

asiafruitlogistica.com

3|4|5 Sep 2025
Hong Kong

ASIA FRUIT
LOGISTICA

Asia's fresh produce trading hub

NEW
opening
hours

09:00-17:00

Knowledge Partner

ASIAFRUIT

Official Partner Country



Official Wholesale Market
Partners



A brand of



MESSE BERLIN
China

ASIA'S FRESH PRODUCE HUB

ASIA FRUIT LOGISTICA, Asia's premier fresh fruit and vegetable trade show, returns to AsiaWorld-Expo in Hong Kong on 3-5 September 2025, 09:00-17:00.

STRONG INTERNATIONAL PRESENCE

Trade visitors:

>13,000

from 70+
nations

Exhibitors:

>760

from
42 countries and
regions

28

national and
group pavilions

DISCOVER A WIDE VARIETY OF PRODUCTS



FRESH PRODUCE CATEGORIES



COMPREHENSIVE SPECTRUM OF THE VALUE CHAIN



MACHINERY & TECHNOLOGY SOLUTIONS



LOGISTICS & SERVICES



SMART AGRI SOLUTIONS



FIVE REASONS YOU CAN'T MISS ASIA FRUIT LOGISTICA



Outstanding exhibitor line-up

Discover global suppliers and a wide array of fresh produce over three exciting days.



Exclusive networking opportunity

Connect with leading purchasing professionals and key decision-makers from across every sector of Asia's fresh produce industry.



Expert perspectives and insights

Gain expert insights into critical topics and market trends from leading speakers at the Asiafruit Knowledge Centre, which includes the Asiafruit Congress, Asiafruit Business Forum, and Asiafruit Showcase.



Inspiration

Unlock new opportunities, source groundbreaking products and discover innovative solutions to take your business to the next level.



Engage with the global fresh produce business

As the premier event on Asia's fresh produce business calendar, it's a must-attend for industry professionals worldwide - don't miss out!



RETAILER'S CLUB & PREMIUM BUYERS

Open to worldwide retailers and buyers

Source globally, connect directly

Join us and meet the world's leading suppliers of fresh produce, nuts, and frozen fruits.

In just three days, fulfil most of your sourcing needs and lay the foundation for your 2026 procurement strategy.

RETAILER'S CLUB

- **Complimentary retailer pass:**
3-day access + Retailer's Lounge
- **Exclusive meeting space:**
Free to reserve in the Retailer's Lounge
- **VIP Welcome Reception (2 Sep):**
Network with 800+ delegates
- **Tailored speed dating sessions:**
Meet pre-matched sellers (10-min sessions)
- **Asiafruit digital subscription**
- **Complimentary FRUIT LOGISTICA Pass**
(Berlin, Feb 2026)

Open to
Worldwide
Retailers

**Retailer's
Representatives:**
200+ global and
regional retail
buyers

**Speed Dating
Success Rate:**
100% satisfaction
rate among
participants



More info and apply at asiafruitlogistica.com
> Visitors > Retailer's Club

PREMIUM BUYERS

Open to
Worldwide
Buyers

Buyer's Lounge
500+ importers,
wholesalers, food
processors,
and HoReCa

- **Complimentary Buyer Pass:**
Access to ASIA FRUIT LOGISTICA & Buyer's Lounge
- **Exclusive Meeting Space:**
Free to reserve in the Buyer's Lounge

More info and apply at asiafruitlogistica.com
> Visitors > Premium Buyers



Limited spaces available!

Apply by **31 May 2025**.

Our selection committee will confirm your participation by 6 June 2025.

Email: buyers@messe-berlin-sh.com

ASIA'S PREMIER EVENTS AND AWARDS



AT



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

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

Conveniently located on the trade show floor, **Asiafruit Knowledge Centre** features **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
- 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
- Specialist advice and practical takeaways
- Covering the entire supply chain, from breeding products to consumer marketing



ASIAFRUIT SHOWCASE

亚洲水果展示台

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
For more info, contact Jennifer Zhang at Fruitnet:
jennifer@fruitnet.com

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 NOW

(save up to 40% compared to onsite pricing)



Buy online & **SAVE 40%**



Buy your ticket now online and avoid waiting time onsite!

Go to asiafruitlogistica.com > **Visitors** > **Buy your tickets**

Tickets

Type of ticket	Online via Ticketshop (valid until 29 August 2025, 23:59 Hong Kong time)	Onsite rate (from 3-5 Sept 2025)
One-day ticket	USD 40	USD 60
Three-day ticket	USD 60	USD 100

- Choose a one-day or three-day ticket. Both options include access to Asiafruit Knowledge Centre.
- For support from your country representative, go to asiafruitlogistica.com > **Contact** for additional questions.

Exclusive Invitation to CHINA MEET UP

CHINA MEET UP (8-9 September, Guangzhou)

A must-attend event focused on China's dynamic and rapidly evolving fresh produce sector. Featuring expert talks, market insights, and top-tier B2B networking.

All ASIA FRUIT LOGISTICA ticket holders will receive an exclusive invitation code to join this event.



EXPLORE ONLINE FOR THE LATEST UPDATES



ASIA FRUIT LOGISTICA Online Catalogue

- Full details of exhibitors and their offerings online 365 days a year
- Discover key market players and search your fields of interest with the filter functions
- Download the floorplan to plan your visit at ASIA FRUIT LOGISTICA



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.



**Chile**

22 Oct 2024

FRUIT
LOGISTICA

5-7 Feb 2025

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

CHILE MEET UP, 22 October 2024

Fresh Produce India, 3-4 April 2025

Fresh Produce Vietnam, 13-14 May 2025

THAILAND MEET UP, 25-26 June 2025

THAILAND MEET UP return in 2025 with an expanded programme spotlighting the dynamic **ASEAN markets**, including Thailand, Vietnam, Singapore, Malaysia, Indonesia and the Philippines. Plus an optional **study tour** to one of Thailand's top importers and the nation's largest wholesale market, Talaad Thai.

CHINA MEET UP, 8-9 September 2025

CHINA MEET UP is the premier platform for connecting with the Chinese market, delivering deeper insights on business trends and new opportunities. On **6-7 September 2025**, join the **CHINA STUDY TOUR** in Guangdong and participate in the **AFL Fresh Produce Golf Cup**.

PERU MEET UP, 28-29 October 2025

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**.

More about
Meet Ups 2025



For the latest updates, go to >
asiafruitlogistica.com > Events > Meet Ups

SHOW DATE AND VENUE



3-5 September 2025 09:00 – 17:00 **NEW**



AsiaWorld-Expo Hall 3 and Hall 5

Lantau, Hong Kong



CONTACT US

Event management

Bangkok office

Tel +66-2-9414600

info@gp-events.com

Global Produce Events (HK) Co., Limited

2308 Dominion Centre

43-59 Queen's Road East, Wanchai

Hong Kong, China

Support in your own language

For details of our representative in your region, go to

asiafruitlogistica.com > **Contact**

**ASIA FRUIT
LOGISTICA**



**GLOBAL
PRODUCE
EVENTS**

a Messe Berlin and
Fruitnet Media International company

#ASIAFRUITLOGISTICA2025



website
and social media



scan with wechat
to follow official account

**FRUIT
LOGISTICA**

Looking forward to
welcoming you
in Berlin from 4-6
February 2026!
fruitlogistica.com/en