

Hong Kong 2|3|4 Sep 2026

# THE WORLD OF FRESH MEETS IN ASIA.

**ASIA FRUIT  
LOGISTICA**

Asia's fresh produce trading hub

EXHIBITOR  
REGISTRATION 2026



[asiafruitlogistica.com](http://asiafruitlogistica.com)

Knowledge Partner

**ASIAFRUIT**

Official Technology Partner



A brand of



Official Fresh Produce Partner



# THE WORLD OF FRESH MEETS IN ASIA

Join the global hub for fresh produce at ASIA FRUIT LOGISTICA 2026. Connect with international leaders, discover new opportunities, and experience the entire supply chain. Mark your calendar for this premier industry event where business gets done.

**Save the Date: 2-4 September 2026, Hong Kong**

## EXHIBITING COUNTRIES

### TOP 10

- |                 |                |
|-----------------|----------------|
| 1 Greater China | 6 South Korea  |
| 2 Australia     | 7 Singapore    |
| 3 New Zealand   | 8 France       |
| 4 United States | 9 South Africa |
| 5 Egypt         | 10 Chile       |

## STRONG INTERNATIONAL PRESENCE

**14,000+**  
Trade visitors  
from 80 nations

**760+**  
Exhibitors from  
43 countries  
and regions

**26**  
National and  
group  
pavilions

## VISITING COUNTRIES

### TOP 10

- |                 |                 |
|-----------------|-----------------|
| 1 Greater China | 6 South Korea   |
| 2 India         | 7 Indonesia     |
| 3 Chile         | 8 Japan         |
| 4 Australia     | 9 United States |
| 5 Malaysia      | 10 Thailand     |



Register now  
then come and get to know  
ASIA FRUIT LOGISTICA



# JOIN US AND BECOME PART OF ASIA FRUIT LOGISTICA

## PRODUCT OVERVIEW

- Fresh Produce
- Machinery & Services
- Logistics
- Smart Agri & Technology

## VISITOR OVERVIEW

- Importer
- Wholesale / Distributor / Trader
- Retailer / Retail Chains
- Exporter
- Grower / Producer
- Ho.Re.Ca.
- Logistics
- Other Services

## KEY BENEFITS OF EXHIBITING

**Connect** with top international buyers and decision-makers.

**Network** efficiently with focused business discussions.

**Generate** new business and drive sales growth.

**Elevate** your brand exposure and market presence.

**Gather** essential market intelligence and insights.

**Discover** fresh ideas and the latest innovations.

To find out more about exhibiting, go to [asiafruitlogistica.com](https://asiafruitlogistica.com) > Exhibitors

## SPEED DATING - THE BRIDGE BETWEEN EXHIBITORS AND RETAILERS

For the past two years, Speed Dating, part of the **ASIA FRUIT LOGISTICA Retailer's Club**, has offered exhibitors a high-impact opportunity to connect with global retailers in focused 15-minute sessions. It's where valuable business relationships are sparked—fast, focused, and with real potential.

### Mission Produce (US)

"We keep coming back to ASIA FRUIT LOGISTICA because it's an invaluable opportunity to connect with our global customer base and build new relationships."

Nolan York, Director – Export Sales

### Joined the Retailer's Club in 2025

"ASIA FRUIT LOGISTICA 2025 in Hong Kong was a highly valuable experience for us. The Retailer's Club and speed dating sessions were exceptionally well-organized, allowing us to meet quality partners efficiently. The event not only strengthened our sourcing network but also provided great insights into the global fresh produce industry. Looking forward to meet more partners again next year."

From Malaysia

For more information, please contact [buyers@mess-berlin-sh.com](mailto:buyers@mess-berlin-sh.com)

# REGISTER NOW TO SECURE YOUR STAND

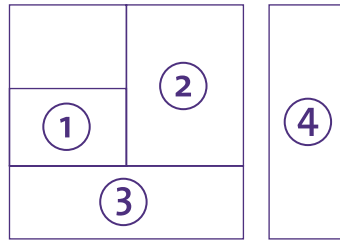
## Complete Stand Package (min. 9 sqm)



USD 520  
per sqm

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

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



① Row stand  
1-side  
USD 390 per sqm

② Corner stand  
2-sides  
USD 415 per sqm

③ Peninsula  
3-sides  
USD 440 per sqm

④ Island  
4-sides  
USD 465 per sqm

Optional: complete stand construction: add USD 125 per sqm.

### Registration Fee

Main exhibitor

USD 520

Co-exhibitor

USD 360

## The First Timer Pavilion

Make your debut at ASIA FRUIT LOGISTICA completely worry-free—just bring your exhibit and we'll handle the rest.

