

Asia Fruit Logistica 2015

Global trade set to do more business in Asia



ASIA FRUIT LOGISTICA is Asia's leading trade show for the international fresh fruit and vegetable business and the next grand event will be held in HongKong from 2-4 September 2015.

With ASIA FRUIT LOGISTICA 2015 enjoying record exhibitor demand, companies from Asia and the rest of world are gearing up to do even more business at this year's event.

Asia remains the fastest-growing market for the global fresh fruit and vegetable trade, and ASIA FRUIT LOGISTICA is the place to meet and do business with the industry leaders driving the expansion.

Asia's only dedicated fresh fruit and vegetable trade show – which returns to Hong Kong's AsiaWorld-Expo Center on 2-4 September – is enjoying record exhibitor demand this year. Companies from 35 different countries have signed up to showcase their products and services at the event, while sales of exhibition space have already outstripped last year's show by more than 20 %.

Many of the exhibiting countries are seeking to capitalise on Asia's booming import demand. According to a recent report from Asiafruit Magazine, which is celebrating its 20th anniversary this year, collective fresh fruit imports by 10 key Asian markets have increased by some 250 % over the past two decades to reach almost 10m tonnes in 2014.



As well as providing a gateway for global suppliers targeting Asia's fast-growing consumer markets, ASIA FRUIT LOGISTICA is the leading international platform for Asian exhibiting countries seeking to increase their exports.

Malaysia, which has already booked 70 per cent more exhibition space compared with this time last year, is capitalising on the growing intra-Asian trade in fresh fruit and vegetables at the show. Malaysia's Federal Agricultural Marketing Authority (FAMA) will be back with the Ministry of Agriculture to showcase a range of mainly tropical fruits at ASIA FRUIT LOGISTICA 2015, following what it described as "a very encouraging response" to its debut appearance at last year's show.

"Hong Kong is Malaysia's traditional market for fresh produce exports and our durian has been making a big impact there for the past few years," said FAMA's Chang Lee Nam. "At ASIA FRUIT LOGISTICA we can connect with importers and retail buyers, not only from

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Hong Kong, but also from mainland China, Japan, Australia, New Zealand, Taiwan and South Korea. They're all seeking to line up supply deals for the coming season and there is a lot of business matching at the event."

Other Asian exhibiting nations are also ramping up their presence at ASIA FRUIT LOGISTICA 2015. Taiwan has doubled its bookings for stand space versus this time last year while Korea has increased its exhibition space by 80 per cent.

Well over 8,000 top-level buyers and trade professionals from more than 60

countries are expected to attend ASIA FRUIT LOGISTICA. Visitors with full-access passes get entry to Asiafruit Congress, Asia's premier conference, which takes on 1 September, the day before ASIA FRUIT LOGISTICA opens its doors. The conference attracts more than 400 delegates from almost 40 countries and it's a must-attend for anyone looking to get an in-depth insight to the latest market trends and opportunities in Asia, and to learn strategies for higher sales and better marketing.

Asia Fruit Congress

Asia Fruit Congress will be held on 1st September. It is powered by Asia Fruit Magazine and has established itself as the premier conference and networking event for the international fresh produce business in Asia. The event launched in 1998, regularly attracts over 400 high-level executives from throughout the international fresh fruit and vegetable business. The diversity of visitors from around the world reflects the global interest in Asia's fresh produce markets, and the programme with top-level international speakers and expert panelists provides delegates with plenty of reasons for optimism about their future prospects for trade in the region. The following are the advantages of combined visit of ASIA FRUIT LOGISTICA and Asiafruit Congress:

- ❖ Meet and do business
- ❖ Use the enormous networking opportunities with key and niche players around the world
- ❖ See what is new in the market and inform yourself about new products - within the whole supply chain
- ❖ Discover future trends in the Asian market
- ❖ Explore exciting opportunities in emerging markets
- ❖ Discuss strength and opportunity areas within the Asian market
- ❖ Visit local retailers and look behind the scenes

Cool Logistics Asia

New ways to control rising perishable logistics costs will take centre stage at the 1st Cool Logistics Asia conference, taking place on 2 September in Hong Kong to coincide with the opening day of Asia Fruit Logistica, Asia's leading international trade fair for fresh fruit and vegetable marketing. In developed countries, the cost of cold chain logistics as a percentage of a product's retail price is between 10% and 15%. In China, it can be as high as 50%," says Clement Lam, Director and General Manager, Swire Pacific Cold Storage (SPCS), the leading cold store operator in Australia and Vietnam and one of the top five operators in the US.

SPCS has benefitted from knowledge transfer from its US and Australian cold





chain businesses, but in terms of China it was “effectively ground zero, a Greenfield investment,” according to Lam. As of the third quarter of 2014, the company’s first two wholly owned cold storage facilities – one at Fengxian, near Shanghai and the other at Langfang, in Hebei province – are now operational. In his speech at Cool Logistics Asia, Lam will assess cold chain capacity demand across the Asia Pacific region.

A perspective on India, the world’s second largest cold chain market, will be provided by Pawanexh Kohli, CEO of CrossTree Techno-Visors. Kohli is also chief adviser to the National Centre for Coldchain Development, which has been tasked to create an integrated cold chain for perishable agriculture and horticulture produce across India.

According to a recent study by the Institution of Mechanical Engineers, USD15 billion will be spent on expanding India’s cold chain in the next five years. TechSci Research’s report India Cold Chain



Pawanexh Kohli, CEO, CrossTree Techno-Visors & Chief Adviser to the National Centre for Coldchain Development of India.

Market Forecast & Opportunities 2019 forecasts that the Indian cold chain market will grow at a CAGR of around 23.88% during 2014-19.

In his speech, Kohli will focus on the development of perishable gateways in Gujarat, including port connectivity via a network of ICDs and review revolutionary cooling techniques using up to 100% recycled energy. He is also expected to discuss the creation of a new framework for dedicated refrigerated intermodal rail operations in India.

While rail-based intermodal operations, especially for reefer shipments, are usually limited by distance and operational constraints, shipping remains the preferred method for transporting high volumes of reefer containers between different continents using special reefer units developed by companies such as Carrier Transcold, Daikin and Thermo King.

“As manufacturing centres in China are moving further inland away from the coast, the advantage offered

by container vessels connecting Shanghai or Hong Kong with Hamburg or Rotterdam could be challenged by direct temperature-controlled rail links between Chongqing and Duisburg,” said Alex von Stempel, Managing Director, Cool Logistics Resources.

DB Schenker, another company actively promoting the rail alternative between Asia and Europe, will be joining KTZ to cover issues such as the operational risks of transiting Russia, differences in rail gauges and other cold chain risks, and to highlight possible technical solutions.

The high-level one-day forum in Hong Kong will also feature speakers from leading shipping lines including CMA-CGM and MOL, international perishable logistics experts such as Chile-based Mauricio Padron, Australia-based Caesar Sanches of Panalpina, Alex Schenz of Arconz in New Zealand and Alfred Cheung from Green Society Association, and perishable cargo owners including IG International and Agro Fair Europe, who will exchange experiences on how to create a roadmap for developing Asia’s perishable supply chains of the future. ♦