

Growth surge for Asia FRUIT LOGISTICA 2015



With over 500 exhibitors registered from 38 countries, Asia's leading fresh produce show has already smashed previous records for stand space sold.

ASIA FRUIT LOGISTICA, Asia's only dedicated fresh fruit and vegetable trade show, is set for further standout growth this year.

With less than the two months to go before ASIA FRUIT LOGISTICA 2015 opens its doors at AsiaWorld-Expo Center in Hong Kong, the area of exhibition space sold is already up by 25 % on last year's event.

Over 500 companies from 38 countries and all six continents are set to showcase their products and services at the trade show on 2-4 September. Some 21 national pavilions will feature at the event from the following countries: Argentina, Australia, China, Chile, Canada, Ecuador, Egypt, France, Italy, Mexico, Malaysia, the Netherlands, New Zealand, Peru, South Africa, Saudi Arabia, Spain, Taiwan, Turkey, Vietnam and the US.

Many participating countries are ramping up their presence at this year's event. Leading the charge are Turkey, registering a 150% increase in exhibiting companies, and New Zealand, which has almost doubled its exhibition space, with 45 % more companies taking part. Canada and Poland have also recorded sizeable increases in exhibitor bookings.

ASIA FRUIT LOGISTICA expanded by almost a third last year, and managing director of organizer Global Produce Events Gérald Lamusse said that a similar growth rate for this year's show firmly

positions the event as a leading trade hub for the international produce business.

"Such standout growth underlines the huge amount of interest in the Asian markets from around the world," said Lamusse. "It also demonstrates the value the global fresh produce business sees in this show as a vehicle to make high-quality connections, and as a platform for growth."

Well over 8,000 top-level buyers and trade professionals from more than 60 countries are expected to attend ASIA FRUIT LOGISTICA. ♦

