

Hong Kong 3|4|5 Sep 2025

**WHERE  
BUSINESSES  
BLOOM.**

**ASIA FRUIT  
LOGISTICA**

Asia's fresh produce trading hub

**Sawasdee ka**

**Pitchayanun Suriyatananon, Market Manager Thailand  
Kay Kwok, Senior Business Development Manager  
Tingrui Zhou, Market Manager China**

**ASIA FRUIT  
LOGISTICA**

Knowledge Partner

**ASIAFRUIT**

# ASIA FRUIT LOGISTICA

Hong Kong 3|4|5 Sep 2025

Asia's premier fresh fruit and vegetable trade show



# ASIA FRUIT LOGISTICA 2024

## Top 5 exhibiting countries

1. Mainland China
2. Australia
3. USA
4. Egypt
5. New Zealand



## Top 5 visiting countries

1. Mainland China
2. Hong Kong
3. India
4. Chile
5. Australia

# ASIA FRUIT LOGISTICA 2024

>700

Exhibitor

42

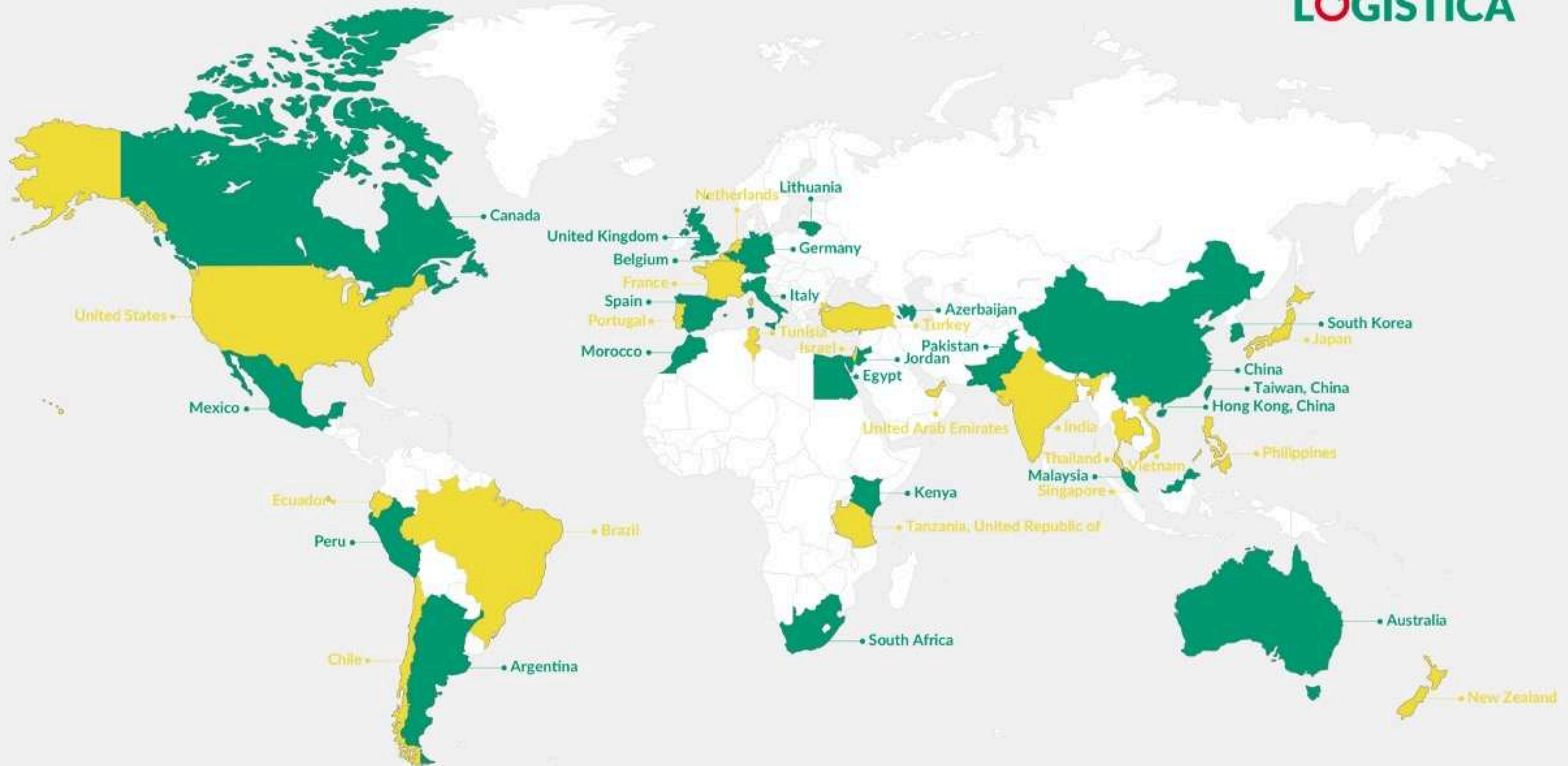
Countries

28

Pavilions

13,000+ Visitors

> 70 Countries



# First Timer Pavilion

Show case company and unlock new opportunities

Open only to companies that are exhibiting at ASIA FRUIT LOGISTICA for the **First Time!**

