Hong Kong 7|8|9 Sep 2027

20 2007-2027

20 Years of Fresh.

Growing the next decades.

ASIA FRUIT LOGISTICA

Asia's fresh produce trading hub



EXHIBITOR REGISTRATION 2027

asiafruitlogistica.com

Knowledge Partner
ASIAFRUIT

Official Logistics Partner
DP WORLD

A brand of
MESSE BERLIN China

ASIA FRUIT LOGISTICA

20

Years of Fresh.
Growing the next decades.



"Twenty years ago, we opened a door. You walked through it.

It began in Bangkok in 2007 with a first gathering and a simple idea: bring the fresh produce world together. Nineteen editions later, that idea has become a global meeting point, shaped by every grower, buyer and partner who came back year after year. Thank you for every handshake and every harvest we've shared. These 20 years are yours as much as ours.

A REMARKABLE JOURNEY

More exhibitors, more visitors
A wider international reach

2007 · FIRST EDITION		2026 · 19TH EDITION
116 Exhibitors	FROM 2007 TO 2026	760 + Exhibitors
3,114 Trade visitors		16,000 Trade visitors

A GLOBAL MARKETPLACE FOR FRESH PRODUCE





16,000
TRADE VISITORS

760 +
EXHIBITORS

1,600 +
QUALIFIED BUYERS

27
NATIONAL AND REGIONAL PAVILIONS

95
COUNTRIES AND REGIONS

PRODUCT OVERVIEW

- Fresh Produce
- Machinery & Services
- Logistics
- Smart Agri & Technology

VISITOR OVERVIEW

- Importer
- Wholesale / Distributor / Trader
- Retailer / Retail Chains
- Exporter
- Grower / Producer
- Ho.Re.Ca.
- Logistics
- Other Services



WHERE THE WORLD MEETS

41 COUNTRIES EXHIBITING

95 COUNTRIES VISITING

TOP 10 EXHIBITING COUNTRIES

China · Australia · New Zealand · United States · Egypt · Singapore · South Korea · Turkey · France · Chile

TOP 10 VISITING COUNTRIES

China · India · Australia · Chile · Malaysia · United States · South Korea · Philippines · Thailand · Japan

THE RESULTS SPEAK

99.3%

of trade visitors have an overall **positive impression** of ASIA FRUIT LOGISTICA.

94% of exhibitors rate their participation as a **positive commercial success.**

94.7% of exhibitors **will exhibit again** next year.

98.9% of trade visitors would **recommend** ASIA FRUIT LOGISTICA.

Source: ASIA FRUIT LOGISTICA 2026 onsite survey





YOUR DIRECT LINE TO BUYERS

ASIA FRUIT LOGISTICA brings **together international fresh-produce buyers** and **suppliers**, creating opportunities for **targeted business meetings**, new **partnerships** and market expansion. Through **dedicated buyer programmes** and **matchmaking services, exhibitors** can connect with **relevant buyers** and make the most of their participation.



2026 BUYER SNAPSHOT

1,600 +

Qualified Buyers

in the Global Buyer Programme

STANDARD BUYERS | **PREMIUM BUYERS** | **RETAILER'S CLUB**

WHAT OUR RETAILERS SAY

Spinneys

The spacious, relaxing lounge with dedicated Speed Dating booths allowed for comfortable conversations. The exhibitors, valuable talks, and variety of food and drinks were great.

DFI Lucky

My first experience at the Retailer's Club Lounge was very positive.
I particularly enjoyed the Speed Dating meetings and would be happy to participate again next year.

AEON

The Speed Dating meetings were particularly valuable for meeting exporters and suppliers, exploring sourcing opportunities, and building international business connections. I look forward to joining again next year.

Migros

Registration was quick and easy, and the lounge provided a quiet, comfortable space for meetings, including a great meeting with our supplier. We also enjoyed the coffee, sandwiches, and quality souvenirs.

S&R Membership Shopping

The team was consistently helpful, friendly, and accommodating. We'll definitely be back next year!

For more information, please contact
buyers@messe-berlin-sh.com



REGISTER NOW TO SECURE YOUR STAND

Complete Stand Package
(min. 9 sqm)

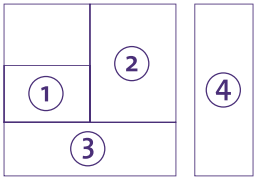


USD 520 per sqm

Pricing inclusive of booth construction, furniture, lighting, and electricity.

Raw Space – space only without construction
(min. 19 sqm)

1. Row stand 1-side — **USD 390 per sqm**
2. Corner stand 2-sides — **USD 415 per sqm**
3. Peninsula 3-sides — **USD 440 per sqm**
4. Island 4-sides — **USD 465 per sqm**



Optional

Complete stand construction: add USD 125 per sqm.

