



# Asia's leading fresh produce show (Asia Fruit Logistica) has surpassed last year's target

ASIA FRUIT LOGISTICA, Asia's leading fresh fruit and vegetable trade fair, is set for a record show in Hong Kong on 7-9 September 2016. The amount of exhibition space sold for Asia's leading fresh produce show has surpassed last year's total with 15 % more stand space booked. Exhibitors from some 37 different countries have registered to showcase their products and services, and there are 23 national pavilions booked. Well over 9,000 top-level buyers and trade professionals from more than 70 countries are expected to attend ASIA FRUIT LOGISTICA.

Egypt and Australia which have been among the top-five exhibiting countries at ASIA FRUIT LOGISTICA over recent years

have expanded their space by 30 % and 24 % respectively compared with last year's total.

Many other countries are increasing their presence, from lower bases. Exhibiting nations from within Asia are leading the way including Pakistan 170 %, Thailand +100%, Korea 83 % and Japan 39% had already registered sizeable increases in exhibition space. European countries such as Germany 63 %, Greece 71 % and Spain 68 % are also among the big movers.

Visitors to ASIA FRUIT LOGISTICA will find plenty of novel products and services on offer at this year's show. Latin American exporting country Colombia is making its

debut appearance. Renowned for being a major banana exporter, Colombia is also one of the world's most bio-diverse countries, producing a wealth of exotic fruits and it is now carving a niche in global markets for a range of products, whether it be avocados, mangoes or physalis.

A collection of apple brands will also be on display at ASIA FRUIT LOGISTICA. Ambrosia, the bi-coloured apple that was discovered in British Columbia, Canada, in the early 1990s –and is now grown under license in Canada, the US, Chile, New Zealand and Europe will have its own stand at ASIA FRUIT LOGISTICA for the first time this year.

## Successful launch for Fresh Produce Forum China

China's premier annual fresh fruit and vegetable conference event draws more than 200 local and international delegates to first edition in Chengdu.

FRESH PRODUCE FORUM CHINA, the new annual conference event for China's fresh fruit and vegetable business, enjoyed a highly successful launch in Chengdu on 31 May-2 June.

Co-launched by ASIAFRUIT, Asia's leading fresh produce publisher and conference organiser, and ASIA FRUIT LOGISTICA, the region's premier fresh fruit and vegetable trade show, FRESH PRODUCE FORUM CHINA attracted 204 delegates from 14 different countries.

Industry decision makers came from far and wide to hear from expert speakers and explore the opportunities in the fast-developing Chinese market, with a strong turnout from the trade throughout China.

The bilingual conference provided a forum to focus on national trends, and to discuss openly the opportunities and challenges ahead for China's fresh fruit and vegetable business.

## ASIAFRUIT CONGRESS

The exhibition is the core of the ASIA FRUIT LOGISTICA business week, which also features a rich programme of three conference events. It all gets under way with ASIAFRUIT CONGRESS, Asia's premier fresh produce conference event, which takes place on 6 September, the day before ASIA FRUIT LOGISTICA opens its doors.

On the first day of ASIA FRUIT LOGISTICA (7 September), COOL LOGISTICS ASIA, the conference dedicated to perishable logistics, returns for its second edition. New for 2016 and taking place on the second day (8 September) is SMART HORTICULTURE ASIA the first-ever conference for information management, standards, technology and robotics for Asia's fresh produce sector.

A range of leading industry figures have signed up to speak at Asia's premier fresh produce conference event on 6 September in Hong Kong.

Liu Mau-Wah, co-chairman of China's largest integrated fresh produce business, Joy Wing Mau Group; CEO of global kiwifruit marketer Zespri, Lain Jager; and the chief merchandising officer for Sam's

Club China, Neil Maffey, are just some of the high-profile figures lined up to speak at this year's ASIAFRUIT CONGRESS in Hong Kong.

Delegates to ASIAFRUIT CONGRESS can also choose from a wide range of afternoon Breakout Sessions, which go into more detail on specific subjects.

Myanmar's emergence from economic isolation has provided a rare opening for companies to reach a fledgling consumer market. In a session spotlighting this last untapped ASEAN market, Jasper Ong of Myanmar Golden Produce will explain what the country has to offer as a grower and exporter.

## E-commerce giant JD.com to address Cool Logistics Asia

Just as the ground under the world of container shipping is still shaking, Cool Logistics Asia, the leading conference for global temperature controlled logistics, is turning into a stage for genuinely new temperature-controlled concepts.

Li Haloun, Senior Planner for Fresh Products at Chinese e-commerce giant JD.com will be addressing Cool Logistics Asia delegates alongside Asia Fruit Logistica





in Hong Kong on September 7. JD.com is China's leading online direct sales company and is the country's largest Internet company by revenue, with 2015 turnover approaching US\$28 billion.

Mr Li will talk about the logistical challenges of temperature-controlled distribution in Asia's leading fresh produce market and serving China's new generation of online food consumer. In particular, he will address the issue of managing food safety during last mile delivery, a major challenge for the fast-growing business of food e-commerce.

As container lines are forming giant new alliances and launching ever bigger ships to drive down operating costs and curtail further shrinking profitability, the explosion of e-commerce in Asia is responding to evolving customer demand by promising smaller-sized fresh produce deliveries within ever smaller and tighter delivery windows. How to square the circle between these trends will be a key topic of discussion at this year's conference.

