



FRUIT LOGISTICA 2019: Hotspot of the global fruit trade

Over 78,000 trade visitors from more than 130 countries expected from 6th to 8th February 2019 – More than 3,200 exhibitors from 90 countries present the entire fresh fruit and vegetable value chain.

Berlin will be transformed into the hotspot of the fresh fruit industry. FRUIT LOGISTICA, the leading trade fair for the global fruit trade, not only reflects the entire value chain –from producer to retailer –but also offers the best platform for business, innovation and information. The 78,000 buyers and trade visitors may look forward to more than 3,200 exhibitors displaying their products, services and technical solutions. With exhibitors from 90 countries, FRUIT LOGISTICA 2019 is more international than ever before.



FRUIT LOGISTICA 2019

Six Pakistani companies will participate in the world's leading international fresh produce trade fair Fruit Logistica 2019 – the unique global event for the fresh produce industry to be experienced in Berlin from 6-8 February 2019. Following leading companies will be present at the show highlighting their fresh fruits and vegetables from Pakistan: Names of the companies

Pakistani exhibitors are optimistic of substantial increase in export of fresh produce from Pakistan. They are willing to make good contacts with the international buyers of fruits and vegetables. Pakistan will have a national pavilion under the umbrella of TDAP (Trade Development Authority of Pakistan) at Fruit Logistica 2019. Hopefully, exporters from Pakistan will get hundreds of new contacts from all over the world which will ultimately help them increase their exports and this will be one of the tools to generate foreign exchange for Pakistan.

Armenia will be celebrating its premiere at FRUIT LOGISTICA, represented



for the first time at a joint stand in Hall B. With Hall 9, which has its own entrance, FRUIT LOGISTICA will be adding another hall where exhibitors from the machinery and technology sector will be featured. This segment has steadily gained in importance in recent years and now occupies seven halls.

The continuing progress of digitalisation requires a stronger technical alignment of the entire fresh fruit industry. Under the motto "Disrupt Agriculture", FRUIT LOGISTICA's first Start-Up Day will be held on 8th February 2019. This motto stands for the multiple challenges of agriculture in the near and distant



future. The digital transformation taking place worldwide offers many possible solutions, also for agriculture and for fruit and vegetable cultivation. Innovative start-up companies are often the source of ideas in this relatively new field. 20 of them will be presenting their disruptive industry solutions for the cutting-edge key issues of digital farming, AgTech and supply chain management on Start-Up Day.

"With our growing number of exhibitors, we have again succeeded in increasing FRUIT LOGISTICA's status as the worldwide hotspot in the fresh fruit market. Here, buyers and trade visitors gain the most comprehensive overview of the market so as to make the best possible use of the entire range that the global fruit trade has to offer. Besides ideal business opportunities, FRUIT LOGISTICA offers them a venue where they can find information and inspiration. For example, future issues such as blockchain and robot systems will be addressed," says Madlen Miserius, Senior Product Manager at FRUIT LOGISTICA.

Advancing digitalisation defining the value chain

FRUIT LOGISTICA's accompanying programme kicks off today with Fruitnet World of Fresh Ideas" – a fast-paced mul-

timedia show all about innovations in production, packaging, transport and logistics right up to the POS. The presentation of this year's Trend Report is also eagerly awaited. Entitled "Surprises in Store", it will demonstrate how consumers' demand for fresh products will influence the future of the food retail trade. Today's modern supermarkets offer an unprecedented variety of 400 to 600 different types of fruit and vegetables. Blueberries and avocados are two of the most popular trendsetters worldwide.

Current and future challenges of the international fruit trade will be addressed over the three days of the fair at a variety of serial events. Digitalisation, climate change and Brexit are impacting all parts of the value chain. Blockchain and intelligent robot systems are just two innovative concepts which are already today enriching and drastically changing the fruit and vegetable industry. For example, digitally controlled machines are picking fruit 24 hours a day, seven days a week. What was still no more than a pipe dream two years ago is now being tested in numerous projects under real conditions in Europe, the USA and New Zealand. At the Future Lab, FRUIT LOGISTICA's "Workshop of the Future", and on the Tech Stage, where the "Technology of Tomorrow" will be presented, visitors can

discover what potential lies ahead. The Logistics Hub will be a source of information for producers, exporters and traders to help them make the right logistical decision as to the best possible way to transport their goods. At the Fresh Produce Forum, experienced experts will be showcasing and analysing the latest developments from the world of the international fresh fruit trade.

Who will win the FRUIT LOGISTICA Innovation Award 2019?

The FRUIT LOGISTICA Innovation Award is regarded as the most important award in the industry. In a media-effective manner, it honours new products, services or technical solutions promising to give the global fruit trade new impetus, from production through to the point of sale. From numerous applications, a jury has nominated ten candidates. What is special about the FRUIT LOGISTICA Innovation Awards: The more than 78,000 eminent buyers and trade visitors from more than 130 countries will have the chance to vote for the Innovation of the Year on the first two days of the fair, 6th and 7th February 2019. The ten nominees will be presenting their innovations in the passage between Halls 20 and 21. The winners will also be announced there, on 8th February 2019 at 2.30 p.m. ♦



Innovative packaging concepts from MULTIVAC

MULTIVAC at FRUIT LOGISTICA 2019 in Berlin (Hall 3.1, Stand D-06).

From 6 to 8 February 2019 MULTIVAC will be exhibiting at FRUIT LOGISTICA 2019 as a supplier of complete solutions for the food sector. In addition to packaging solutions, which contribute to extending the shelf life of fresh products, another major focus of the trade fair will be the presentation of sustainable packaging concepts and attractive labelling solutions for fruit and vegetables as well as snacks and fresh cut products of all types.

The exhibits will include the G 700 tray-sealer, which offers a high degree of flexibility when running different tray formats, as well as achieving a high level of output at maximum efficiency. Depending on the product to be packed, the G 700 can produce tray packs with or without modified atmosphere. At FRUIT LOGISTICA the traysealer will be exhibited with a perforator for producing FreshSAFE packs for blueberries. This enables standard upper web to be perforated during the packaging procedure, so that an equilibrium modified atmosphere (EMAP) is produced within the pack. This means that the packaged fruit remains fresh for longer without the addition of preservatives. The traysealer will run PLA trays, which are produced from renewable raw materials. These will be sealed with an upper web (also PLA) and then labelled.

The packs will be labelled on a L 310 conveyor belt labeller, which applies a D



Full-Wrap-Labeling.

label to the packs. This type of labelling offers many possibilities in the design of the pack, and this in turn contributes significantly to increasing the attractiveness of these packs at the point of sale.

From its wide range of thermoforming packaging machines, MULTIVAC will be showing the R 085 e-concept for packing treated vegetables in flexible film packs. The machine will be exhibited packing beetroot. This compact machine is a cost-effective, entry-level solution for hand producers and smaller processors, as well as for companies, which produce a wide range of dedicated packs in small batches for many different food products. The R 085 can be used very flexibly in the production room, since it is operated without water and compressed air, and the posi-

tion of the machine is therefore not tied to any service connections.

In addition to this, MULTIVAC will also be showing at the trade fair a number of sustainable packaging solutions, which contribute to reducing the consumption of packaging materials and increasing the level of recyclability. One example is MULTIVAC PaperBoard – a packaging concept, which enables MAP and skin packs made of paper fibre-based materials to be produced on thermoforming packaging machines and traysealers. The carrier material can be run in the form of either rolls or pre-cut sheets. Pre-made trays can also be used. All the materials can be separated into their respective parts by the end user and the paper backing sent for recycling. ♦