

Guangzhou 8/9 Sep 2025

# CHINA MEET UP

**ASIA FRUIT  
LOGISTICA**

Asia's fresh produce trading hub

Knowledge Partner

**亚洲水果**

ASIAFRUIT

Supported by



Organizer



**MESSE BERLIN**  
China

Co-hosts



Supporter



**C A W A**  
全国城市农贸中心联合会



# CHINA MEET UP



**ASIA FRUIT LOGISTICA 2025** announces exciting events in China: the **CHINA MEET UP**, **CHINA STUDY TOUR**, and **AFL Fresh Produce Reemoon Golf Cup**. These offer excellent networking opportunities, industry insights, and support for local charities.

The second **CHINA MEET UP** will take place on 8-9 September 2025 at **Haizhu International Convention & Exhibition Center, Guangzhou**. Co-hosted with top wholesale markets Guangzhou Jiangnan and Shanghai Huizhan, the event will feature a content-rich program by Asiafruit Magazine.

The **CHINA STUDY TOUR** (6-7 September) will provide an in-depth look at China's fresh produce sector. Additionally, the inaugural **AFL Fresh Produce Reemoon Golf Cup** will combine business and charity through a friendly golf tournament.

## 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 the world

## Why 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

中国商务见面会  
China Business Meet Up



**Join leading industry experts for an exciting program of talks and insights on the fast-evolving China market!**

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**.

## Conference Topics

- Latest Trends and Policy Insights in China's Fruit Import and Export Trade
- Expanding into Southeast Asia: Strategic Moves by Chinese Exporters
- The Rise of the Greater Bay Area: Cold Chain & Wholesale Market Dynamics
- How Can Latin American Producers Better Access the Chinese Market?
- What Does Chancay Port Mean for Latin American Exports to China?
- Which Fruits Hold the Greatest Export Potential to China?
- Global Brands Meet Chinese Buyers: Seasonal Updates & Market Strategies
- Opportunities and Challenges for International Companies Entering the China Market





# STAND PACKAGES

Premium Complete Stand

Stand Option

Complete Stand Prices*			Raw Space Stand Prices		
6 sqm	1 Row	Starting Price 12,000 CNY	18 sqm	2 Corner	Starting Price 33,000 CNY
				3 Peninsula	
9 sqm	1 Row	Starting Price 17,000 CNY	36 sqm	3 Peninsula	Starting Price 72,000 CNY
18 sqm	2 Corner	Starting Price 35,000 CNY		4 Island	
	3 Peninsula				
			72 sqm	4 Island	Starting Price 152,000 CNY

\*Price includes construction, furniture, lighting, electricity, and graphic printing (graphics to be provided by exhibitors).

15% Discount for AFL Exhibitors

## NEW! International Packages

Additional Benefits		
<ul style="list-style-type: none"> <li>Online presence/Advertising</li> <li>Onsite presence/Advertising</li> <li>Dinner Reception</li> <li>Visitor Guide</li> <li>15% discount AFL exhibitors</li> </ul>		<div>12sqm price</div> <div>27,500 CNY</div> <div>6sqm price</div> <div>13,700 CNY</div>
		Become an exhibitor

# SPONSORSHIP PACKAGES

**ASIA FRUIT LOGISTICA** brings together leading players in China's fresh produce business for two days of networking and knowledge-sharing at **CHINA MEET UP** on 8-9 September 2025.

Item Sponsor	USD	CNY
Lanyard (exclusive)	14,000	100,000
Visitor bag (exclusive)	14,000	100,000
Water bottle (exclusive)	3,000	20,000
Visitor bag insertion	3,000	20,000

Conference Sponsor	USD	CNY
Full-page advertisement in Asiafruit China Magazine (July/August issue, official Asia Fruit Logistica edition)	7,000	50,500
Company logo on all print and digital promotional materials	✓	✓
Company logo featured on Meet Up stage and onsite signage	✓	✓
Complimentary subscription to Asiafruit China Magazine or Asiafruit Magazine (1 subscription)	✓	✓
Company logo, profile, and link in the Meet Up Visitor Guide	✓	✓
Profile and link on the Asiafruit China website (example <a href="#">here</a> )	✓	✓
Company video (1 minute) played during Asiafruit Meet Up content sessions	✓	✓
Sponsor spotlight on Asiafruit China WeChat (advertorial supplied by sponsor)	✓	✓
One-month banner advertisement on Asiafruit China website (central or side banner)	✓	✓

## Volume Discount

10% discount when booking 2 or more items



# VISITOR REGISTRATION

## Why 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

## VISITOR REGISTRATION

*\* Register now and  
enjoy **FREE** entry!*

**Please note:** On-site  
registration costs

**88** RMB  
/person.



## PREMIUM Buyer

- **PREMIUM Buyer Pass**  
2 days access to **CHINA MEET UP 2025**
- **Dinner Reception 2025**  
VIP invitation to **CHINA MEET UP Dinner Reception** (September 8th), gathering over 400 global fresh produce delegates and executives.
- **Tailored Match-making Sessions**  
Meet pre-matched sellers in 10-minute sessions. Choose from a curated list of exhibitors suiting your needs.
- **ASIA FRUIT LOGISTICA**  
3 days access to **ASIA FRUIT LOGISTICA 2025**, including the Premium Buyer's Lounge.  
HongKong, 3|4|5 September 2025.

