THE WORLD OF FRESH MEETS IN ASIA.



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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

- Greater China
- 2 Australia
- 3 New Zealand
- **4** United States
- 6 Egypt

- 6 South Korea
- Singapore
- 8 France
- South Africa
- 10 Chile

STRONG INTERNATIONAL PRESENCE

14,000 +
Trade visitors
from 70+ nations

760 +
Exhibitors from
43 countries
and regions

26National and group pavilions

VISITING COUNTRIES

TOP 10

- Greater China
- 2 India
- Chile
- 4 Australia
- 6 Malaysia

- 6 South Korea
- Indonesia
- 8 Japan
- Output
 United States
- 10 Thailand



JOIN US AND BECOME PART OF ASIA FRUIT LOGISTICA

PRODUCT OVERVIEW

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

VISITOR OVERVIEW

- Importer
- Exporter
- Wholesale / Distributor / Trader
- Retailer / Retail Chains

- 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.

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

REGISTER NOW TO SECURE YOUR STAND

Complete Stand Package (min. 9 sam)

COMPANY NAME

BOOTHMO

USD **520** per sqm

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

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

Corner stand 2-sides USD 415 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

This exclusive opportunity is open only to companies that have **never participated** in ASIA FRUIT LOGISTICA before.

ALL-INCLUSIVE 6 sqm booth

SPECIAL CARE tailored for first-timers

FAVORABLE LOCATION within the show floor

NETWORKING OPPORTUNITIES with global fresh produce players

ADDITIONAL OVERALL EXPOSURE before, during and after the show



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 > 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



Request information: 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 > meet-ups-2026



ASIA'S PREMIER EVENTS AND AWARDS



Asiafruit Knowledge Centre is the all-in-one content hub at ASIA FRUIT LOGI-STICA...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





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



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.



Fresh produce case studies for business success in Asia

- Industry experts share best p ractice and hands-on solutions
- Covering the entire supply chain, from breeding products to consumer marketing



The premier annual awards to celebrate excellence and recognise outstanding achievement in Asias fresh produce business.

Presented by ASIA F RUIT 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 info@asiafruitcongress.com

WHAT EXHIBITORS AND BUYERS SAY ABOUT ASIA FRUIT LOGISTICA

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Goodfarmer (China)

"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."

Sophy Cui, Brand Director – Fruit Division

Rockit (New Zealand)

"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."

Julian Smith, General Manager – Global Marketing

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BelOrta (Belgium)

"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."

Laurent De Smedt, Head – Pomefruit

Aomori Trading (Japan)

"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."

Hideo Obori, Manager - Senior Marketing

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Flora Capital Co., Ltd.

"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."

Ritu Ahluwalia, Import Head | Manager - Business Relationship



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ASIA FRUIT LÖGISTICA

#ASIAFRUITLOGISTICA2026













website and social media



scan with wechat to follow official account

Register Online

asiafruitlogistica.com > Exhibitors

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, Hong Kong, China

Support in your own language

For details of our representative in your country, go to

asiafruitlogistica.com > Contact



FRUIT LÖGISTICA

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