



FRUIT LOGISTICA: The stars of the fresh produce business come together



Fernando Hierro, Spain's ex-national football coach and a supplier of mangoes and avocados to leading tropical fruit supplier Tropis, surely knows it better than most: whether you find yourself in a football stadium or an exhibition hall, when the best players converge on the biggest arenas to show off their skills, there is always plenty of excitement and interest, as well as a greater sense of community and cooperation.

FRUIT LOGISTICA, the leading trade fair for the international fruit and vegetable industry, could easily be likened to

the World Cup in terms of the important role it plays in bringing star performers together from around the globe and creating a spectacle that encourages growth.

Just under 80,000 visitors almost 83 % of them from outside Germany from 130 countries came to Berlin for the show last February, making it not only the largest but also the industry's most international meeting of buyers, suppliers and service providers anywhere in the world.

In fact, FIFA's flagship competition might even seem small by comparison as last time around, FRUIT LOGISTICA wel-

comed not 32 national teams but more than 3,200 exhibitors, including 2,960 foreign exhibitors, from 84 countries, and not one of them was obliged to go home early!

With the next FRUIT LOGISTICA taking place on 6 to 8 February 2019, the time is now right for exhibitors to secure their place at the event.

Stand registration and booking can be done online on the website of FRUIT LOGISTICA. The closing date for receipt of applications is 31 July 2018.