

# ASIA FRUIT LOGISTICA

## 2016: Surge in visitors to Asia's fresh produce hub

ASIA FRUIT LOGISTICA 2016 records 22 percent growth in visitor numbers, with more than 11,000 industry professionals from 74 different countries attending the Hong Kong trade show. ASIA FRUIT LOGISTICA, Asia's only dedicated fresh fruit and vegetable trade show, celebrated its tenth anniversary last week with record visitor and exhibitor numbers. More than 11,000 high-quality buyers and trade visitors from 74 different countries attended ASIA FRUIT LOGISTICA 2016 on 7-9 September at AsiaWorld-Expo.

"We are delighted with this year's attendance to ASIA FRUIT LOGISTICA," said Wilfried Wollbold, commercial director of event organiser Global Produce Events. The results underline ASIA FRUIT LOGISTICA's position as the unique pan-Asia event for this business, and also the growing global interest in Asia from leading buyers and suppliers."

### Global array of products on show

Over 650 companies from 37 different countries were showcasing their wares at the three-day expo, almost 100 more exhibitors than last year's event. The breakout of exhibitors by region underlined the global profile of the show. Asia, together with Australia and New Zealand, accounted for 43 per cent of exhibitors, followed by Europe (with 24 per cent), the Americas (19 per cent) and the Middle East and Africa (14 per cent).

ASIA FRUIT LOGISTICA also grew significantly in terms of overall exhibition stand space, expanding by 18 per cent compared with the 2015 edition. Several of the topten exhibiting nations underlined their commitment to the show this year with sizeable increases in stand space. China, Australia, Egypt, Turkey and Spain were the big growth drivers.

Asian nations Thailand (+260 per cent), Korea (+120 per cent) and Pakistan (+93 per



cent) registered the largest increases in stand space, followed by leading European supplying countries Spain and Germany.

### Perishable Business Week

The exhibition formed the core of ASIA FRUIT LOGISTICA's Perishable Business Week in Hong Kong, which also featured a rich programme of conference events running from Tuesday to Friday. "Our Perishable Business Week provided visitors and exhibitors with a wide range of content and a first-rate opportunity to gain industry insights and network across the whole value chain," said Wollbold.

It all got under way with the ASIA FRUIT CONGRESS, Asia's premier fresh produce conference and networking event, which took place on Tuesday 6 September, the day before ASIA FRUIT LOGISTICA opened its doors.

Attracting some 375 high-level industry professionals from 40 different countries, ASIAFRUIT CONGRESS kicked off with a focus on the future of the Chinese market with expert analysis of the consumer market evolution from the head of Boston Consulting Group's China Center for Customer Insight Youchi Kuo. ASIAFRUIT CONGRESS was also addressed by a number of high-profile industry figures including: Liu Mau Wah, co-chairman of China's largest vertically integrated fresh produce business Joy Wing Mau; Lain Jager, CEO of global

kiwifruit marketer Zespri; and Ray He, general director of Alibaba Group's Tmall Fresh.

Took place on Wednesday 7 September, the second COOL LOGISTICS ASIA conference brought together a high-powered programme of industry experts to discuss the latest trends in Asian perishable supply chains. Simon Pearson, the former Asda UK supply chain executive, discussed his work setting up a cold chain network in China; Ole Schack Petersen, SVP chief strategy officer of LCL, chaired a breakout session on perishable product solutions and innovations; while Isabella Hu of Costco Container Lines' global sales division spoke on perishable shipping and logistics.

SMART HORTICULTURE ASIA, the new fresh-produce technology conference, launched on Thursday 8 September. The conference explored the impact of disruptive information technology on traditional fresh produce trade practices, crop cultivation and business models. Speakers included key figures from the fresh produce business, such as Edward Zhu, CEO of Chic Group, and Loren Zhao of e-tailer Fruitday, as well as leading horticulture technology experts, including Professor Salah Sukkarieh of the Australian Centre for Field Robotics and Ken Moyihan of Compac among others. Asia's development is speeding up with the use of horticultural technology, but rightsizing of technology' is as important as disruptive technologies in Asia. That was one of the

key takeaway messages from the inaugural conference, which underlined the crucial role of global information standards.

Information opportunities continued for ASIA FRUIT LOGISTICA participants on the show-floor with the Asiafruit Business Forum, a programme of two daily workshop sessions hosted by Asiafruit Magazine. Technology was the focus for Day One, which looked at 'the packhouse of the future', and at latest technologies spanning the supply chain. Marketing was the theme for Day Two, with sessions on 'persuasive packaging' and 'new product launches'. Day Three turned the focus on Trade, with sessions on how fresh produce industry stakeholders can get the most out of free trade agreements, and on export opportunities for Asian fruit and vegetable suppliers.

