



## World of opportunity at ASIA FRUIT LOGISTICA

With more than 700 exhibitors from over 40 countries already registered, Asia's leading continental fresh produce show will feature a global feast of products and services.

Visitors to ASIA FRUIT LOGISTICA 2017 can look forward to taking in a rich array of global offerings when it opens its doors on 6-8 September in Hong Kong.

More than 730 exhibitors from over 40 different countries have already registered to showcase their products and services at Asia's premier fresh fruit and vegetable trade show, which takes place at AsiaWorld-Expo Center.

Five countries are exhibiting for the first time at ASIA FRUIT LOGISTICA, including Costa Rica, Finland, Jordan, the Ukraine and Uzbekistan.

Leading companies spanning the entire fresh produce supply chain are also making their debut appearance as

exhibitors. Multinational Chiquita, port operator Hutchison Ports and Beijing-based fresh produce e-commerce player MissFresh are among the first-time exhibitors.

Some 23 national pavilions will feature at ASIA FRUIT LOGISTICA, and many exhibiting countries are ramping up their presence at this year's show.

South Africa is leading the way, increasing its bookings for exhibition space by 150 per cent compared with last year and expanding its national pavilion by some 200 per cent. Korea is another big mover, with bookings for exhibition space up by more than 70 per cent, while Germany, Japan, Taiwan and Chile have all registered increases of more than 50 percent.

Visitors to ASIA FRUIT LOGISTICA will find plenty of novel products and services on display at this year's show.

Tokita Seeds will exhibit its super-sweet Japanese pumpkin variety Shogun Sweet, Polskie Jagody, the Polish Berries Producer Group, will launch a premium line of jumbo blueberries (over 18mm) under its Berry Good brand, while West Australian melon producer-exporter Capogreco Farms will introduce two new melon varieties.

Many value-added products will be on display. Chinese exhibitor Yumsun will unveil a range of new retail pre-packs and carton designs, while ThaiFarmFresh will exhibit its new fresh-cut durian, which uses packaging technology to enable the fruit to be picked and processed ripe and shipped with a shelf life of up to 15 days.

On the technology front, FGE Korea will showcase what it describes as "the ultimate sterilisation system" for the fresh food industry, developed from a combination of two environmentally-friendly solutions, air purification system Airocide

(from the US) and on-site sanitiser generator NaOClean (from Korea).

New Zealand-based Compac, exhibiting with its new owners Tomra for the first time, will showcase optical sorting platform Spectrim, including the upgrade to version 2 with increased functionality for citrus clear-rot detection. Meanwhile, Maersk will be promoting the commercial launch of its remote container management (RCM), a system that provides visibility of a refrigerated container's location and atmospheric conditions inside throughout its journey.

#### Visitor registrations

Well over 11,000 top-level buyers and trade professionals from more than 70 countries are expected to attend ASIA FRUIT LOGISTICA.

Visitors can purchase their tickets online at [www.asiafruitlogistica.com/tickets](http://www.asiafruitlogistica.com/tickets) and make up to a 40 per cent saving on their entrance fee compared with buying tickets on the door.

ASIA FRUIT LOGISTICA's business week kicks off with the ASIAFRUIT CONGRESS, Asia's premier fresh produce conference event, which takes place the day before the exhibition on Tuesday 5 September. View the programme and speaker profiles at [www.asiafruit-congress.com](http://www.asiafruit-congress.com)

On the show-floor at ASIA FRUIT LOGISTICA, visitors can take part in two Hall Forums this year. ASIAFRUIT BUSINESS FORUM offers daily workshops with practical ideas and solutions for better fresh produce marketing. Meanwhile, the second Hall Forum turns the spotlight on the worlds of hi-tech and logistics, with SMART HORTICULTURE ASIA taking place each morning and COOL LOGISTICS ASIA running each afternoon. For a complete overview of the Hall Forum programme, visit: <http://www.asiafruitlogistica.com/Visitors/Events>.

## Chilling revelations to be made at Cool Logistics Asia

Chinese consumption continues to drive fresh produce import growth. But can the logistics industry rest on its laurels?

According to Andrew Tilton of Goldman Sachs, mid-year economic projection for China points towards continued growth in consumption after a very good half-year overall economic growth of 7% in the first six months of 2017.

Superficially this is good news for the perishables sector, notably fresh produce, yet it also poses considerable logistical challenges, which could be repeated next year. The first part of 2017 was marred by a severe shortage of reefer boxes. Although the spectre of a shortfall being repeated in the second half of the year may not be as acute, the effect of underinvestment in reefer box capacity has not gone away.

Several different shipping lines and some freight forwarders mentioned both in private and in public the effect of the 'China pull' being felt in South America from where the bulk of fresh produce continues to originate.



“China sources nearly a quarter of fresh produce from Chile alone and given that Chinese consumers tend to pay more than Europeans and North Americans the effect on reefer box demand worldwide has become palpable”, says Alex von Stempel, managing director, Cool Logistics Resources.

