

Guangzhou 8|9 Sep 2025

China Meet Up AFL鲜果会

**ASIA FRUIT
LOGISTICA**
Asia's fresh produce trading hub



asiafruitlogistica.cn

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联系我们

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For further details regarding other roadshows, please visit:
<https://www.asiafruitlogistica.com/meet-ups-2025-china/>

Knowledge Partner
知识合作伙伴

亚洲水果
ASIAFRUIT

Co-hosts
联合主办



China Meet Up AFL鲜果会

ASIA FRUIT LOGISTICA China Meet Up will take place in Guangzhou on 8-9th September 2025. In 2024, the event brought together more than 1,600 high-level industry professionals in Shanghai. Trade visitors enjoyed two days of illuminating talks and insights, high-quality networking, and a bustling B2B expo focused on China's dynamic and fast-moving fresh produce market.

The upcoming event in Guangzhou will mark an important stop of ASIA FRUIT LOGISTICA's new roadshow of content-backed networking events in key markets across the world. In 2025, we are moving from Shanghai to Guangzhou, underscoring the importance of Guangzhou as a major hub for fruit and vegetable trade. The two-day event will be co-hosted with two of China's top wholesale markets – Shanghai Huizhan and Guangzhou Jiangnan.

AFL 鲜果会 (ASIA FRUIT LOGISTICA China Meet Up) 将于 2025 年 9 月 8-9 日在广州举行。2024 年,该活动在上海汇聚了 1600 多名果蔬行业专业人士。在为期两天的活动中,贸易参观者聆听了富有启发性的演讲和见解,进行了高质量的交流,并在热闹的 B2B 展览会上重点了解了中国充满活力、快速发展的果蔬市场。

即将在广州盛大启幕的 AFL 鲜果会,不仅是 2025 年亚洲国际果蔬展全球巡回路演中的璀璨一站,更体现了广州在亚洲果蔬贸易的核心枢纽地位。

此次为期两天的盛会,汇聚了中国果蔬领域的两大批发市场——上海辉展与广州江南市场,共同打造一场集展示、交流、合作于一体的行业盛宴。此次活动不仅是果蔬行业精英的年度聚会,更是促进国内外贸易合作、加速产业转型升级的重要平台,预计将吸引来自全球各地的果蔬生产商、采购商、贸易商及行业专家共襄盛举,共同绘制果蔬产业繁荣发展的新蓝图。



Highlights of ASIA FRUIT LOGISTICA Meet-Ups 2024

- 70 Leading speakers
- 2,100 High-quality industry professionals
- 60+ Top sponsors
- 30+ Countries and regions
- 4 Stations around Asia

2024 年 亚洲国际果蔬展路演活动亮点

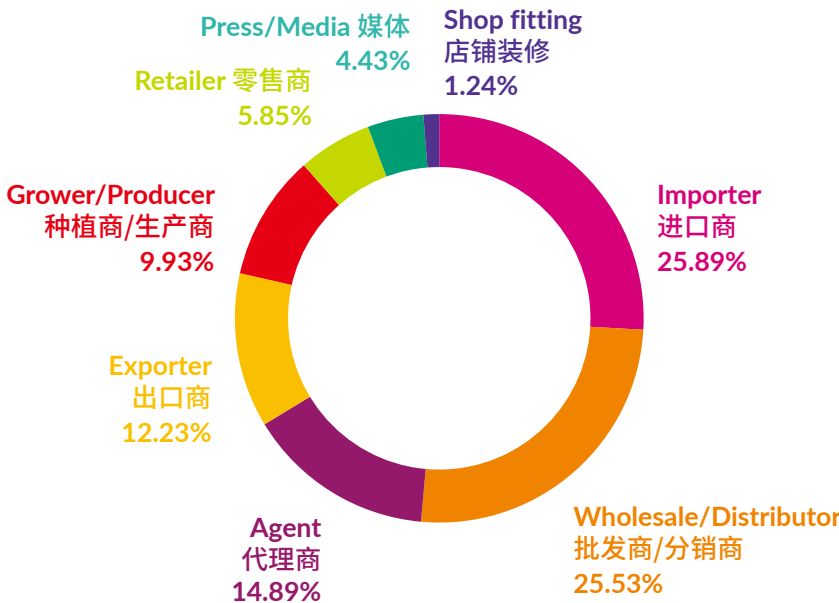
- 70 位重量级演讲嘉宾
- 2,100 名果蔬行业专业人士
- 60+ 行业赞助商
- 30 多个国家和地区
- 4 个亚洲城市

Attendees

High quality attendees from the fresh produce value chain, covering the whole spectrum.

