

Hong Kong 2|3|4 Sep 2026

# Powering the Future for Fresh

**FRESHTech**

Asia's only dedicated technology platform for fresh produce

A platform within

**ASIA FRUIT LOGISTICA**

Exhibitor Registration 2026



[asiafruitlogistica.com/freshtech/](https://asiafruitlogistica.com/freshtech/)

## What is FRESHTech?

**FRESHTech is ASIA FRUIT LOGISTICA's dedicated platform for technology and innovation across the fresh produce value chain.**

Created to give technology a clearer identity within the show, it brings together the ideas, systems and solutions transforming how fresh produce is grown, moved, monitored and traded.

## What's Included?

### 6 Verticals from field to plate:

- Smart agriculture & crop forecasting
- Postharvest: sorting, grading & packhouse automation
- Cold chain tech
- AI, data & decision intelligence
- Supply chain traceability & compliance
- Sustainability, carbon & compliance

## Powering the Future for Fresh

### The Zone 1000+ sqm

- A dedicated FRESHTech Zone
- **1000+** sqm within the AFL exhibition hall
- **30+** technology exhibitors
- Technology buyers enter with intent

### The Programme 2 Days, 6 Verticals

- Two full days of expert-led content
- Six key technology verticals
- Keynotes, panels, live demos, startup pitches, and Innovation Awards

### The Audience 14,000+ AFL Visitors

- AFL's network of importers, exporters, retailers, and logistics operators
- Technology decision-makers attending with purpose
- Curated connections between exhibitors and qualified buyers

## A Two-day Expert Programme

### DAY 1 – From Field to Port

- **Opening Keynote:**  
*the reboot—how AI is re-writing fresh produce*
- **Packhouse of the future:**  
*automation, vision AI & robotic sorting*
- **Seeing the invisible:**  
*non-destructive quality analysis*
- **Postharvest precision:**  
*extending shelf life through technology*
- **Cold chain intelligence:**  
*IoT, digital twins & predictive monitoring*
- **Smart agriculture in Asia-Pacific:**  
*from drone scouting to yield forecasting*
- **FRESHTech pitch:** *startup spotlight*
- **What technology do asian buyers actually want?**

### DAY 2 – From Port to Plate

- **Opening keynote:**  
*compliance is the new competitive advantage*
- **Traceability under pressure:**  
*FSMA 204, EUDR & what comes next*
- **Real-time visibility:**  
*tracking produce across oceans*
- **The data layer:**  
*building decision-grade intelligence across the chain*
- **Sustainability tech:**  
*carbon measurement, ESG reporting & beyond*
- **The buyer's perspective:**  
*what retailers & importers need from tech*
- **FRESHTech Innovation Awards**
- **Closing keynote: the roadmap**  
*— where fresh produce tech goes from here*

## Be Part of the Technologies Shaping Fresh Produce



GLOBAL PRODUCE EVENTS  
a Messe Berlin and Fruitnet Media International company

## CONTACT US

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