

ASIA FRUIT
LOGISTICA

Knowledge partner

ASIAFRUIT

Supported by



4|5|6 Sep 2024
Hong Kong

ASIA FRUIT
LOGISTICA

Asia's fresh produce trading hub

Together with



Official Wholesale Market Partners



asiafruitlogistica.com

ASIA'S FRESH PRODUCE HUB

ASIA FRUIT LOGISTICA is Asia's premier fresh fruit and vegetable trade show, taking place on **4-6 September 2024** at AsiaWorld-Expo in **Hong Kong**.

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.

ASIA FRUIT LOGISTICA also brings you the best information and insights. Asiafruit Knowledge Centre is the brand-new content hub on the show floor powered by Asiafruit Magazine, ASIA FRUIT LOGISTICA's Knowledge Partner. It is headlined by Asiafruit Congress, Asia's premier fresh produce conference, together with Asiafruit Business Forum and Asiafruit Showcase.

STRONG INTERNATIONAL PRESENCE

700+
exhibitors
from 43
countries
and regions

24
national and
group
pavilions

13,000+
trade visitors
from 70+
nations

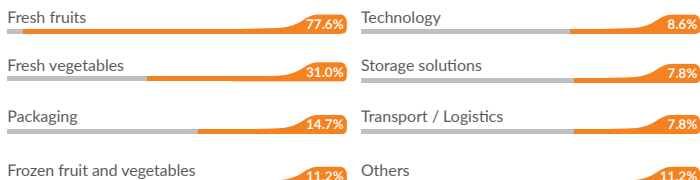
68%
of visitors coming
from 20+ key
markets across
Asia



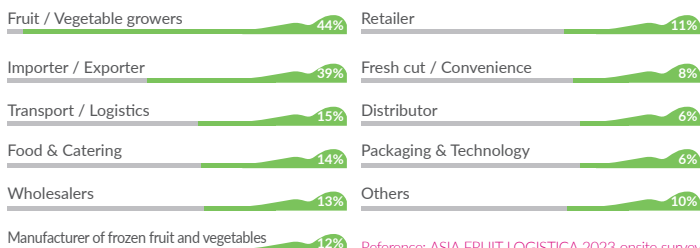
DISCOVER A WIDE VARIETY OF PRODUCTS

ASIA FRUIT LOGISTICA showcases an incredible range of products and services across the global fresh produce supply chain, including fresh products, technology, machinery, logistics and services.

Presentation Focus (Includes multiple citations)



Areas of Business (Includes multiple citations)



Reference: ASIA FRUIT LOGISTICA 2023 onsite survey



FRESH PRODUCE CATEGORIES

Global range of fresh fruit and vegetable products, organics, frozen fruits & vegetables, dried fruits, and nuts.



COMPREHENSIVE SPECTRUM OF THE VALUE CHAIN

From production to packaging, export to import, distribution, food retail and catering.



MACHINERY & TECHNOLOGY SOLUTIONS

From automation machinery, sorting, grading, packing and processing, to IT solutions and POS equipment.



LOGISTICS & SERVICES

From produce handling, storage, transportation and monitoring to marketing, quality assurance and certification services.



SMART AGRI SOLUTIONS

New segment launch to highlight cutting-edge technologies such as cloud computing, big data and AI in smart agriculture solutions.

For the full overview of exhibitors and sectors at ASIA FRUIT LOGISTICA, go to asiafruitlogistica.com > Exhibitors > Products

OUR SUCCESSFUL TRACK RECORD

of visitors were satisfied with their participation

97%

of visitors would recommend ASIA FRUIT LOGISTICA to others

97%

of visitors hold management positions

86%

Sources: ASIA FRUIT LOGISTICA 2023 statistics



**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 Qang, 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.



ASIA'S PREMIER EVENTS AND AWARDS

ASIAFRUIT KNOWLEDGE CENTRE AT ASIA FRUIT LOGISTICA

Asiafruit Knowledge Centre is the new all-in-one content hub at ASIA FRUIT LOGISTICA...and it's free to attend for every visitor and exhibitor.

Across three stages over three days, Asiafruit Knowledge Centre brings you the best combination of strategic insights and practical takeaways to help you grow your business in Asia.

Asiafruit Knowledge Centre includes **Asiafruit Congress**, **Asiafruit Business Forum**, and **Asiafruit Showcase**.