参会者行业类型

来自新鲜果蔬价值链各个环节的高质量与会者。



Visiting countries/regions

- 1 Mainland China
- 2 Vietnam
- 3 Singapore
- 4 Chile
- 5 USA

TOP 5

前五大观众来源国家 / 地区

- 1 中国大陆
- 2 越南
- 3 新加坡
- 4 智利
- 5 美国

Discover the latest trends and topics in China's Fresh Produce sector in the informed packed programme organized by ASIAFRUIT magazine

通过《亚洲水果》杂志精心策划的内容丰富的大会，深入了解中国鲜果行业的最新趋势与热点



Why to exhibit?

- Connect with Top Chinese buyers – Wholesale markets, importers and distributors
- Maximize your exposure, and establish new high-level contacts
- Showcase your brand and latest product to thousands of Top Chinese buyers
- Develop new business opportunities with leading Chinese companies
- Discover how to grow in this key market

为何预定展位？

- 与 AFL 亚洲国际果蔬展联动，共享来自 70 多个国家和地区的上万名专业买家
- 结识国际进口商与采购商，拓展国际业务
- 与中国果蔬行业的专家和买家建立稳固联系
- 分析季末成果，并基于数据预测主要产品的未来走向
- 全年亚洲巡回路演，共享亚洲水果市场的人脉与商机

Why to visit?

- Join the local professional industry community in China to connect with decision makers for 2 days of high-quality networking
- Strong Chinese presence with growers from across the country
- Maximize the effectiveness of your visit to China and meet key growers and exporters
- Direct business and access to the heart of Chinese fresh produce industry

为何参观？

- 展示来自全球的新鲜农产品及其完整产业链
- 与中国在内的全球供应商和出口商建立国际业务关系
- 分析季末成果，并基于数据预测主要产品的未来走向
- 全年亚洲巡回路演，共享亚洲水果市场的人脉与商机
- 通过《亚洲水果》杂志的信息丰富活动，紧跟中国果蔬行业的新趋势和热点主题

Hot topics

During the event you will have the opportunity to discuss about pre-season forecast, and post-season results.

Don't miss the opportunity to talk directly with growers/importers and close important deals for the upcoming months!

热点话题

在活动期间，您将有机会讨论季前预测和季后结果。

不要错过直接与种植者 / 进口商交流并为即将到来的几个月达成重要交易的机会！

Chilean Cherries, Blueberries & Pears	Chinese Apples, Pears & Citrus	French Apples	智利樱桃、蓝莓和梨	中国苹果、梨和柑橘	法国苹果
USA Oranges & Grapes	Peru Grapes	Greek Kiwis	美国橙子和葡萄	秘鲁葡萄	希腊猕猴桃
Chinese Ginger & Garlic	South African Pears	Italian Kiwis	中国生姜和大蒜	南非梨	意大利猕猴桃

Meng Chao, Supply Chain Manager, Hebei xinnongjia international trade co.,Ltd

We are delighted to have participated in the event held in Shanghai in May 2024. Xin Nong Jia primarily deals in Western and premium-quality domestic fruit products. Through this event, we connected with fruit producers and distributors from around the world, effectively expanding our channels. We also engaged in extensive exchanges with numerous industry experts, gaining valuable insights and advanced ideas. We look forward to continuing our collaboration with the organizers for the event in Guangzhou next February, as we work together to advance the fruit and vegetable industry.

鑫农佳小宝哥供应链负责人，孟超

很高兴能够参加 24 年 5 月在上海举办的活动。鑫农佳主要经营西货和国产精品全品类水果产品，通过此次活 动，我们接触到了来自全球的水果生产商与经销商，有效拓展了我们的渠道，同时也与其他众多行业专家进行了充分的交流，获得了很多灵感与先进理念。我们希望与主办方就明年 2 月在广州举办的活动继续合作，共同推动果蔬行业的发展。

Ms. Elizabeth Martin, Sun Pacific, Sales Director

“As a global leader in the fresh produce industry, Sun Pacific views China Business Meet Up as an important platform for expanding our international footprint. This event allows us to connect with global distributors, retailers, and consumers, strengthening our brands presence across China.”

