



Big growth for ASIA FRUIT LOGISTICA 2017

With more than two months to go before ASIA FRUIT LOGISTICA opens its doors at AsiaWorld-Expo, sales of exhibition space are up by 25 percent on last year's total.

Exhibitor participation from China – traditionally the largest single exhibiting nation at ASIA FRUIT LOGISTICA – has increased sharply, with the Chinese pavilion expanding by 90 percent compared with last year's event.

Beijing-based fresh produce e-commerce company MissFresh is one of many new Chinese exhibitors at this year's show. Speed of delivery and high quality are paramount for MissFresh, which has set up a cold chain logistics system to deliver fresh food to consumers' doors within two hours.

"We'll be showcasing our pre-warehouse model at ASIA FRUIT LOGISTICA," explains MissFresh head of marketing Zhang Yao. "We have established sorting

centres in core cities across China together with community distribution mini-warehouses to provide a two-hour door-to-door delivery service. We've actually achieved a one-hour delivery service for 80 per cent of orders, but we believe we can do even better in the future."

As well as promoting its distribution model, MissFresh is seeking to establish direct sourcing relationships at ASIA FRUIT LOGISTICA. "We want to provide our consumers with the best high-quality fresh produce from around the world," said Zhang. "We already cooperate with hundreds of global suppliers but we would like to establish more cooperative relationships. We want to supply fresh foods directly from the origin, to ensure the best quality and price."

European fresh produce suppliers will also be out in force with promotional campaigns at ASIA FRUIT LOGISTICA, as

they seek to ramp up their presence in Asian markets.

Premium European Kiwi – a three-million-euro campaign funded by the European Union and Greece to promote European kiwifruit in the Chinese, Canadian and United Arab Emirates markets – will be back for its second year at ASIA FRUIT LOGISTICA.

"The 2016 edition was a big success for us, marked by the attraction of buyers, importers and distributors," said Anta Tsaira, project manager of Premium European Kiwi.

Four Greek kiwifruit-producing organisations are behind the campaign: Agricultural Cooperative of Chrisochori (Nespar), Agricultural Association Nestos, Alkyon and Gousteria.

"Various activities are going to be implemented in Hong Kong and Shanghai in the coming months, including outdoor

advertising, blog contests, promotional events and in-store promotions,” added Tsaira.

Information-packed programme

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 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.

ASIAFRUIT CONGRESS returns with a high-powered programme covering a range of hot topics. Fresh trends in Asia's food retail market, delivering global brands to local consumers, and the changing global trade landscape are the headline themes on the agenda. ASIAFRUIT CONGRESS serves as the perfect primer to ASIA FRUIT LOGISTICA, help-

ing visitors to work out who and what to focus on at the trade show.

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. Day one focuses on packaging, looking at its role in terms of both product preservation and merchandising. Day two is all about marketing, while day three looks at production and trade issues.

Meanwhile, the second Hall Forum turns the spotlight on the worlds of hi-tech and logistics. Each morning, SMART HORTICULTURE ASIA, the forum for information management, standards and technology, will explore data management at different stages of the supply chain.

Each afternoon, COOL LOGISTICS ASIA offers a new series of practical workshops on cold chain management. The wide-ranging programme looks at the future of container shipping, perishable logistics for beginners and exporting to Asia by air.

Tickets on sale for Asia's top produce show

ASIA FRUIT LOGISTICA is on course for an even bigger show this year, with Costa Rica, Jordan and Ukraine among the new countries signing up to exhibit.

The online ticket shop is now open for Asia's fresh produce hub. ASIA FRUIT LOGISTICA returns to Hong Kong's AsiaWorld-Expo Center on 6-8 September 2017, and it is shaping up to be the biggest and best edition yet.

Exhibiting nations from across the world are already gearing up to make a splash at ASIA FRUIT LOGISTICA 2017. More than 650 companies from 37 different countries showcased their products and services at last year's event, an increase of almost 100 exhibitors compared with the 2015 edition – and new countries are joining the show in 2017.

Central American export powerhouse Costa Rica will be exhibiting for the first time at ASIA FRUIT LOGISTICA. The Costa Rica stand, organised by export promotion agency Procomer, will display a range of products, including pineapples, bananas, exotic and tropical fruits, and vegetables.



Tiffany Girón of Procomer said that Costa Rica is particularly excited about the opportunities in Asia for its pineapples, which recently clinched access to the Chinese market. "This is a great achievement for our export sector," she said. "Costa Rica is the world's largest exporter of pineapples, and being able to reach a market as important as China with our fruit gives us a competitive advantage. Costa Rican pineapples stand out for their sweetness, colour and excellent quality."

While acknowledging that logistics must be carefully managed given the near 30-day shipping times from Costa Rica to China, Girón said there is "a great commitment" to the Chinese market among Costa Rican export companies. "We're confident that they're going to surpass market expectations for this fruit."

Meanwhile, Medjool Village Dates Trading Co will become the first exhibitor from Jordan to showcase its products at ASIA FRUIT LOGISTICA. Set up in 2012, Medjool Village Dates' production is projected to ramp up from current levels of 500 tonnes to 2,000 tonnes by 2021, according to marketing and sales director Faisal Nabulsi. While Medjool Village Dates' main export markets are in Europe and the Middle East, the company is now

prospecting for opportunities in Asia.

"We've been participating in FRUIT LOGISTICA in Berlin with great results, and we would now like to continue these results under the ASIA FRUIT LOGISTICA brand in Asia," said Nabulsi. "We would like to create partnerships with Asian importers, but mostly we would like to understand the needs of the Asian markets."

Leading players in cold chain logistics are also boosting their presence at ASIA FRUIT LOGISTICA. Major shipping line CMA CGM is doubling the size of its stand, while Hutchison Ports and Yang Ming Marine Transport Corporation are exhibiting for the first time.

World-leading port operator Hutchison Ports says it is connecting the world to Asia's largest perishable trading centre in southern China, through its flagship terminals Hongkong International Terminals (HIT) and Yantian International Container Terminals (YICT). Via its railway, road and shortsea network, Hutchison Ports South China provides access to a market with a radius of up to 1,700km, covering both the key perishable consumption base in the Pearl River Delta and the fastest growing areas in western China.

"By leveraging decades of industry experience, the strength of our global network and our dedicated cold chain facilities, Hutchison Ports South China is riding on a strong foundation to capture the immense opportunities in the perishable trade at an opportune time," said Gerry Yim, CEO of Hutchison Port Holdings Trust. "ASIA FRUIT LOGISTICA is a unique opportunity to get all the perishable international stakeholders together."

ASIA FRUIT LOGISTICA confirmed its status as Asia's premier event for the fresh fruit and vegetable business in 2016, attracting more than 11,000 high-quality visitors from 74 different countries. Visitor numbers were up by 22 per cent on the previous year, with two-thirds of them coming from Asia.

Visitors and exhibitors can look forward to an even busier show in 2017. It all gets under way on Tuesday 5 September with ASIAFRUIT CONGRESS, Asia's premier fresh produce conference and networking event. ASIAFRUIT CONGRESS is the perfect primer to ASIA FRUIT LOGISTICA, with the trade fair running daily from 10:00-17:00 on 6-8 September. ♦

