



# The best businesses at FRUIT LOGISTICA 2019

**Over 78,000 top-class trade visitors from 135 countries – 3,200 exhibitors from 90 countries provided a complete overview of the market in the fresh fruit sector.**

FRUIT LOGISTICA 2019 saw an increased number of exhibitors and trade visitors, more innovation and stronger internationalization, and thereby underpinned its status as a leading global business platform for the fruit trade.

“Our mission is to offer the best business prospects to exhibitors and trade visitors. I am delighted that FRUIT LOGISTICA has fully met the high expectations. Around 90 percent of the exhibitors and 98 percent of trade visitors evaluated the success that attending the trade fair brought for their business as positive,” says Madlen Miserius, Senior Product Manager at FRUIT LOGISTICA.

From 6th to 8th of February, over 78,000 trade visitors from 135 countries learned about 3,200 exhibitors from 90 countries.

**Countless business deals have been made**

FRUIT LOGISTICA achieved excellent results with exhibitors and trade visitors.

They made use of the excellent opportunity to meet new contacts in wholesale and retail trade, with fruit and vegetable growers, and import and export companies. Nearly every other exhibitor had even made business deals during this year's FRUIT LOGISTICA. Around 90 percent of exhibitors said they were pleased with the results that attending the trade fair brought for their business.



The key objectives of the trade visitors included making new contacts, finding new suppliers, and learning about innovations. These goals were met to a great extent. Trade visitors were especially positive in their feedback about the spectrum of goods and services on offer at FRUIT LOGISTICA 2019. Following the trade fair, 77 percent of trade visitors expect that the contacts they made with exhibitors will lead to business deals. 98 percent of trade visitors stated that attending FRUIT LOGISTICA 2019 brought positive results for their business.

## Highlights from the trade fair on Friday

The FRUIT LOGISTICA Innovation Award 2019, which was awarded on the Friday of the trade fair, named winners in the gold, silver and bronze categories from the fields of fruit (“Oriental Red® – Red Kiwifruit”), machinery (Softripe® ripening technology) and packaging (top-sealable compostable, recyclable strawberry punnet). The trade visitors voted on the first to third-place winners that repre-

sent the key areas of the trade fair. FRUIT LOGISTICA also transformed into a networking hub for start-ups on Friday. This new format brought together young, innovative companies and established companies from all sectors and was met with great interest.

Another highlight was the premiere of the Global Women’s Network with participants from all continents. It underlined the importance of women in the fresh fruit sector, who exchanged experiences and discussed the objectives of future events.

## The next trade fair date

From 29th to 31st of May, CHINA FRUIT LOGISTICA will open its doors in Shanghai. It sees itself as a procurement platform for fruit and vegetables for the demand for fresh produce within China. The market in China comprises 1.3 billion consumers and is growing rapidly. China has had its own FRUIT LOGISTICA since 2018. After its successful debut, 300 specialist buyers from all over China will be invited to the event for the first time as part of a buyer programme. [www.chinafruitlogistica.cn](http://www.chinafruitlogistica.cn)



ASIA FRUIT LOGISTICA began more than ten years ago, and today has become the most important trade fair for the fruit and vegetables sector in Asia. From 4th to 6th of September, it will provide an overview of the entire market and showcase innovations and products from more than 20 countries. In 2019, there will be two new segments; frozen fruit and vegetables and greenhouse technology. For all of those who also want to attend the trade fair in Hong Kong, the same registration deadline applies as for the CHINA FRUIT LOGISTICA: the end of February. [www.asiafruitlogistica.com](http://www.asiafruitlogistica.com)

Save the date: FRUIT LOGISTICA 2020 in Berlin will take place from 5th to 7th of February. [www.fruitlogistica.de](http://www.fruitlogistica.de)

## Statements from exhibitors on FRUIT LOGISTICA 2019

### Bianca Bonifacio, Internationalization & Exhibitions Manager, CSO Italy

"We have been part of FRUIT LOGISTICA ever since it was founded and have grown steadily ever since. It's a big meeting that is not to be missed. The fair offers some very good instruments such as the Innovation Award, the 'Organic' or 'Convenience Route'."

**Sophy Cui, Marketing Manager, Goodfarmer Foods Holding (China)**

"We've been coming to FRUIT LOGISTICA for 15 years. It is the most professional fair in the world. It attracts a lot of professionals. We meet existing and new customers. The fair is getting more and more popular, and we did a lot of business."

