

Lima, Peru 28-29 October 2025

# PERU MEET UP

**ASIA FRUIT  
LOGISTICA**

Asia's fresh produce trading hub

Knowledge Partner **ASIAFRUIT**

Official Partner Country



## IN COLLABORATION WITH:



## PERU MEET UP 2025 Programme

### Day One

- 09:00 - 09:30 • **REGISTRATION & NETWORKING**
- 09:30 • **WELCOME ADDRESS**
- 09:45 - 10:30 • **SESSION 1:  
TRADE TURBULENCE: HOW TO NAVIGATE NEW GLOBAL TRADE RULES**  
Tariffs and trade wars are changing global trade rules. Fresh produce is under pressure. What are the challenges and opportunities for Latin American suppliers in their main export markets?
- 10:30 - 11:15 • **SESSION 2:  
FRESH FRONTIERS: HOW INNOVATION IS POWERING LATIN AMERICA' S FRUIT BOOM**  
Latin America is now a global powerhouse, from new varieties to smart logistics and post-harvest tech. This session looks at how key categories like berries and grapes drive innovation in logistics.
- 11:15 - 12:00 • **NETWORKING BREAK**
- 12:00 - 13:00 • **SESSION 3:  
ASIA'S BIGGER APPETITE FOR FRESH FRUIT (Fruitnet)**  
Latin America is best placed to meet new demand in Asia for the best imported fruit. Buyers from Asia' s big markets share insight on how to market to Asian consumers.
- 13:00 - 14:00 • **NETWORKING LUNCH**
- 14:00 - 14:45 • **SESSION 4:  
NEW SALES GROWTH IN OLD MARKETS**  
The US and Europe depend on Latin America in the counter season. How can suppliers grow sales in these mature markets by aligning with consumer demand for sustainably sourced, high-quality fruits and vegetables?
- 14:45 - 15:30 • **SESSION 5:  
TECHNOLOGY TRANSFORMATION**  
Latin American growers are under pressure to deliver high-quality, export-grade fruit. But new technology – from gene-editing to AI-driven precision farming – gives them or and better tools to boost yield, improve consistency, and make farms more efficient and globally competitive.
- 15:30 - 16:00 • **NETWORKING BREAK**
- 16:00 - 16:45 • **SESSION 6:  
GO GREEN: SUSTAINABILITY IN LATIN AMERICA**  
Latin American growers face sustainability challenges every day, from climate change, water scarcity, pesticides and packaging. This session looks at the big environmental challenges and how innovation results in greener solutions for growers.
- **GALA DINNER**

Lima, Peru 28-29 October 2025

# PERU MEET UP

**ASIA FRUIT  
LOGISTICA**

Asia's fresh produce trading hub

Knowledge Partner **ASIAFRUIT**

Official Partner Country 

## IN COLLABORATION WITH:



## PERU MEET UP 2025 Programme

### Day Two

- 09:30 - 10:15** • **SESSION 1:**  
**LOGISTICS: LATIN AMERICA'S NEW FRUIT GATEWAY TO ASIA**  
Key new infrastructure projects like the new megaport at Chancay will transform Latin America. They open access to global markets, cut shipping times, improve efficiency, and grow export capacity.
- 10:15 - 11:30** • **SESSION 2:**  
**THE SUPPLY CHAIN OF THE FUTURE**  
Fresh produce supply chains must become faster, more efficient, and more sustainable. We look at how collaboration can solve many problems for suppliers.
- 11:30 - 12:00** • **NETWORKING BREAK**
- 12:00 - 13:00** • **SESSION 3:**  
**WHERE NEXT FOR LATIN AMERICA?**  
Final panel discussion with key takeaways for the future.

## Don't Miss Out - Contact Us to Register



**Shasa Lo Russo**

Head of International Markets  
[lorusso@messe-berlin-sh.com](mailto:lorusso@messe-berlin-sh.com)