**ALL-INCLUSIVE** 6 sqm booth, fully equipped.

**SPECIAL CARE** Tailored support for first-time exhibitors.

**FAVORABLE LOCATION** In the main exhibition area.

**NETWORKING OPPORTUNITIES** Direct access to global produce professionals.

**ADDITIONAL OVERALL EXPOSURE** Year-round promotion before, during, and after the exhibition.

\*Exclusive to companies new to ASIA FRUIT LOGISTICA



USD 5,200

\*Conceptual booth design, subject to changes by the organizer.



## Register Online

For full details of exhibitor services and stand rental, go to

[asiafruitlogistica.com](http://asiafruitlogistica.com) > Exhibitors > Plan your stand

# MAXIMISE YOUR SPONSORSHIP EXPOSURE

Leverage ASIA FRUIT LOGISTICA's premier platform to enhance your company's visibility among key industry players. With our tailored marketing and sponsorship solutions, connect with your target audience through digital channels, on-site activations, and exclusive networking opportunities.

## Digital Exposure



**55,000+**  
Social Media Followers

**459,000+**  
Total Impressions

**3,128,000+**  
Website Visits

## Onsite Exposure

**14,000+** trade visitors  
from  
**80 nations**



**26 national  
and group pavilions**



**760+** exhibitors  
from  
**43 countries and regions**



**High-Level Networking**  
**800+** top industry professionals  
the exclusive Welcome Evening



**Access to Top Buyers**  
**1,100+** key buyers, including **300+** top  
retail buyers and **800+** premium buyers

Request information: [exhibitor@gp-events.com](mailto:exhibitor@gp-events.com)

## Meet Ups Around the World

The ASIA FRUIT LOGISTICA Meet Ups are a series of regionally focused fresh produce networking events.

The Meet Ups have successfully connected the fresh produce industry across key markets throughout 2024 to 2025, with successful events held in Indonesia, Chile, India, Vietnam, Thailand, and China.

We are looking forward to meet you up in 2026 soon.

More information at  
[asiafruitlogistica.com](http://asiafruitlogistica.com) > [meet-ups-2026](#)



# ASIA'S PREMIER EVENTS AND AWARDS



Asiafruit Knowledge Centre is the all-in-one content hub at ASIA FRUIT LOGISTICA...and it's free to attend for every visitor and exhibitor.

Across three content streams 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.*



## 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**



More info at

[www.asiafruitknowledgecentre.com](http://www.asiafruitknowledgecentre.com)

[info@asiafruitcongress.com](mailto:info@asiafruitcongress.com)

# WHAT EXHIBITORS AND BUYERS SAY ABOUT ASIA FRUIT LOGISTICA



"We've doubled the size of our booth this year. We continue to invest heavily in this exhibition to promote our products and brands, influence our suppliers and channels, and through them reach and engage with more consumers."



## Goodfarmer (China)

Sophy Cui, Brand Director - Fruit Division



"We've had a very good show with lots of meetings with existing customers as well as new ones. We met with our China partners to discuss the expansion of our promotional campaign there, struck an agreement to ship our first containers of pears to Vietnam, and we even met four or five different companies from Mongolia."



## BelOrta (Belgium)

Laurent De Smedt, Head - Pomefruit



"ASIA FRUIT LOGISTICA is our key week of the year to come and meet with our customers from all over the world. For us, it's the cornerstone event throughout our entire sales and marketing calendar so an amazing week."

## rockit Rokit (New Zealand)

Julian Smith, General Manager - Global Marketing



"We have many visitors from India and the Middle East coming to our booth this year, both of which are new markets we need to expand in. This is a very valuable show for us, so we need to be here every year."



Aomori Trading Co., Ltd.

## Aomori Trading (Japan)

Hideo Obori, Manager - Senior Marketing



"ASIA FRUIT LOGISTICA is an essential platform for fresh produce sourcing in Asia. It brings together global suppliers, industry insights, and unmatched networking opportunities. The Premium Buyers Program added real value by making the experience smoother and more productive."

## Flora Capital Co., Ltd. (Thailand)

Ritu Ahluwalia, Import Head | Manager - Business Relationship



# ASIA FRUIT LOGISTICA

#ASIAFRUITLOGISTICA2026



website  
and social media



scan with wechat  
to follow official account

## Register Online

[asiafruitlogistica.com](http://asiafruitlogistica.com)  
> Exhibitors

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

## CONTACT US

### Event management

Bangkok office  
Tel +66-2-9414600  
[info@gp-events.com](mailto:info@gp-events.com)

### Global Produce Events (HK) Co., Limited

2308 Dominion Centre  
43-59 Queen's Road East, Hong Kong

### Support in your own language

For details of our representative in your  
country, go to

[asiafruitlogistica.com](http://asiafruitlogistica.com) > Contact

## FRUIT LOGISTICA

Looking forward to welcoming you  
in Berlin from 4-6 February 2026!  
[fruitlogistica.com/en](http://fruitlogistica.com/en)