Registration Fee	Main exhibitor	USD 520	Co-exhibitor	USD 360

> Asia Fruit Logistica is an excellent opportunity to enhance relationships built over many years of trading and develop new networks and opportunities through face-to-face meetings.

Murray Linnell
Business Development Manager, RD8 (New Zealand)

> Asia Fruit Logistica is one of the most important events on our international calendar. It provides a valuable platform to connect with global fresh produce professionals, strengthen trade partnerships, meet new customers, and share the Australian avocado story while staying informed about industry trends and innovations.

Flora Zhang
General Manager, Avocados Australia (Australia)

FIRST TIMER PAVILION

Launched in 2025, with 20 companies participating to date.

Make your debut at **ASIA FRUIT LOGISTICA** completely worry-free.

01
ALL-INCLUSIVE
6 sqm booth, fully equipped.

02
SPECIAL CARE
Tailored support for first-time exhibitors.

03
FAVOURABLE LOCATION
In the main exhibition area.

04
NETWORKING OPPORTUNITIES
Direct access to global produce professionals.

05
ADDITIONAL BRAND EXPOSURE
Year-round promotion before, during and after the exhibition.

Exclusive to companies exhibiting at ASIA FRUIT LOGISTICA for the first time.



USD 5,200
Conceptual booth design
subject to change by the organiser

What Our Exhibitors Say

Participating in ASIA FRUIT LOGISTICA was a truly valuable experience. We built strong business connections and developed a promising customer base. The organizing team was incredibly supportive, even checking on us during the exhibition and making us feel truly welcomed through their thoughtful gestures. We look forward to participating again next year.

Mahmoud ElDomiaty
CEO & Founder, Global Pioneer Exports (Egypt)



Register Online

For full details of exhibitor services and stand rental, visit:

asiafruitlogistica.com
> Exhibitors
> Plan your stand

BRAND EXPOSURE & PARTNERSHIP OPPORTUNITIES

60,000 +
Social Media Followers

650,000 +
Total Impressions

3,128,000 +
Website Visits

30,000 +
E-newsletter Subscribers

01 Official Partnership



02 Onsite Sponsorship



03 Onsite Advertisement



04 Online Advertisement



05 Content & Brand Promotion



IMBERRI

Partnering with ASIA FRUIT LOGISTICA 2026 as the Official Fresh Produce Partner was a valuable opportunity for IMBERRI to strengthen our connection with the international fresh produce industry. We appreciated the collaboration with the AFL team and look forward to building on this partnership in the years ahead.

For more tailored solutions, please contact: exhibitor@gp-events.com.

ASIA'S PREMIER EVENTS AND AWARDS

Asiafruit Knowledge Centre is the all-in-one content hub at ASIA FRUIT LOGISTICA...and **it's free to attend for every visitor and exhibitor.**

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

Asiafruit Knowledge Centre includes **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

1. Asia's premier conference for business information and networking since 1998
2. Taking place on the main stage at Asiafruit Knowledge Centre
3. Top-quality speakers and content curated by Asiafruit Magazine
4. The best business insights and strategies for the fast-changing Asia market
5. Keynote interviews and lively panel discussions on the big issues

ASIAFRUIT SHOWCASE 亚洲水果展秀台

Fresh produce innovations for business in Asia

1. ASIA FRUIT LOGISTICA exhibitors present the newest technologies, products, and solutions
2. Exhibitors can book slots at the ready-to-speak forum on a first-come, first-served basis
3. You promote your product, we take care of the rest

Every session at Asiafruit Knowledge Centre includes simultaneous English-Chinese translation. The programme also features special Chinese-language sessions every day.

ASIA'S PREMIER EVENTS AND AWARDS

ASIAFRUIT BUSINESS FORUM
亚洲水果商务论坛

Fresh produce case studies for business success in Asia

1. Industry experts share best practice and hands-on solutions
2. Covering the entire supply chain, from breeding products to consumer marketing

ASIA FRUIT AWARDS

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



MORE INFO AT
www.asiafruitknowledgecentre.com
info@asiafruitcongress.com

Hong Kong 7|8|9 Sep 2027

AsiaWorld-Expo

ASIA FRUIT LOGISTICA

20 2007-2027

Asia's fresh produce trading hub

#ASIAFRUITLOGISTICA2027

website
and social media

Register Online

asiafruitlogistica.com
> Exhibitors

CONTACT US

GLOBAL PRODUCE EVENTS
a Messe Berlin and Fruitnet Media International company

Global Produce Events (HK) Co., Limited
2308 Dominion Centre
43-59 Queen's Road East, Hong Kong

Event management
Bangkok office
Tel +66-2-9414600
exhibitor@gp-events.com

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