

Hong Kong 3|4|5 Sep 2025

asiafruitlogistica.com

WHERE BUSINESSES BLOOM.

ASIA FRUIT
LOGISTICA

Asia's fresh produce trading hub



Knowledge Partner

ASIAFRUIT

Official Partner Country



A brand of



MESSE BERLIN
China

ASIA'S FRESH PRODUCE HUB

ASIA FRUIT LOGISTICA is Asia's premier fresh fruit and vegetable trade show, taking place on **3-5 September 2025** 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, powered by Asiafruit Magazine, the official 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

VISITORS



EXHIBITORS



Trade visitors:
>13,000
from 70+
nations

Exhibitors:
>760 from
42 countries and
regions

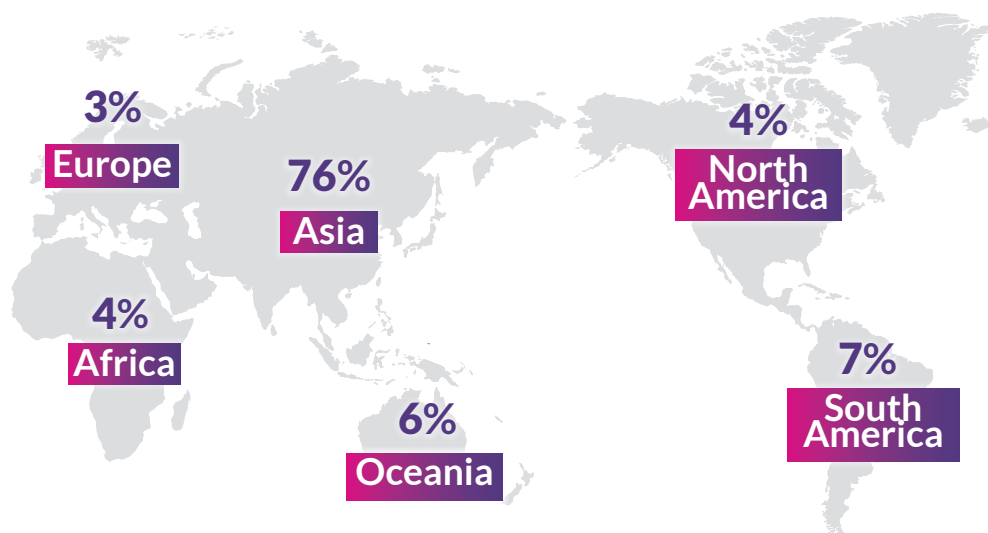
28
national and
group pavilions

Source: ASIA FRUIT LOGISTICA 2024 statistics



KEY FACTS

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



TOP 5

EXHIBITING COUNTRIES / REGIONS

Mainland China, Australia, USA, Egypt, New Zealand

VISITING COUNTRIES / REGIONS

Mainland China, Hong Kong, India, Chile, Australia

SPEED DATING – THE BRIDGE BETWEEN EXHIBITORS AND RETAILERS



Together with the launch of our **ASIA FRUIT LOGISTICA Retailer's Club**, we have introduced a completely new business experience to our show, **Speed Dating**.

Open **only to exhibitors**, **Speed Dating** gives exhibitors the opportunity to meet with global retailers and to have a 15-minute meeting where they can present their company and plant the seeds for future collaboration.

What we achieved in 2024:

- 60+ meetings arranged in 2024.
- 100% of participating retailers were satisfied and recommended the programme. Showing interest to participate again.
- Meetings were held between retailers and exhibitors from Asia, the Americas, Europe, Oceania, Africa and the Middle East.

Exhibitors can sign up directly when registering online.

For more information, please contact buyers@mess-berlin-sh.com

KEY BENEFITS OF 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
- **Maximise 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.

To find out more about exhibiting and details on First Timer Pavilion, go to asiafruitlogistica.com > **Exhibitors** > **Why exhibit**

NEW First Timer Pavilion

Showcase your company and unlock new opportunities!



MAXIMIZE YOUR EXPOSURE WITH SPONSORSHIP

ASIA FRUIT LOGISTICA is the annual important industry gathering in **fresh produce industry** for many **key decision makers** and industry delegates from across the value chain, to talk business and network over the three days of the exhibition, conference, and networking events.

Becoming a sponsor provides you with the **ideal platform** to position your business as an **industry leader** and to showcase your brand, products, and services to our visitors before, during and after the event.

Various onsite advertising opportunities are available to help **put your brand name stand out** from your competitors.

Be our sponsor to:

- Reach **Asia's biggest global audience** of 13,000+ high-level fresh produce professionals
- Maximise your **brand exposure**
- Build **relationships** with existing customers
- Start conversations with **new clients**
- Share your story, **expertise** and **insights**
- Be part of something **different**

Sponsorship kit is available at

www.asiafruitlogistica.com > **Exhibitors** > **Become a sponsor**



REGISTER NOW TO SECURE YOUR STAND

Exhibitors can choose between complete stand packages for carefree participation or raw space options to customise your presentation.