ASIAFRUIT CONGRESS 亚洲水果国际果蔬大会

Thought leadership and best business strategies for Asia

- Asia's premier conference for business information and networking since 1998
- Taking place on the main stage at Asiafruit Knowledge Centre
- Top-quality speakers and content curated by Asiafruit Magazine
- The best business insights and strategies for the fast-changing Asia market
- Keynote interviews and lively panel discussions on the big issues

ASIAFRUIT BUSINESS FORUM 亚洲水果商务论坛

Fresh produce case studies for business success in Asia

- Industry experts share best practice and hands-on solutions
- Covering the entire supply chain, from breeding products to consumer marketing

Every day of Asiafruit Congress and Asiafruit Business Forum is themed.

Day 1 Consumers & Markets

Day 2 Tech & Innovation

Day 3 Logistics & Trade

ASIAFRUIT SHOWCASE

亚洲水果展秀台

Fresh produce innovations for business in Asia

- ASIA FRUIT LOGISTICA exhibitors present the newest technologies, products, and solutions
- Exhibitors can book slots at the ready-to-speak forum on a first-come, first-served basis
- You promote your product, we take care of the rest

Every session at Asiafruit Knowledge Centre includes simultaneous English-Chinese translation. The programme also features special Chinese-language sessions every day.



The premier annual awards to celebrate excellence and recognise outstanding achievement in 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**



BUY YOUR TICKET



Buy online & save 40%

Buy your ticket now online and avoid waiting time onsite!

Go to asiafruitlogistica.com > Visitors > Buy your tickets
(save up to 40% compared to onsite pricing)

Tickets

| Type of ticket | Online via Ticketshop (valid until 30 August 2024, 23:59 Hong Kong time) | Onsite rate (from 4-6 Sept 2024) |
|------------------|--|-------------------------------------|
| One-day ticket | USD 40 | USD 60 |
| Three-day ticket | USD 60 | USD 100 |

- Choose one-day or three-day ticket. Both options include access to Asiafruit Knowledge Centre, the brand-new content hub at ASIA FRUIT LOGISTICA featuring Asiafruit Congress, Asiafruit Business Forum and Asiafruit Showcase.
- For support from your country representative, go to asiafruitlogistica.com > Contact for additional questions.



FIVE REASONS TO ATTEND ASIA FRUIT LOGISTICA



Impressive exhibitor line-up

Find suppliers from all over the world and discover a vast spectrum of fresh produce over three full days.



Unique networking opportunity

Meet top purchasing professionals and decision-makers from every sector of Asia's fresh produce business.



Expert insights

Top speakers provide insights into key topics and market trends at Asiafruit Knowledge Centre, featuring Asiafruit Congress, Asiafruit Business Forum and Asiafruit Showcase.



Inspiration

Explore and develop new ideas, source new products and innovative business solutions and move your business to the next level.



Touch base with the fresh produce community

It's Asia's must-attend event of the year for industry professionals worldwide that you simply don't want to miss!



EXPLORE ONLINE FOR THE LATEST UPDATES



ASIA FRUIT LOGISTICA Online Catalogue provides useful information for planning a visit:

- full details of exhibitors and their offerings online 365 days a year
- discover the market players and search your field of interests with the filter functions
- download the floorplan to plan your tour of the exhibition

The image displays three digital interfaces for the Asia Fruit Logistica event. On the left, a tablet shows the website's homepage with a navigation menu and a grid of event highlights. In the center, a laptop displays a similar view with a prominent banner for 'Asia's fresh produce trading hub' and a list of key events including the Exhibitor Line-up, Asiafruit Congress, and Business Forum. On the right, a smartphone shows a mobile-optimized version of the site. Below these devices, a magnifying glass icon points to a QR code that, when scanned, likely leads to the online catalogue.

www.asiafruitlogistica.com/catalogue

Special hotel and travel offer

ASIA FRUIT LOGISTICA offers **special rates** for exhibitors and visitors at our **official hotels**. For more accommodation information, go to asiafruitlogistica.com > Visitors > Travel Service > Hotels

Exhibitors and visitors can enjoy a special rate of Same-Day Return Ticket at HKD 60 to/from Hong Kong downtown and AsiaWorld-Expo Station. You can purchase the ticket at special registration counters in Hong Kong or Kowloon Airport Express Station.



SHOW DATE AND VENUE



4-6 September 2024 10:00 – 17:00 daily



AsiaWorld-Expo | Lantau, Hong Kong
Hall 3 and Hall 5



CONTACT US

Event management

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Support in your own language

For details of our representative in your country, go to

asiafruitlogistica.com > **Contact**

**ASIA FRUIT
LOGISTICA**

**GPE GLOBAL
PRODUCE
EVENTS**
a Messe Berlin and
Fruitnet Media International company

#asiafruitlogistica2024



website
and social media



scan with wechat
to follow official account

**FRUIT
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Looking forward to
welcoming you
in Berlin from 5-7
February 2025!
fruitlogistica.com/en