India, Lithuania, Mexico, Morocco and Vietnam

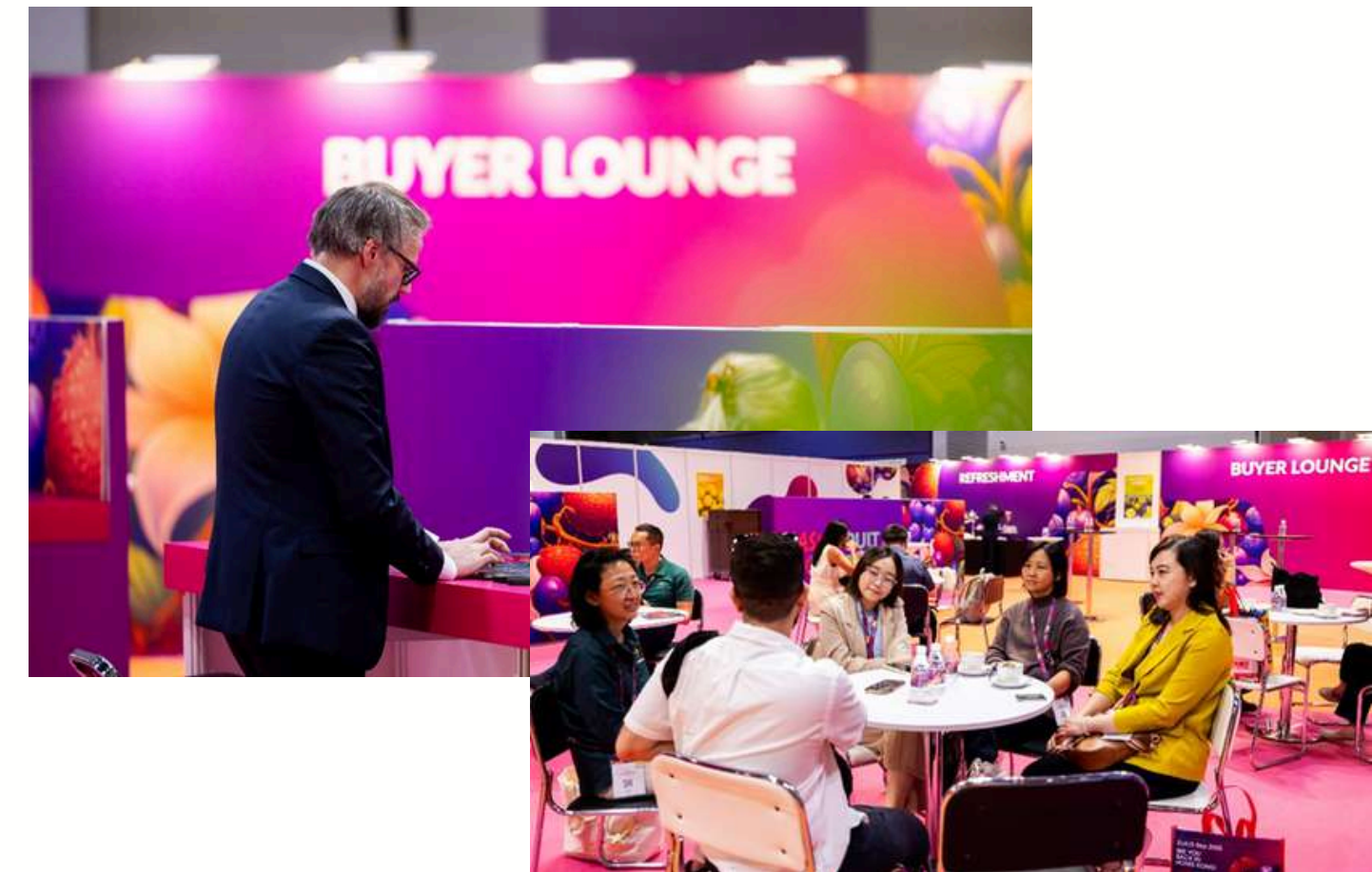


\*Conceptual booth design subject to changes by organizer

# Premium Buyers

Selected buyers are granted access to the Buyers Lounge, where they can have meetings and have time to rest between appointments.

Open to worldwide **importers** and **wholesalers**



# The Retailer's Club

The Retailer's Club returns in 2025 after its successful debut, welcoming around 200 top retail buyers from across Asia and the world. It offers great benefits to worldwide retailers.

Retailer's Badge  
Exclusive meeting area  
Speed Dating  
Opening Gala Dinner  
And more...



# Speed Dating

Start in 2024, the aim to connect EXHIBITORS with RETAILERS

60+ meetings in 2024

Open only to EXHIBITORS

\*FREE TO PARTICIPATE

**NEW!** exhibitors  
to register in **EMS**

# Asiafruit Knowledge Centre



**Asiafruit Knowledge Centre** is the brand-new content hub at the heart of ASIA FRUIT LOGISTICA.

Curated by **Asiafruit Magazine**, ASIA FRUIT LOGISTICA's exclusive Knowledge Partner, Asiafruit Knowledge Centre brings you the best combination of strategic insights and practical takeaways to help you grow your business in Asia.

# Visitor Ticketing

Buy your Tickets **ONLINE**  
Save Up to **40%**

Ticket Type	Online rate until 29 <sup>th</sup> August	Onsite rate 3-5 September
1-Day ticket	<b>USD 40</b>	USD 60
3-Day ticket	<b>USD 60</b>	USD 100