Joining Mr Li on the stage will be Simon Pearson, the former Asda UK Supply Chain Executive who is now involved in

setting up a new global food logistics network in China. The shipping keynote address will be given by Isabella Hu of COSCO Container Lines' Global Sales Division, who will discuss the impact of the consolidation process in the container shipping sector and how this may affect the reefer segment.

Reflecting the accelerated change in the logistics market driven by food e-commerce in particular, a new section about LCL (less than container loads) shipping has also been added to the conference programme. LCL represents a small but a growing segment in the global cold chain sector that is attracting increasing interest from the freight forwarding sector.

Steve Alaerts, Director of Marketing and Sales at leading specialist food logistics service provider foodcareplus will join the LCL debate at Cool Logistics Asia. He says: "LCL is not for the faint-hearted. High rewards and high risk often go hand-in-hand. Shipping frozen cargo is much easier than shipping fresh." The greatest challenge is always the last mile due to the risk of contamination, adds Mr. Alaerts. He will share the LCL platform with Clive Lawrance from World Food Logistics, an

industry veteran with decades of experience in the airfreight industry and particular expertise in security issues. Certain reefer cargoes such as fresh produce and seafood cannot be co-loaded in the same load unit (container). One of the most critical issues that will also be discussed at the conference will be who should own and provide the reefer containers.

Meanwhile, Maverick Alfred Cheung from Green Society Association will share his latest invention, an 'organic ocean going container' at the Cool Logistics conference. "In the near future restaurants and supermarkets will commercialize the use of hydroponics and aeroponics. By merging farm and market supply chain cost and risk could be significantly reduced whilst offering a choice of hand-picked fresh produce," Cheung will argue.

The focused one-day conference will provide ocean, air and intermodal carriers, food manufacturers, transport and equipment providers, ports and freight forwarders with unique insights into the latest trends in Asian perishable supply chain operations, including specific commodity and logistics market analyses. ♦

## Exhibitors from Pakistan

### **Agriculture Market Development (AMD)**

The U.S.-Pakistan Partnership for Agricultural Market Development (AMD) activity in Pakistan is a USAID-funded program, started in February 2015 and projected to end in February 2019, and implemented by CNFA with the goal of supporting the development of Pakistan's commercial agriculture. In particular, we accomplish this through improving the ability of Pakistan's agriculture and livestock sectors to meet both international and domestic demand and requirements in targeted product lines in citrus, mango, high value/off season vegetables and livestock.

AMD will develop Pakistan's commercial agriculture by improving the ability of Pakistan's agriculture and livestock sectors to meet both international and domestic demand in targeted product lines. The following companies have participated under the umbrella of AMD.

### **Zahid Kinnow**

Zahid Kinnow was founded in Bhalwal/Pakistan in 1995 by its present owners. It is a Farmer owned company, managed purely by the family members. They have three processing units, which are spread over a covered area of 85000 square feet and have 250-300 m/tons processing capacity per day. The unit is backed up by an indigenous blast chillers arrangements (FOUR BLAST CHILLERS). They have in-house cold storage facility (with 1600 m/tons fruit storage capacity) that is Equipped with controlled atmosphere technology.

### **Muhammad Ibrahim and Sons Inc.**

Muhammad Ibrahim and Sons Inc. started as auctioneers, exporters, importers and distributors of fresh produce. Over the years their company has gone through various phases of expansion and has evolved as leaders of fresh and processed food segment. They have explored the vast and rich natural produce of Pakistan. They distribute according to the traditional markets as well as through modern supply-chain methods.

### **Noon Orchards**

Noon Orchards is a farmer owned company established and started operation in 2006 for Kinnow processing, grading and export. The company ranks among leading processors and exporters of Kinnow mandarins to various domestic and international markets.

The purpose of the company was to develop farmer owned enterprise which can facilitate farmers for quality citrus production in the region and can add value through washing, waxing, grading, packing and export of fruit.

### **Saeed Khan Enterprises**

Saeed Khan Enterprises is the exporter of fruits and all kinds of vegetables since its inception in 2004. The company collects and distributes products through experienced post-harvest facilities owned. The focus of these operation is efficiency, price, competitiveness and quality. They are specialized in the export of mango & all kind of vegetables and are constantly

engaged in the business having covered sizeable market share in middle east and Europe. They are exporting seasonal crops like mangoes and all kinds of vegetables like chilly, potatoes, onions and sugar cane etc. They export in countries like UK, Sweden, Frankfurt, Jeddah, Dubai, Bahrain and Doha (Qatar).

### **Mateela Kinnow Factory**

Mateela Kinnow Factory is one of the leading Companies, exporting fresh fruits and vegetables in Pakistan, established in year 2002. To meet the international food quality standards and international market compliance Mateela is working under that guidelines and protocols. For this purpose, Mateela have installed a processing plant and machinery of international standard. The area of construction site 6 acres processing hall is constructed on 65000 sqf. The daily processing capacity of Mateela is 175 Tons. Mateela Kinnow Factory has in house cold storage facility having capacity 1200 Tons.

### **National Fruit Processing Factory**

National Fruit Processing Factory was established in 2002 and now one of the leaders of exporting Fresh Fruits & Vegetables to international markets like Russian Federation, Ukraine, Indonesia, U.A.E., Saudi, Arabia, Qatar, Kuwait, Philippines, Singapore etc. They are also known as the Pioneer of Kinnow in Pakistan because they are the first who had planted Kinnow orchards in Pakistan. ♦