Von Stempel will conduct the annual Cool Logistics Asia Seminar 6-8 September within the trade show's hall forum two of ASIA FRUIT LOGISTICA in Hong Kong.

In the first four months of 2017, EU member states exported 50% more fresh produce to China compared to the same period in 2016 based on Eurostat figures.

Although the exports to China only represent less than 2% of exports to non-EU countries this still generated income of approaching €30million.

As a result, freight forwarders in Northern Europe have found it tough to lay their hands on empty reefer boxes, which are naturally also being used to carry other perishable commodities, such as seafood and meat.

Raul Saca, global head of the reefer segment, pineapples and bananas at Mærsk, USA will be the first speaker at Cool Logistics Asia next month to address some of the logistical challenges surrounding container shipping and perishables. He will be joined by Dr Jonathan Beard, head of transportation and logistics, Asia at Arcadis together with Angelina Lei of Hongkong international

Terminals (Hit) to discuss port infrastructure issues in the region, including the possible impact of cabotage (the transport of goods between two places in the same country by a transport operator from another country) in China and the wider impact of the One Belt One Road initiative (OBOR) on fresh produce distribution.

In theory, fresh produce could become one of the main beneficiaries of OBOR, significantly shortening the supply chain between Asia and Europe and thus provide an alternative to the all-sea route between the two Continents. Nevertheless, at this stage the volumes may still be compared to just a drop in the ocean.

Other topics covered at Cool Logistics Asia this year includes cross border e-commerce involving food and an assessment of expanding this concept into the specific new fresh produce segments. Reefer box veteran Alfred Cheung - himself now shipping food using e-commerce between Hong Kong, Japan and mainland China - will address this issue.

Less experimental issues will also feature in this year's Cool Logistics Asia programme, including the continuation of the highly successful 'Logistics for beginners' course, launched at the content forum, Logistics Hub, during FRUIT LOGISTICA in Berlin earlier this year. Andy Connell heads up A-Bar-C Services. He used to be logistics director for Dole South Africa in Cape Town and will revisit some of the 'dos' and 'don'ts' at the

Asian seminar presenting 'hot off the shelf' post-harvest research at the meeting in between.

Given the importance of India, a presentation by Tarun Arora, will tackle logistical challenges and solutions offered by IG international, the company he represents. The company has committed significant investments to developing cold storage capacity in India and now looks to export fresh produce to China and other countries.

Finally on the 8th September, the seminar will focus on the subject of air-freight, and study first as well as last mile issues in Spain and China in the attempt to convince Spanish exporters to divert greater attention to this market. The lead presentation will be given by Oliver Huesmann, a consummate marketing professional with more than just a passing interest in perishable logistics. 'Time to market is critical for fresh produce and every day you can cut your delivery time by is a bonus,' he will say. Huesmann will be joined by Natasha Solana from Kuehne + Nagel and Frank van Gelder from Adelantex.

### Spotlight on retail future at ASIAFRUIT CONGRESS

ASIA FRUIT LOGISTICA offers an information-packed programme for visitors this year, opening with ASIAFRUIT CONGRESS on 5 September.

ASIAFRUIT CONGRESS headlines a rich programme of events at this year's ASIA FRUIT LOGISTICA in Hong Kong.

Taking place on 5 September, the day before ASIA FRUIT LOGISTICA, ASIAFRUIT CONGRESS is the curtain raiser to the trade show.

A unique full-day conference for top executives in Asia's fresh produce business, ASIAFRUIT CONGRESS brings together expert speakers to explain the latest market trends and opportunities.

This year's ASIAFRUIT CONGRESS kicks off with a session spotlighting developments on Asia's fast-moving food retail scene.

Shirley Zhu of global food and grocery analyst IGD will outline some of the macro trends. Zhu, who leads IGD's



research programme in South East Asia, will discuss the 'reshaping of hypermarkets', the growth in 'proximity retail' and the 'forefront of omnichannel'.

The session will then focus on the merging of online and offline food retail platforms with perspectives from two leading exponents – Alibaba-invested O2O fresh food chain, Hema Supermarket, and 'omnichannel' retailer Walmart/Sam's Club China.

ASIAFRUIT CONGRESS moderator Chris White will be joined by Hema Supermarket's senior merchandising director Paul Sheh, Sam's Club's chief merchandising officer Yoep Man and Winstone Chee, vice-president of fresh food merchandising at Walmart China, to discuss the evolution of omnichannel retail and the vital role of fresh fruit and vegetables.