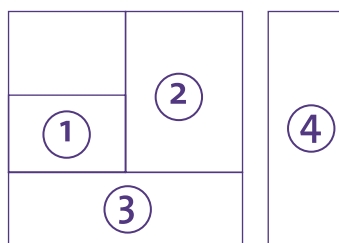
Complete Stand Package (min. 9 sqm)



USD 500
per sqm

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

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



② **Corner stand**
2-sides
USD 400 per sqm

③ **Peninsula**
3-sides
USD 425 per sqm

① **Row stand**
1-side
USD 375 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

**Register
Online**



ASIA'S PREMIER EVENTS AND AWARDS



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

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.

More info at

www.asiafruitknowledgecentre.com

info@asiafruitcongress.com



ASIA FRUIT AWARDS

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**



WHAT BUYERS SAY ABOUT ASIA FRUIT LOGISTICA

“We brought three of our teams instead of two to **ASIA FRUIT LOGISTICA** this year. So many of our suppliers are here in one place, it's too good an **opportunity** to pass up. Our meetings have been back-to-back.”

Hendry Sim, Vice Director, Laris Manis Utama (Indonesia)

“**ASIA FRUIT LOGISTICA** is considered an event of the **highest quality** for this industry, providing a **great opportunity** for everyone to communicate and understand each other's developments and trends. I noticed many companies that didn't have booths before are now starting to set up their own. Everyone is continuously breaking new ground.”

Andy Lam, General Manager, Shanghai Faith Int'l Trade Co (China)

“As a visitor, we've found the show to be **well-attended** and there's a good range of attendees here. We feel a lot more **positivity** among our customers than we expected given the recent economic slowdown and cost-of-living pressures.”

Robert Quinn, General Manager of Sales, RD8 (New Zealand)



WHAT EXHIBITORS SAY ABOUT ASIA FRUIT LOGISTICA

“**ASIA FRUIT LOGISTICA** is the **most influential trade show** for the industry in Asia. Whether in terms of **foot traffic, exhibitor scale**, or level of **global participation**, it is a crucial annual event for Dole China and Dole Asia. It allows us to efficiently and intensively engage with multiple high-quality suppliers.”

Vivian Wang, Marketing Director, Dole (China)

“Assomela organised a stand at **ASIA FRUIT LOGISTICA** together with its three main members VIP-Val Venosta, Vog, and Melinda – grouped together as From. We had **important meetings** during the exhibition, mostly with colleagues from European associations, Italian institutions in Hong Kong, and several foreign players who met our members to develop markets in Asian countries. This market remains **highly important** for Italian apples.”

Giovanni Misanelli, Director, Assomela (Italy)

“**ASIA FRUIT LOGISTICA** is an **essential industry platform** and **meeting point** for Tomra Food. It enables us to meet with customers and colleagues from around the world in one place.”

Sarah Liversage, Marketing Manager - APAC, Tomra Food (New Zealand)



MEET UPS AROUND THE WORLD.



India
3-4 Apr 2025

Vietnam
13-14 May 2025

Thailand
25 June 2025

ASIA FRUIT LOGISTICA
3-5 Sep 2025

China
8-9 Sep 2025

Peru
28-29 Oct 2025

CONNECT + ENGAGE + DEEP-DIVE

Fresh Produce India 3-4 April

With a packed one-day programme of talks, presentations, interviews and tastings all taking place in the bustling expo, **Fresh Produce India** brings together key players to discuss the **big trends** and **opportunities** in India's fast-moving fresh produce business.

Fresh Produce Vietnam features **expert talks** and **workshops** on every aspect of the Vietnam market. Consumer trends. Imports. Marketing. Branding. Supermarkets. Local production. Exports. Cold chain. Packaging innovation.

Fresh Produce Vietnam 13-14 May

Thailand Meet Up 25-26 June

Bangkok Meet Up will return in 2025 by doubling the scale and put spotlight on the **exciting ASEAN markets** - Thailand, Vietnam, Singapore, Malaysia, Indonesia, Philippines, and with the optional **study tour** to one of **the largest importers & fruit wholesale market** in Thailand.

China Meet Up is the premier platform for connecting with the Chinese market, offering insights on business, trends, and forecasts. On **6-7 September 2025**, join the **China Study Tour** in Guangdong or participate in the **AFL Fresh Produce Golf Cup**, supporting local charities.

China Meet Up 8-9 September

Peru Meet Up 28-29 October

The Peru Meet Up connects key players across **Latin America** with international buyers, fostering opportunities for growers, distributors, and exporters. With the Port of Chancay **linking Latin America to Asia**, the event serves as a crucial gateway for **expanding business and cross-border collaborations**.

CONTACT US

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ASIA FRUIT LOGISTICA

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

#ASIAFRUITLOGISTICA2025



website
and social media



scan with wechat
to follow official account