### Christopher Lazaro, Global Marketing Manager, Chiquita Brands International (Switzerland)

"FRUIT LOGISTICA is a very dynamic venue for exhibitors and potential customers. It's a unique opportunity to meet people from all over the world, to think outside the box and get a bigger picture of our market as a whole."

### Victor Sarabia Molina, Manager, Agribusiness Department, Promperu (Peru)

"FRUIT LOGISTICA is the ideal platform for us to show the world what Peru has to offer consumers in terms of its climate, products and the professionalism of its companies. At the fair we presented our new brand, Superfoods Peru, and succeeded in reaching international decision makers."

### Mario Slunitschek, Senior Vice President, Fruit&Vegetables/Dried Fruit/Canned Goods, EDEKA (Germany)

"For EDEKA, FRUIT LOGISTICA is particularly important because we work

together with producers from all over the world. In recent years there have been more than 1,000 from 83 countries. Thanks to the fair, we don't have to travel around the world, but can talk to many people in one place."

### Björn Weyts, Global Marketing Director, TOMRA Sorting (Belgium)

"We operate in many markets with various brands. All the customers we want to reach come to FRUIT LOGISTICA. And we meet new people every year. The fair is one of the most important exhibitions for our company".

### Ingrid Vanstreels, Key Account Manager Shippers & Forwarders, Port of Antwerp (Belgium)

"I am impressed with the internationality and size of the fair. FRUIT LOGISTICA is one of the few opportunities a year to meet our customers from all over the world. We can also network with other ports here, which is very important for our business."

### Marie Cambon, Export Project Manager, Agri Food Sector, Business France

"We are very happy with the feedback that our traders have given us. Our plan to attract people to our stands through events such as a big French Party and cooking shows on the first day of the





fair was a success. It's easy to make contacts here."

**Clare Dyble, Strategic Business Development Manager, Redpack Packaging Machinery (United Kingdom)**

"The people at the fair come from all over the world, from America to Australia. Hall 9 has a wide range of technology on show, and the networking opportunities were fantastic. We have met many customers and new partners."

**Xavier Lazo Guerrero, Minister for Agriculture and Livestock (Ecuador)**

"More than 70 percent of Ecuador's agricultural products come from small to medium-sized enterprises. Trade with our products is an important factor in creating jobs and fighting rural poverty. At FRUIT LOGISTICA, we were able to convince many buyers and traders that our agriculture has huge potential."

**Ger van Burik, Exhibition Coordinator, Stichting Holland Fresh Group (Netherlands)**

"I attend five major fairs a year. FRUIT LOGISTICA is the most important trade fair in the world. Especially for us Dutch, because Germany is our biggest

partner. 40 percent of our exports go there."

**Monica Bratuti, President - International Business, Turners International Marketing (New Zealand) and Co-Initiator of the Global Women's Network**

"The fair gets better every year. I have been involved in it for eight years and have seen the role of women grow and the female perspective gain importance. For me, fruit doesn't have to look perfect, for example. Its taste is more important than its shape."

**Vinita Sudhanshu, Deputy General Manager, Agricultural and Processed Food, Products Export Department Authority (APEDA), Ministry of Commerce & Industry (India)**

"FRUIT LOGISTICA is a wonderful platform for bringing traders and exporters together. All my exporters are very satisfied. For some, new contacts have been established and existing partnerships expanded."

**Dang Phuc Nguyen, Secretary General, Vietnam Fruit & Vegetable Association**

"FRUIT LOGISTICA enables our members to enter new markets. For the first time, we have seven stands at the fair. For us, this makes it the largest exhibition of frozen fruit in the world. As in 2018, this year we will also be represented at ASIA FRUIT LOGISTICA."

**Dr. Gregorio Padula, Managing Director, TOKITA SEED (Japan)**

"Eleven years ago, we came third in the FRUIT LOGISTICA Innovation Award with the tomatoberry. The fair is a good opportunity to present new products. We made many new contacts which we will be maintaining after the fair."

**Nnaemeka Ikegwuonu, Managing Director of ColdHubs, Nigeria**

"When I found out that I had been selected for the start-up area, I was truly delighted. FRUIT LOGISTICA has given me the opportunity to present my company and network with companies that are already well established. Everybody that plays a role in the fruit and vegetable industry is represented at the trade fair. If you want to meet the right contacts, you simply must attend." ♦