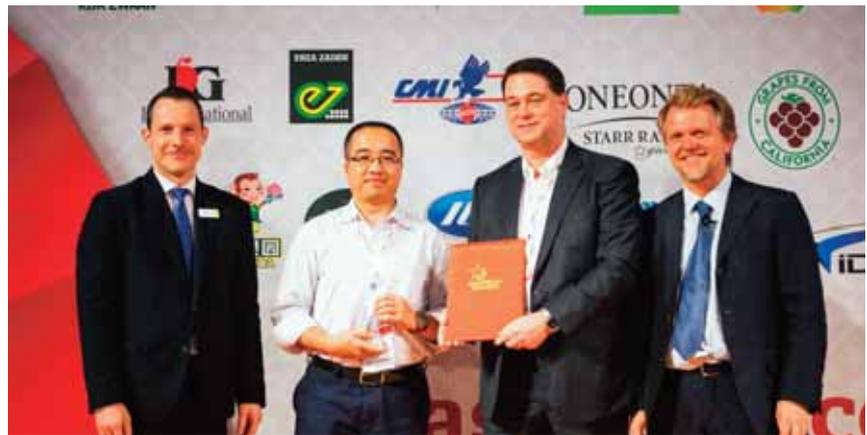
### Global brands for local consumers

Celebrating its 20th anniversary this year, Zespri has become an iconic brand in the international fresh produce business. In the second session 'Global brands for local consumers', the kiwifruit marketer's Jiunn Shih will explain how Zespri makes its brand resonate with consumers across diverse markets and demographics.

Shih joined Zespri as global general manager of marketing last September from Unilever in the Netherlands, where he was senior global marketing director. In an in-depth Q&A, Shih will highlight some key learnings the fresh produce business can take from FMCG. He'll also discuss the challenge fresh produce marketers face in engaging consumers via digital channels.

In the final general session, a panel of industry experts will explore the changing global trade landscape. Michael Every, Rabobank's senior Asia-Pacific strategist, will keynote the session with an overview of how he sees the global balance of power shifting. He'll then be joined by a panel of industry figures from around the world to discuss the implications for the fresh produce trade.

Speakers include Jose Antonio Gomez, CEO of Peruvian agribusiness export giant Camposol Trading; Tracy King, international business CEO of



Chinese group Xing Ye Yuan; and Filip Fontaine, director of BelOrta, one of Belgium's leading cooperatives and fruit and vegetable auctioneers.

### Breakouts offer variety

In addition to General Sessions at Asiafruit Congress, delegates can choose from a wide range of afternoon Breakout Sessions, which go into more detail on specific subjects. The first pair of breakouts includes a market spotlight on Vietnam and a session on market development strategies for EU exporters to Asia. The second pair of breakouts looks at the development of B2B e-commerce in the fresh produce business, and at protecting intellectual property varieties in China. Visit the ASIAFRUIT CONGRESS website for speaker details and profiles: [www.asiafruitcongress.com](http://www.asiafruitcongress.com)

Around 400 high-level industry professionals from more than 30 different countries are set to attend ASIAFRUIT CONGRESS, providing first-rate networking opportunities for delegates.

### ASIA FRUIT AWARDS

ASIAFRUIT CONGRESS also hosts the presentation of the ASIA FRUIT AWARDS, the annual pan-Asian awards for the fresh produce business. Presented by ASIAFRUIT MAGAZINE and ASIA FRUIT LOGISTICA, the awards are given in three categories – 'Marketing Campaign of the Year', 'Importer of the Year' and 'Produce Retailer of the Year'. The ASIA FRUIT AWARDS ceremony takes place before the Networking Lunch.

ASIAFRUIT CONGRESS concludes with the joint Welcome Reception to ASIA FRUIT LOGISTICA – and the confer-

ence serves as the perfect primer to the trade show, helping delegates to work out who and what to focus on at ASIA FRUIT LOGISTICA on 6-8 September.

### Hall Forums: marketing, hi-tech and logistics

Visitors to ASIA FRUIT LOGISTICA will also find more information opportunities than ever on the show-floor this year, where they can take part in two Hall Forums.

ASIAFRUIT BUSINESS FORUM – Hall Forum One – offers daily workshops with practical ideas and solutions for better fresh produce marketing. 'Packaging' is the focus for Day One, with sessions looking at its role in protecting and transporting produce, as well as its potential as a merchandising and marketing tool. Day Two includes sessions on recruiting fresh talent to the fruit and vegetable business and on 'niche marketing'. 'Production and trade' are the focus for Day Three, with sessions looking at 'What's new in varietal development?' and at 'Harmonising QA standards for broader market access'.

### Network and connect via Virtual Marketplace

Well over 11,000 high-level buyers and trade visitors from more than 40 different countries are expected to attend ASIA FRUIT LOGISTICA, and they will find an amazing array of products and services on show spanning the entire supply chain.

Visitors can search exhibitors' products and services and make appointments via ASIA FRUIT LOGISTICA's Virtual Marketplace, the event's own networking tool: [www.virtualmarket.asiafruitlogis-](http://www.virtualmarket.asiafruitlogis-)