopping behaviour
- Online shopping - new retail platforms for delivery of fresh produce

Ira Soekirman, Director, PT Roy Morgan Research

**10.55-11.05 : Case study: how to grow a successful fruit export business from Indonesia**

Margareta Astaman, Founder & CEO, Java Fresh

**11.05-11.25 : Coffee Break and Networking**

**11.25-11.45 : Spotlight on agritech start-up**

Amrit Lakhiani, CEO, Beleaf Farms

**11.45-11.55 : Making your mark at ASIA FRUIT LOGISTICA**

- Keys to growing your business at Asia's fresh produce hub

Marie Berkefeld, Market Manager Asia, ASIA FRUIT LOGISTICA

**11.55-12.35 : Panel discussion: Indonesia's future in focus**

**Moderator:** John Hey, Editor in Chief, Asiafruit Magazine

Hendry Sim, Vice President, PT Laris Manis Utama

Fedie Mulia, Founder and Commissioner, HALOFRESH

Yuyuh Sukmana, SE Asia Regional Manager, Vanguard International

**12.35-12.45 : Q&A, lucky draw and wrap-up**

**12.45-14.00 : Networking Luncheon**

**RSVP : Ria**

Phone: +62 85 740 174 730

Email : ihdausria2019@gmail.com

Knowledge Partner

ASIAFRUIT

Media Partner

FRUITNET