

Hong Kong 2|3|4 Sep 2026

FROZEN FRUIT AND VEGETABLES FORUM

What is shaping the future of frozen produce in Asia?
Join leading industry experts at the Frozen Fruits & Vegetables Forum to explore market trends, consumer demand, innovation and new opportunities across the sector.

**ASIA FRUIT
LOGISTICA**

Asia's fresh produce trading hub

ASIAFRUIT

Knowledge Partner



14:00-14:05

Welcome to the Frozen Fruit and Vegetables Forum

Fred Searle Fruitnet (UK)



14:05-14:25

Asia's frozen fruit and vegetable market in focus

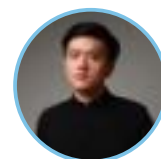
Linghuey Lee JWM Asia (Singapore)



14:25-14:45

How frozen fruit opens up new routes to China's evolving market

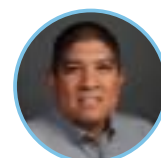
Chaowei Wang Supafresh (China)



14:45-15:00

Opportunities for frozen avocados in drinks

Fabian Garcia Calavo Growers (US)



15:00-15:15

The versatility of frozen cranberries

Jane Fielding Coast Cranberries (Canada)



15:15-15:30

Pollinator stewardship in frozen blueberries

Sudeshna Nambiar British Columbia Berry Council (Canada)



Followed by **DRINKS & NETWORKING**

 JOIN US FROM 15:30



For more information please contact:
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Showcase Stage(Hall5)