### ASIA FRUIT AWARDS: Celebrating excellence

The winners of the 2016 ASIA FRUIT AWARDS, the annual pan-Asian awards for Asia's fresh fruit and vegetable business, were announced at ASIAFRUIT CONGRESS.

Presented by Asiafruit Magazine and ASIA FRUIT LOGISTICA to celebrate excellence in Asia's fresh produce business, the ASIA FRUIT AWARDS recognise Asia's best companies in the fields of marketing, importing and retailing.

The Marketing Campaign of the Year was presented to leading fruit e-tailer Fruitday for its campaign to create the Chinese orange brand Mr Cheng, South Korean importer Jinwon Trading scooped the Importer of the Year Award, while the Produce Retailer of the Year Award went to Sam's Club China.

The next edition of ASIA FRUIT LOGISTICA takes place on 6-8 September 2017 at AsiaWorld-Expo Center in Hong Kong. ASIAFRUIT CONGRESS is held on 5 September at the same venue, with COOL LOGISTICS ASIA taking place on 6 September and SMART HORTICULTURE ASIA on 7 September.

### Agriculture Market Development (AMD)

The U.S.-Pakistan Partnership for Agricultural Market Development (AMD) activity in Pakistan is a USAID-funded program, started in February 2015 and pro-

jected to end in February 2019, and implemented by CNFA with the goal of supporting the development of Pakistan's commercial agriculture. In particular, we accomplish this through improving the ability of Pakistan's agriculture and livestock sectors to meet both international and domestic demand and requirements in targeted product lines in citrus, mango, high value/off season vegetables and livestock. AMD will develop Pakistan's commercial agriculture by improving the ability of Pakistan's agriculture and livestock sectors to meet both international and domestic demand in targeted product lines. The following companies have participated under the umbrella of AMD.

#### Zahid Kinnow

Zahid Kinnow was founded in Bhalwal/Pakistan in 1995 by its present owners. It is a Farmer owned company, managed purely by the family members. They have three processing units, which are spread over a covered area of 85000 square feet and have 250-300 m/tons processing capacity per day. The unit is backed up by an indigenous blast chillers arrangements (FOUR BLAST CHILLERS. They have in-house cold storage facility (with 1600 m/tons fruit storage capacity) that is Equipped with controlled atmosphere technology.

#### Muhammad Ibrahim and Sons Inc

Muhammad Ibrahim and Sons Inc. started as auctioneers, exporters, importers and distributors of fresh produce. Over the years their company has gone through various phases of expansion and has evolved as leaders of fresh and processed food segment. They have explored the vast and rich natural produce of Pakistan.

#### Noon Orchards Noon

Noon Orchards are a farmer owned company established and started operation in 2006 for Kinnow processing, grading and export. The company ranks among leading processors and exporters of Kinnow man-

darins to various domestic and international markets. The purpose of the company was to develop farmer owned enterprise which can facilitate farmers for quality citrus production in the region and can add value through washing, waxing, grading, packing and export of fruit.

#### Saeed Khan Enterprises

Saeed Khan Enterprises is the exporter of fruits and all kinds of vegetables since its inception in 2004. The company collects and distributes products through experienced post-harvest facilities owned. The focus of these operations is efficiency, price, competitiveness and quality. They are specialized in the export of mango & all kind of vegetables and are constantly engaged in the business having covered sizeable market share in Middle East and Europe. They are exporting seasonal crops like mangoes and all kinds of vegetables like chilly, potatoes, onions and sugar cane etc. They export in countries like UK, Sweden, Frankfurt, Jeddah, Dubai, Bahrain and Doha (Qatar).

#### Mateela Kinnow Factory

Mateela Kinnow Factory is one of the leading Companies, exporting fresh fruits and vegetables in Pakistan, established in year 2002. To meet the international food quality standards and international market compliance Mateela is working under that guidelines and protocols. For this purpose, Mateela have installed a processing plant and machinery of international standard.

#### National Fruit Processing Factory

National Fruit Processing Factory was established in 2002 and now one of the leaders of exporting Fresh Fruits & Vegetables to international markets like Russian Federation, Ukraine, Indonesia, U.A.E., Saudi, Arabia, Qatar, Kuwait, Philippines, Singapore etc. They are also known as the Pioneer of Kinnow in Pakistan because they are the first who had planted Kinnow orchards in Pakistan. ♦