# In 2025, your trip doesn't end in Hong Kong



# China Meet Up

Guangzhou 8|9 Sep 2025

## Why Guangzhou?

- Megacity
- Accessibility
- Scalability



# Who is it for?



# Powered by the Right Partners

亚洲水果

ASIAFRUIT



Conference  
by  
**ASIAFRUIT**



**Networking  
&  
Matchmaking**

# Stand Packages

**COMPLETE  
STAND**

**6 | 9 | 18  
sqm**

**RAW  
SPACE**

**18 | 36 | 72  
sqm**

**COUNTRY  
PACKAGE**

**36 | 72  
sqm**

**AFL 2025 EXHIBITORS 15% DISCOUNT**

**<https://www.asiafruitlogistica.com/meet-ups-2025-china/>**

# China Study Tour & AFL Fresh Produce Golf Cup

**ALL-INCLUSIVE  
PACKAGES**

**6/7 September 2025**

**4 NIGHTS OF  
5\* HOTELS**

**PICK UP IN  
Shenzhen**

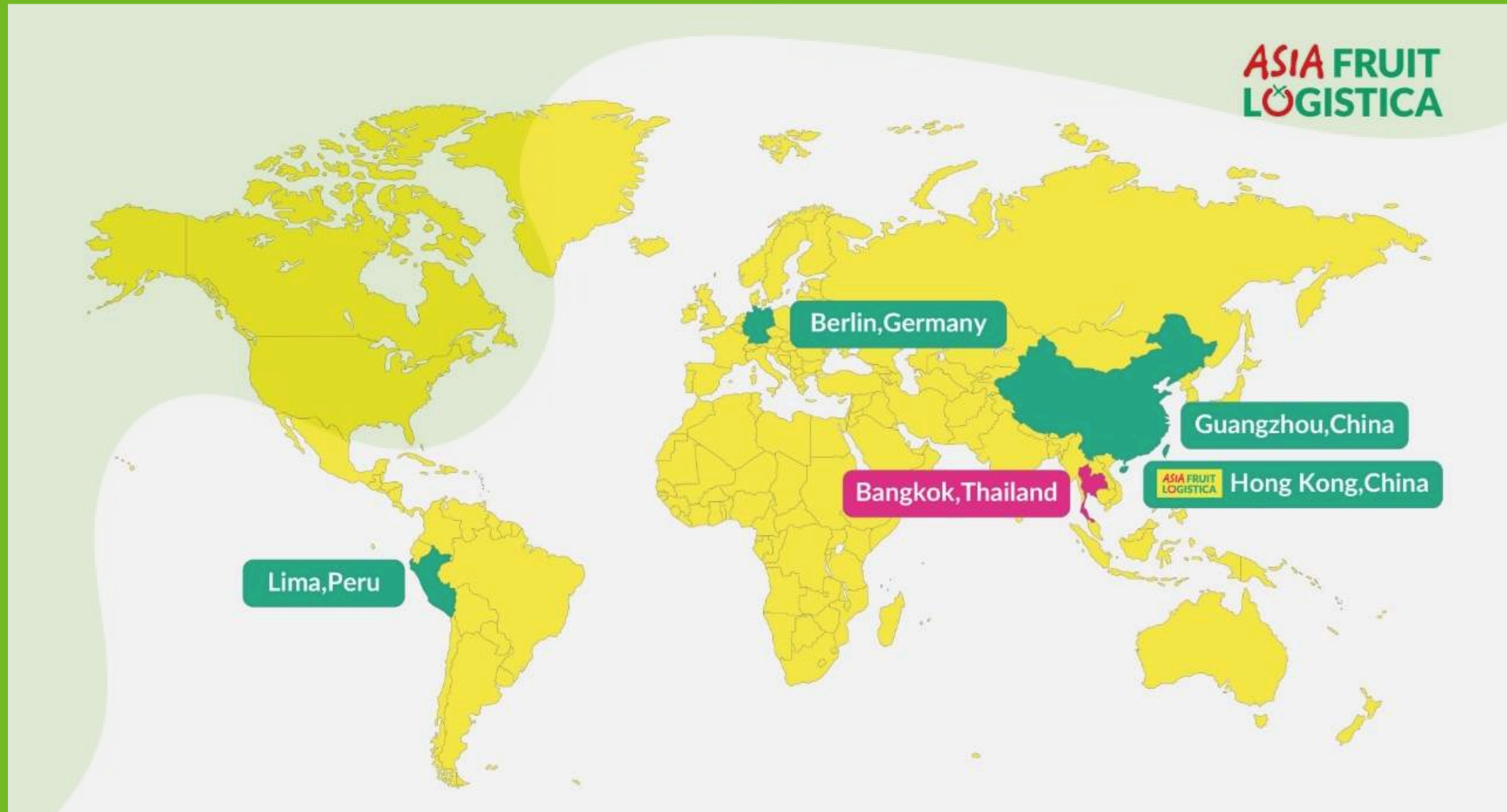
**CHINA MEET UP  
ACCESS AND  
RECEPTION  
DINNER**

**NETWORKING  
OPPORTUNITIES**

**EXCLUSIVE  
EXPERIENCE**

**AND SO  
MUCH  
MORE...**

# Meet Up Around the World



# PERU Meet Up

Lima - Peru 28|29 October 2025

Focused on the trade relations between LATAM towards ASIA and beyond.



# FRUIT LOGISTICA

**Berlin 4|5|6 Feb 2026**

World Leading Trade Show!



