



FRUIT LOGISTICA presents buyers with exciting 2020 vision

What is your 2020 vision? For the thousands of trade buyers returning to leading international fruit and vegetable trade fair FRUIT LOGISTICA on 5-7 February 2020, the outlook is certainly going to be an inspiring and exciting one, filled with the freshest ideas and opportunities.

Bringing together more fresh produce buyers than any other industry event in the world, FRUIT LOGISTICA 2020 continues to offer the strongest chance of making meaningful, face-to-face contact with potential new customers from across the globe. What's more, it gives exhibitors

the most direct means of placing their products or services at the heart of some eye-catching industry trends. What better way to put your new, sustainable packaging formats in the shop window, to underline your commitment to reducing food waste, to demonstrate your latest technological advance, or to show buyers the great work you do to source products ethically?

Almost 80,000 visitors from 135 countries attended last time around and, with international demand for fresh fruit and vegetables continuing to rise, FRUIT LOGISTICA 2020 is set to provide the best platform for companies aiming to

capitalize on that further growth, especially in Europe. Despite considerable growth in China, India and the US, six major European markets – Germany, UK, Netherlands, France, Russia and Belgium – still dominate the world's top ten fruit importing countries. For vegetables, meanwhile, the prospects for growth in Europe are also considerable, driven in particular by consumer trends like health and convenience.

Now is the time to secure your place at FRUIT LOGISTICA and be seen on the world's biggest fresh produce industry stage. ♦