Sun Pacific 销售总监，Elizabeth Martin 女士

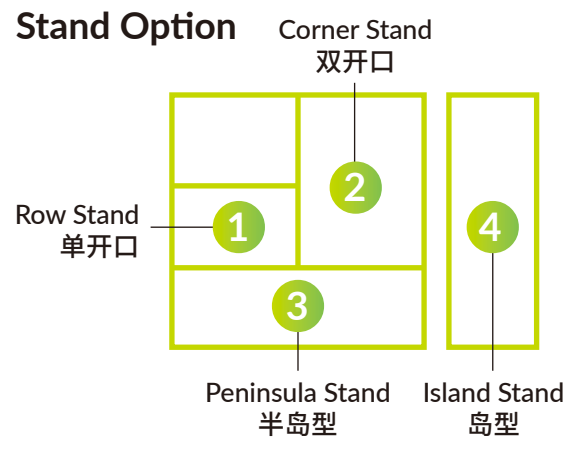
“ 作为鲜果行业的重要参与者，Sun Pacific 将中国见面会视为扩大我们国际影响力的重要平台。此次活 动使我们能够与全球分销商、零售商和消费者建立联系，加强我们在中国的品牌影响力。”

STAND PACKAGES 展位套餐

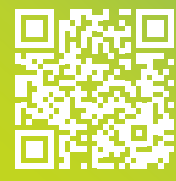
Premium Complete Stand



Stand Option



Register here



Complete Stand Prices 搭建展位套餐

9 sqm	1 Row 单开口	Starting Price 17,000 CNY 17000元起
18 sqm	2 Corner 双开口	Starting Price 35,000 CNY 35000元起
	3 Peninsula 半岛型	

*Price Include both construction furniture, lighting and electricity.
价格包含标准展具, 照明及用电。

Raw Space Stand Prices 光地展位价格

18 sqm	2 Corner 双开口	Starting Price 33,000 CNY 33000元起
	3 Peninsula 半岛型	
36 sqm	3 Peninsula 半岛型	Starting Price 72,000 CNY 72000元起
	4 Island 岛型	
72 sqm	4 Island 岛型	Starting Price 152,000 CNY 152,000元起

15% discount for AFL exhibitors AFL参展商可享八五折

NEW! Country Packages 国家展区套餐

36 sqm	90,000 CNY
72 sqm	180,000 CNY

Benefits

- Online Presence/Advertising
- Onsite Presence/Advertising
- Gala dinner VIP Table
- Conference Opportunity
- Visitor Guide
- VIP Opening Tour
- And so much more!

福利

- 在线展示/广告
- 现场展示/广告
- 晚宴VIP桌席
- 会议发言机会
- 观众指南
- VIP开幕巡展
- 以及更多精彩内容!

Information-packed Programme 内容详实的大会

亚洲水果 ASIAFRUIT



The event features an information-packed programme of talks and discussions on the fast-moving China market with esteemed industry leaders organised by ASIA FRUIT LOGISTICA's knowledge partner, Asiafruit Magazine.

Altogether, the ASIA FRUIT LOGISTICA Business Meet-Up have brought together almost 70 leading speakers to share their expert insights across four key markets, attracting more than 2,100 high-quality industry professionals.

由亚洲国际果蔬展览会的官方知识伙伴《Asiafruit亚洲水果》杂志组织打造内容丰富的专家演讲和座谈活动, 邀请业内知名企业领袖共同探讨中国市场发展形势, 以及多品项水果的新季动态。

亚洲国际果蔬展览会商务见面会共汇聚了近70位知名演讲嘉宾, 在四个主要亚洲市场分享他们的专业见解, 路演活动吸引了2100多位高质量行业专业人士。

Dinner Reception 晚宴



In addition to the high-quality networking opportunities at the B2B expo, the China Business Meet Up included a gala dinner. Co-hosted by ASIA FRUIT LOGISTICA and its wholesale market partners, the dinner brought together some 450 delegates to enjoy one another's company in an evening of fine food, music and entertainment. Don't miss the opportunity to participate in 2025!

除了 B2B 展会上的交流机会外, 中国商务见面会还设有晚宴。晚宴由亚洲国际果蔬展览会和其批发市场合作伙伴共同举办, 约 450 位代表齐聚于此品尝美食, 共享音乐。不要错过 2025 年加入我们的机会!



中国商务见面会 China Business Meet Up

