

Asia Fruit Logistica 2014

Trade gets ready for biggest-ever gathering in Asia



The continent's leading trade show and conference event for the fresh fruit and vegetable business is gearing up to welcome the biggest gathering of the global produce trade in Asia to date.

Attending the upcoming edition of ASIA FRUIT LOGISTICA and Asiafruit Congress offers produce professionals the best value investment for their business this year in Asia.

Returning to AsiaWorld-Expo Centre on 3-5 September, ASIA FRUIT LOGISTICA 2014 has already smashed previous records for the area of exhibition space sold. Companies from some 36 countries and six continents have signed up to exhibit, with Costa Rica, Poland, Saudi Arabia and Yemen all making their debut appearance at the show.

Almost 20 different nations have booked national pavilions at the event, including Argentina, Australia, China, Chile, Ecuador, Egypt, France, Greece, Italy, Mexico, Malaysia, the Netherlands, New Zealand, Peru, South Africa, Taiwan, Turkey, Vietnam and the US.

"At ASIA FRUIT LOGISTICA, we can connect with everyone and define our business programmes," says José Antonio Gomez, chief operating officer of Peruvian agribusiness giant Camposol. "It's the one trip that saves you 20."

Full-access pass holders enjoy entry to both the three-day trade fair, and the Asiafruit Congress, Asia's premier fresh

produce conference event, which takes place the day before ASIA FRUIT LOGISTICA at AsiaWorld-Expo on 2 September.

The high-impact full-day conference and networking event is attended by the decision-makers in Asia's fresh produce business. Top-level speakers share their expert insights and quality information on the latest trends in the region's fast-moving markets, so it's also a great way to prepare for ASIA FRUIT LOGISTICA.

ASIA FRUIT LOGISTICA a sell-out

ASIA FRUIT LOGISTICA has sold out of stand space, with just under two months to go before the region's leading fresh fruit and vegetable trade fair opens its doors in Hong Kong.

Some 25% more exhibition space has been sold compared with last year's event, smashing previous records for the show, according to organiser Global Produce Events (GPE).

More than 400 exhibitors from 38 countries and all six continents are expected to exhibit their products and





services at the event, which returns to AsiaWorld-Expo on 3-5 September.

"We have more exhibitors from more countries than ever before," confirmed Gérald Lamusse, managing director of GPE. "This underlines the rising interest in the Asian markets from around the world, and the value that the global fresh produce business sees in this show as the platform for growth."

China, traditionally the largest presence at the show in terms of exhibitor numbers, has expanded its bookings for exhibition space by 40% compared with the 2013 event.

"Being a leading grower and distributor in China, ASIA FRUIT LOGISTICA gives us an excellent opportunity to meet with other global producers and share information and experiences with them," said Martin Salge of Chinese exhibitor Dalian XingYeYuan Group

Other exhibiting countries have registered more dramatic increases, including the UK (+217%) and Spain (+104 %). Visitor numbers are also set to hit record levels, with GPE expecting some 7,000 trade buyers and visitors from more than 60 different countries to attend.

Asia Fruit Congress

As many as 400+ fresh produce professionals from around the world are going to be in Hong Kong in September for Asiafruit Congress 2014. It all takes place the day before ASIA FRUIT LOGISTICA, its partner event.

Ten great reasons to attend Asiafruit Congress

1. Asia fruit Congress is the best way to develop your business in Asia.
2. The full-day conference and networking event is attended by the top traders and buyers in Asia.
3. So you get to network with a selected group of 400+ of the best industry professionals from more than 30 countries worldwide in advance of ASIA FRUIT LOGISTICA.
4. The conference programme is edited by Asia fruit's John Hey and brings expert insight and quality information on the latest trends in Asia.
5. You learn more about the Asia market from to help you make the right business connections in Asia.
6. You get to know about the Asia market at Asia fruit Congress, and then you can target the exhibitors you want to see at ASIA FRUIT LOGISTICA. So it's the most efficient way of spending your fresh produce week in Asia.
7. Buying a "Full Access" Delegate Ticket to guarantee access Asia fruit Congress as well as ASIA FRUIT LOGISTICA. It's the cost-effective way to spend your week in Hong Kong.
8. Your delegate ticket gets you exclusive access to Asia fruit Congress/ASIA FRUIT LOGISTICA Welcome Reception as well as to ASIA FRUIT AWARDS.
9. To make the most of your fresh produce week in Hong Kong: plan to arrive on Monday, attend Asia fruit Congress on Tuesday, visit ASIA FRUIT LOGISTICA from Wednesday to Friday, and then fly home on Friday evening. Job done!
10. And don't forget that Asia is the world's fresh fruit and vegetable market of the future. ♦