# Exhibitors 2025

>2,600

Exhibitors

90

Countries

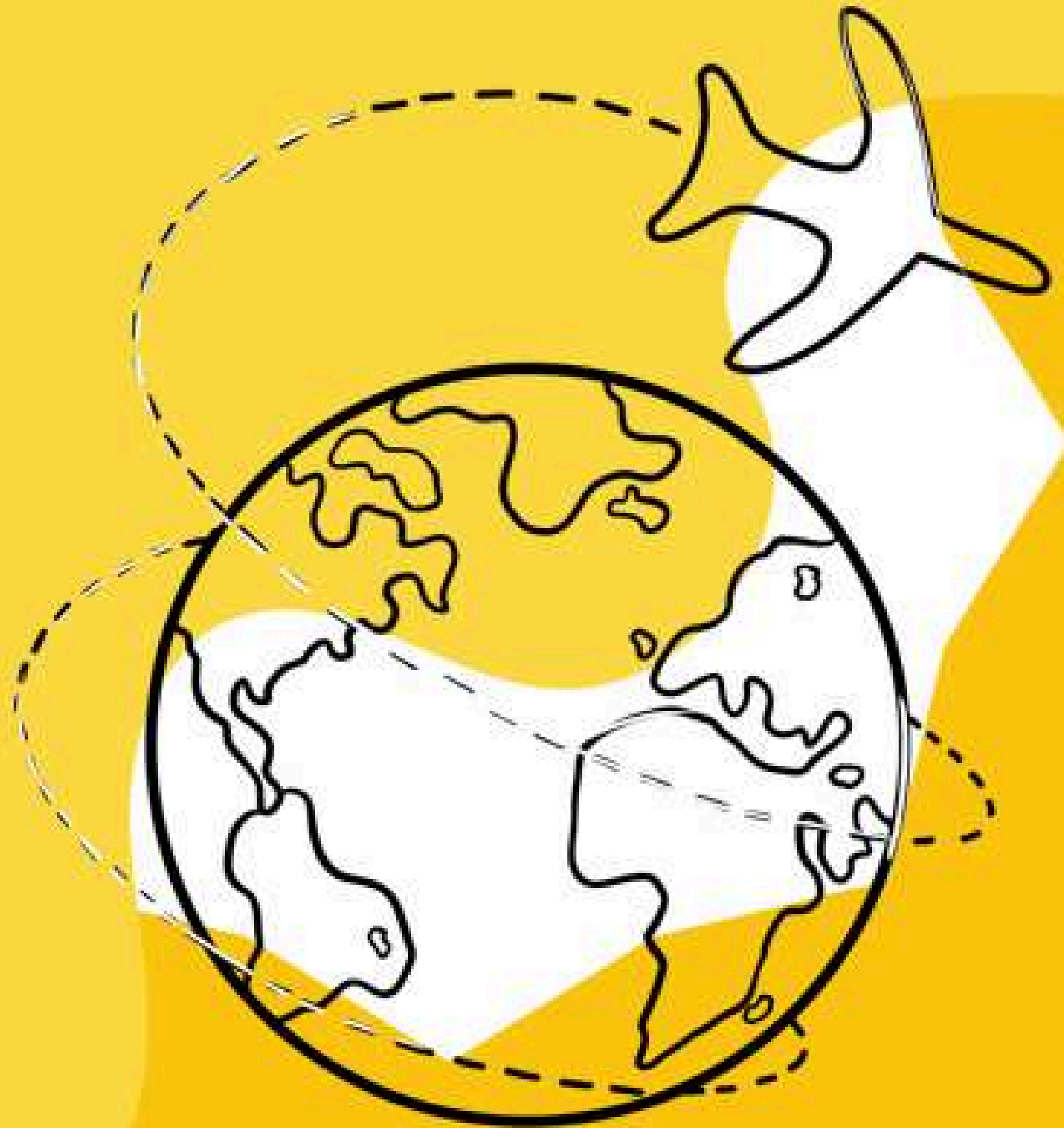
91%

From abroad

Top exhibiting countries:

1. Italy
2. The Netherlands
3. Spain
4. Germany
5. France

# Visitors 2025



151  
countries

67,000+ visitors

79% from  
abroad

## Top visiting regions:

1. EU
2. South/Central America
3. Africa
4. Other European Countries
5. Middle East / Asia



FL Retailer Club Benefits

What's  
new?



Start Up World

# What's new?



## Innovation showcase

### Target Audience

- ✓ Industry professionals (especially international buyers, wholesalers, importers, etc.)
- ✓ Journalists and trade media
- ✓ All other innovation-interested participants

### Submission Guidelines

- ✓ Only registered exhibitors at Fruit Logistica are eligible to submit innovations.
- ✓ Products or innovations must be no older than 24 months.
- ✓ Proof of the level of innovation (e.g., technical novelty, sustainable solution, first market appearance) is required, primarily at the discretion of the submitter.
- ✓ Submissions should be made through the online form by mid-December 2025.
- ✓ Each exhibitor may submit a maximum of two products. The participation fee is to be determined.

### Participation Process

- ✓ Digital application form including product description

### Participation Categories

- ✓ Fresh Fruit & Vegetables
- ✓ Packaging Solutions (sustainable, smart, or recyclable packaging)
- ✓ M&T including digitalization
- ✓ Logistics

# Get In Touch



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**We look forward to welcoming you in  
ASIA FRUIT LOGISTICA 2025!**

