

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 Farm to Port:
Tech Reshaping Production,
Quality & Cold Chain



Day 2: From Data to Demand:
Traceability & Tech That Meets
Market Needs



What's Included

- **All-Inclusive Booth**
4sqm fully-equipped booth
- **Stage Time**
15-min presentation slot (content subject to approval)
- **Prime Location**
Near Buyer & Retailer Lounge
- **Buyer Invitations**
Support to invite your clients
- **Global Networking**
Connect directly with produce professionals worldwide
- **Year-Round Exposure**
Promotion before, during & after the show



**ALL-INCLUSIVE
PACKAGE
USD 3,120**

CONTACT US



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ASIA FRUIT LOGISTICA

#ASIAFRUITLOGISTICA2026



website
and social media



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to follow official account