

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/







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



a Messe Berlin and Fruitnet Media International company

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