## Contact Us

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# CHINA STUDY TOUR

## Event Details

**Tour Dates:** September 6-7, 2025

**Tour Locations:** Guangzhou & Shenzhen, Guangdong Province, China

## Itinerary Overview

- **Day 1: September 5, 2025**

**Afternoon:** Travel from **ASIA FRUIT LOGISTICA** in Hong Kong to Shenzhen

**Evening:** Dinner and rest

- **Day 2: September 6, 2025**

**Morning:** Visit Sam's Club (Futian), followed by lunch

Gain insights into procurement strategies, partnership models, and key supplier selection criteria.

**Afternoon:** Visit JOY WING MAU, travel from Shenzhen to Guangzhou

Learn about the development of China's fruit industry and visit Asia's first fully automated professional smart cold storage facility.

**Evening:** Dinner in Guangzhou, rest

- **Day 3: September 7, 2025**

**Morning:** Visit Guangzhou Jiangnan Market, followed by lunch

Understand the role of a major wholesale market in serving the Greater Bay Area and driving both domestic and international fruit trade.

**Afternoon:** Free Time

- **Day 4: September 8, 2025**

**First day of CHINA MEET UP**

**Evening:** CHINA MEET UP Dinner Reception & AFL Fresh Produce Reemoon Golf Cup Awarding Ceremony

- **Day 5: September 9, 2025**

**Second day of CHINA MEET UP**, back to Hong Kong

## All-Inclusive Packages & CHINA MEET UP Access: We've Got You Covered!

### USD 1,500/Person

- Transportation from Hong Kong and around Guangdong province
- Meals - breakfast, lunch and dinner
- 4 nights of 5-star accommodation
- Exclusive access to **CHINA MEET UP** and the Dinner Reception with more than 400 professionals



Pre-Register here if  
you would like to  
participate



# AFL Fresh Produce Reemoon Golf Cup

## Event Details

**Dates:** September 6-7, 2025

**Location:** Lion Lake Golf Club, Qingyuan, Guangdong Province

## Itinerary Overview

### • Day 1: September 5, 2025

**Afternoon:** Departure by bus from the AFL exhibition venue in Hong Kong

**Evening:** Arrival at Lion Lake Golf Club, Qingyuan

### • Day 2: September 6, 2025

**Morning:** Golf tournament

**Afternoon:** Networking lunch followed by golf tournament

**Evening:** Dinner

### • Day 3: September 7, 2025

**Morning:** Golf tournament

**Afternoon:** Networking lunch

**Evening:** Transfer to Guangzhou and check-in at your hotel, Dinner

### • Day 4: September 8, 2025

**First Day of CHINA MEET UP**

**Evening:** CHINA MEET UP Dinner Reception &  
AFL Fresh Produce Reemoon Golf Cup Awarding Ceremony

### • Day 5: September 9, 2025

**Second Day of CHINA MEET UP**

#### Title Sponsor



#### Platinum Sponsor



#### Gold Sponsor



## All-Inclusive Packages & CHINA MEET UP Access: We've Got You Covered!

### USD 2,000/Person

- Transportation from Hong Kong and around Guangdong province
- Meals - breakfast, lunch and dinner
- 4 nights of 5-star accommodation
- Green fees (2 rounds 18-hole course), shared golf cart, caddie limited to AFL Fresh Produce Golf Cup participants
- Exclusive access to **CHINA MEET UP** and the Dinner Reception with more than 400 professionals



Pre-Register here if  
you would like to  
participate



# ASIA FRUIT LOGISTICA

Asia's fresh produce trading hub

Knowledge Partner **ASIAFRUIT**

**ASIA FRUIT  
LOGISTICA**

**Hong Kong**

**3 | 4 | 5 Sept 2025**

**CHINA  
STUDY  
TOUR**

**AFL FRESH  
PRODUCE  
REEMOON  
GOLF CUP**

**Guangdong Province**

**6 | 7 Sept 2025**

**CHINA  
MEET UP**

**Guangzhou**

**8 | 9 Sept 2025**

## CONTACT US

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For further details regarding other roadshows, please visit:  
[www.asiafruitlogistica.com/meet-ups-2025](http://www.asiafruitlogistica.com/meet-ups-2025)

**#ASIAFRUITLOGISTICA2025**



website  
and social media



scan with wechat  
to follow official account