



FRUIT LOGISTICA 2018: Powerful presence of fresh produce sector in Berlin



Berlin was transformed into the capital of the global fresh produce sector for three days during FRUIT LOGISTICA 2018. More than 3,100 exhibitors from over 80 countries presented a comprehensive market overview from 7 to 9 February.

FRUIT LOGISTICA Global Brand Manager Will Wollbold: "FRUIT LOGISTICA underlines its status as the leading trade fair for the global fresh produce trade. We had the privilege of welcoming over 77,000 trade visitors – more than



ever before. We were particularly delighted to see the large number of trade visitors at the management level. Business results ranged from good to excellent."

Exhibitors and trade visitors highly satisfied

FRUIT LOGISTICA received top marks from exhibitors and trade visitors alike. Some 90 percent of exhibitors reported a positive overall impression of this year's FRUIT LOGISTICA.

Many participants were able to lay the foundation for a successful business year during the three days of FRUIT LOGISTICA: 46 percent of the exhibitors achieved new orders at the event, and 90 percent said they expect excellent to satisfactory post-trade-fair business.

Key objectives for FRUIT LOGISTICA 2018 exhibitors included strengthening customer relations, promoting their company, and developing new business. These objectives were largely achieved.

Business results at the event received a positive assessment from 96 percent of trade visitors – which explains why 95 percent of respondents said they would recommend FRUIT LOGISTICA to others. Some 83 percent of trade visitors generated new business contacts. More than three quarters said that these contacts are likely to generate business deals following the event.

FRUIT LOGISTICA 2018 was attended by top-level decision-makers

from all over the world with 82 percent of trade visitors coming from outside Germany. The number of decision-makers among trade visitors remained high. Around two thirds of them held management positions in their companies.

Upcoming trade fair dates

The first CHINA FRUIT LOGISTICA in Shanghai takes place from 14 to 16 May. This event serves as a national platform for fruit and vegetable procurements to meet fresh produce demand in mainland China. www.chinafruitlogistica.cn

The 12th edition of ASIA FRUIT LOGISTICA will be held from 5 to 7 September. This is the leading platform for the fresh produce trade in Asia. Last year, the event in Hong Kong attracted 800 exhibitors from 43 countries along with 13,000 visitors from 76 countries. www.asiafruitlogistica.com

Save the date: FRUIT LOGISTICA 2019 will take place in Berlin from 6 to 8 February. www.fruitlogistica.de

Statements from exhibitors on FRUIT LOGISTICA 2018

Jorge de Souza, Project Manager, Frutas do Brasil: If you want to succeed in this industry, FRUIT LOGISTICA is a must. For us, it's the most important trade fair for exports. Major decisions are made here. And it's the best place to identify market trends, learn about new technologies and better understand the supply chain.

Angelo Benedetti, President, Unitec: It was a very good year for us at FRUIT LOGISTICA. Our new technologies were very well received. We have been at this trade show right from the very beginning and have steadily increased our commitment ever since. It is the most important event for us.

Sophy Cui, Marketing Manager, Goodfarmer Foods Holding (Group): We have participated in the trade show since 2005 and use it to consolidate our relationships with our old customers and to acquire new ones. Together with ASIA FRUIT LOGISTICA and the new CHINA FRUIT LOGISTICA, this is the most important trade show of the year for us.

Jean-Jacques Berton, Head of Marketing and Communication, Pink Lady Europe: For us, 2018 was the sixth time that we have participated in FRUIT LOGISTICA. There are always many opportunities to meet customers and distributors. Not only is that good for business, it is also ideal for presenting the advantages of our brand to an international audience.

Sofie Lambrecht, Division Manager Marketing, BelOrta: FRUIT LOGISTICA is the right place for us to showcase our innovations. The people who come here are always looking for new products. We take weeks and months to prepare the most important innovations and present them to a broad audience.



FRUIT LOGISTICA 2018

Pamela Ghinamo, Senior Marketing Manager Europe & Africa, Del Monte International: We came to FRUIT LOGISTICA in 2018 with a new, colourful booth, which presents our new brand image. For us, this trade show is an opportunity to showcase the diversity of Del Monte. In addition, it is an important place for networking and acquiring new business.

Gary Howard, General Manager, Redpack Packaging Machinery: We've been here for three years and it's only gotten better and better. In 2018, for the first time, we sold a machine directly at our stand. Not only did we make a lot of contacts, but they were also high-quality contacts, including with potential suppliers.

Zofija Cironkiene, Director, Lithuanian Vegetable Producers Association: FRUIT LOGISTICA gives us the opportunity to see what customers are interested in. Sustainable agriculture and our organic products are particularly well received, because we offer good value for money. In our third year, the visitors came specifically to us because of these qualities.

Arend Schot, Head Europe, Africa and Middle East, Syngenta Seeds: We had a fantastic week in which we met all the key players in our supply chain, from producers to distributors, new and existing contacts. There is no better place to see the trends in this dynamic industry.

Dror Eigerman, CEO, Galilee Export: This year there were even more visitors at our stand than in the past. It was a very successful year. Firstly, we met new customers and, secondly, we used the trade show to maintain existing contacts. But it is also important for us to come into contact with other suppliers and have the opportunity to find out more about trends, because we don't have the time to do that day-to-day.

Shamkhal Mammadov, Project Manager Export Promotion Department, Azerbaijan Export and Investment Promotion

Foundation (Azpromo):

We attended FRUIT LOGISTICA for the first time and are extremely satisfied. We've held important talks with representatives of European countries, as well as with partners from Russia and Saudi Arabia, and are hoping to be able to increase our exports of apples, tomatoes and aubergines.

Detlev Grimmelt, Executive Chairman, TransFair (Fairtrade Deutschland): We attended the trade fair for the first time in 2018 and believe that it's important for us on two levels: firstly, due to the market proximity to buyers and secondly, in order to provide specific support for producers who are either already committed to Fairtrade or interested in joining our network.

Marjorie Abdin, 1st Vice President, Federation of Associations of Ghanaian Exports (FAGE): FRUIT LOGISTICA is the only trade fair that we attend in the fruit and vegetable sector and therefore the most important. We've received excellent feedback: many Ghanaians are interested in exporting to the EU and European firms are interested in our products. Our new developments, a sweet potato flour and new packaging for yams, were also very well received.

Gary York, Vice President Sales & Marketing, Robinson Fresh: For a global

company like ours, FRUIT LOGISTICA is an opportunity to meet our customers, growers and logistics partners. So we planned our attendance at the trade fair in such a way that our staff had enough time to identify trends and get an idea of what's currently happening in the industry.

Rainer Horn, Global Head of Corporate Communications, Hamburg Süd: For us, FRUIT LOGISTICA is the main event of the year in the trade fair calendar. What's really special is that colleagues from two different countries can meet with a customer who ships between these countries, which is something we're unable to do in normal day-to-day business. The feedback from our sales colleagues is also extremely positive. We're really very satisfied.

Mary-Francis Andrade, Trade Promotion Coordinator, CORPEI Corporacion de Promocion de Exportaciones e Inversiones: For us, FRUIT LOGISTICA is the most important trade fair of the year. Here, we meet with customers that we speak to throughout the year and obtain an excellent overview of the trends and innovations. We'd like to increase the size of our stand in future, in order to give more Ecuadorian firms the opportunity to exhibit at FRUIT LOGISTICA. ♦



PAKISTA

