

Hong Kong 2|3|4 Sep 2026

THE WORLD OF FRESH MEETS IN ASIA.

**ASIA FRUIT
LOGISTICA**

Asia's fresh produce trading hub

New! Free buyer
registration +
exhibitor
matchmaking

Buy Your Ticket



asiafruitlogistica.com

Knowledge Partner

ASIAFRUIT

Official Technology Partner



A brand of

MESSE BERLIN
China

ASIA'S FRESH PRODUCE HUB

Each September, Hong Kong becomes the beating heart of the global fresh produce trade.

ASIA FRUIT LOGISTICA brings together the world's leading growers, exporters, importers, retailers, and innovators under one roof.

Where Fresh Produce Deals Get Done.

14,000 +
Trade visitors
from 80 nations

760 +
Exhibitors from
43 countries
and regions

26
National and
group
pavilions

Everything You Need. All in One Place.



Fresh Produce

– the full spectrum of fresh



Machinery & Services

– the tools shaping tomorrow's supply chain



Logistics

– keeping fresh produce fresh, worldwide



Smart Agri & Technology

– innovation for a more efficient, sustainable future



REGISTER AS A BUYER

Free access. Powerful connections. Real results.

Who qualifies as a Buyer?

Trade professionals actively involved in sourcing, purchasing, or distributing fresh produce, including:

Importers

Wholesalers

Food processors

HoReCa professionals

Retailers

STANDARD BUYERS

- Complimentary 3-day Ticket
- Access to Matchmaking System

PREMIUM BUYERS

- Complimentary 3-day Ticket
- Access to Matchmaking System
- Exclusive Buyer's Lounge Access
- Dedicated Meeting Area

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RETAILER'S CLUB

- Complimentary 3-day Ticket
- RETAILER'S CLUB Lounge Access
- Tailored Matchmaking
- VIP Welcome Reception (1 Sep.)
- Asiafruit Digital Subscription
- Complimentary FRUIT LOGISTICA Pass



FreshMatch

THE MATCHMAKING SYSTEM

Stop wandering. Start connecting.

Our brand-new Matchmaking System **FreshMatch** makes every hour at the show count. Available to all registered buyers, it lets you take control of your schedule before you arrive in Hong Kong.

FreshMatch How it works

- 1 Set your sourcing profile
- 2 Find your needs
- 3 Schedule meetings with exhibitors
- 4 Arrive prepared

FreshMatch
NEW
FOR
2026

What buyers say

“

"The Retailer's Club and speed dating sessions were exceptionally well-organised, allowing us to meet quality partners efficiently. Looking forward to meeting more partners again next year."

- Buyer from Malaysia

“

"ASIA FRUIT LOGISTICA is an essential platform for fresh produce sourcing in Asia. The Premium Buyers programme added real value by making the experience smoother and more productive."

Ritu Ahluwalia, Import Head
- Flora Capital Co., Ltd. (Thailand)



Register now - it's free

asiafruitlogistica.com >Visitors>Buy Your Tickets>Buyers
buyers@messe-berlin-sh.com

ASIA'S PREMIER EVENTS AND AWARDS



AT



Asiafruit Knowledge Centre is the new content hub at the heart of ASIA FRUIT LOGISTICA.. and it's free to attend for every visitor and exhibitor.

Over three days, Asiafruit Knowledge Centre brings you the best combination of strategic insights and practical insights to help you grow your business in Asia.

Conveniently located on the trade show floor, **Asiafruit Knowledge Centre** features **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
- 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 F

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
- Specialist advice and practical takeaways
- 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

- **Asiafruit Showcase**

Watch high-impact presentations of the newest products, brands and solutions.

- **Nuts & Dried Fruit Forum**

Explore key trends and network with leading exporters and buyers in the sector.

- **Frozen Fruit & Vegetables Forum**

Gain insights into market developments and innovations to drive smarter trade strategies.

- **AgriTech Showcase**

Discover the innovative technologies powering the future of fresh produce.



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**



BUY YOUR TICKET NOW

(save up to 40% compared to onsite pricing)



Buy online & **SAVE 40%**



Buy your ticket now online and avoid waiting time onsite!

Go to asiafruitlogistica.com > **Visitors** > **Buy your tickets**

Tickets

Type of ticket	Online via Ticketshop (valid until 28 August 2026, 23:59 Hong Kong time)	Onsite rate (from 2-4 Sept 2026)
One-day ticket	USD 40	USD 60
Three-day ticket	USD 60	USD 100

- Choose a one-day or three-day ticket. Both options include access to Asiafruit Knowledge Centre.
- For assistance from your local country representative, please visit asiafruitlogistica.com > **Contact**. For further inquiries, feel free to email tickets@gp-events.com.

New

Buyer & Media Registration Now Open

We're pleased to announce dedicated registration channels for trade buyers and media representatives for **ASIA FRUIT LOGISTICA 2026**.

Learn more & register:

- **Buyers:** asiafruitlogistica.com > Visitors > Buy Your Tickets > Buyers
- **Media:** asiafruitlogistica.com > Visitors > Buy Your Tickets > Media

Registration is free for qualified buyers and media.

Exclusive benefits and streamlined access await qualified applicants.



EXPLORE ONLINE FOR THE LATEST UPDATES



EVENT APP AVAILABLE!

- Search exhibitors and explore products by country, category, or sector
- Stay updated with real-time conference schedules

Available in English and Chinese, and fully functional offline



Download the app by searching **ASIA FRUIT LOGISTICA**



Download on the **App Store**



GET IT ON **Google Play**



WeChat users can scan the QR code to access the mini program.



Special hotel and travel offer

ASIA FRUIT LOGISTICA offers **special rates** for exhibitors and visitors at our **official hotels**. For more accommodation information, go to asiafruitlogistica.com > **Visitors** > **Travel Service** > **Hotels**

Exhibitors and visitors can enjoy a special rate of Same-Day Return Ticket at HKD 60 to/from Hong Kong downtown and AsiaWorld-Expo Station. You can purchase the ticket at special registration counters in Hong Kong or Kowloon Airport Express Station.

**India**

16-17 April 2026

Thailand

18-19 May 2026

ASIA FRUIT LOGISTICA

2-4 Sep 2026

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 and 2025, with successful events held in Indonesia, Chile, India, Vietnam, Thailand, and China.

More information at

asiafruitlogistica.com > meet-ups-2026



SE ASIA Meet Up

Unlocking South East Asia's Fresh Produce Future

**AFL FRESH
PRODUCE GOLF CUP**

Riverdale Golf Club
Bangkok | Thailand

17 May | 2026



**SE ASIA Meet Up
+ Study Tour**

JW Marriott Hotel
Bangkok | Thailand

18-19 May | 2026

For more information,
please contact: meetup@messe-berlin-gz.com

SEE YOU IN HONG KONG



2-4 September 2026 09:00 – 17:00



AsiaWorld-Expo Hall 3 and Hall 5
Lantau, Hong Kong



ASIA FRUIT LOGISTICA

#ASIAFRUITLOGISTICA2026



website
and social media



scan with wechat
to follow official account

Buy Your Tickets

asiafruitlogistica.com >
Visitors > Buy Your Tickets



a Messe Berlin and
Fruitnet Media International company

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

Support in your own language

For details of our representative in your
country, go to
asiafruitlogistica.com >Contact

FRUIT LOGISTICA

Looking forward to
welcoming you in Berlin
from 3-5 February 2027!
fruitlogistica.com/en