



# What's new in the fresh produce industry? Visit FRUIT LOGISTICA 2020

FRUIT LOGISTICA is the biggest and most important fresh produce media event to be held in Berlin from 5 to 7 February 2020, with exhibitors from more countries than ever before set to take part in FRUIT LOGISTICA 2020. The world's leading fresh produce industry event is returning with a packed event program and an improved hall layout that makes it even easier to create new connections in the global fruit and vegetable business. It is an event where you see the world of fresh produce in one place.

The show will feature companies from every single link in the supply chain: from



growers and exporters to importers, wholesalers and retailers; from specialists in breeding and crop protection to experts in technology and packaging; from transport and logistics operators to marketing agencies and certification providers. And by presenting an unrivalled number of new products, services and ideas, FRUIT LOGISTICA also represents the best opportunity to embark on a new commercial journey to almost any corner of the globe.

Being at the leading exhibition for the global fruit trade also ensures that participants come into direct contact with those people who have the freshest perspective on how the market is changing. FRUIT LOGISTICA offers something new for everyone, every time they visit.

In this regards, Ecuador will be the upcoming year's official FRUIT LOGISTICA partner country, will present new and exciting products like golden berries, tamarillos, soursops and Andean blueberries, which offer the market fresh colours and tastes. In fact, every country present

has something new to offer. Trade visitors should look out for orange-skinned, pink-fleshed apples with a tropical taste, for lettuce leaves that double as a serving spoon, for miniature melons that fit in the palm of the hand, and much more.

As the event's latest trade visitor survey illustrates, almost 86 percent of the more than 78,000 trade visitors from all over the world who came last time around were directly involved in sourcing and distributing fruit and vegetables, with many more in the fields of production and export looking to purchase new technologies, services and raw materials. Around 80 percent of the trade visitors hold a leading management position in their companies.

FRUIT LOGISTICA's largest country by number of exhibitors, Italy, will be present in three connected halls, making it much more convenient for those interested in exploring what the Italian Peninsula has to offer.

What brings them back to Berlin again and again? For many, the key thing

is knowing that there will be new products to see. When it comes to procuring fresh fruit and vegetables, buying the right machinery, or selecting the best packaging, staying one step ahead is essential. FRUIT LOGISTICA 2019 was packed with fresh ideas – environmentally friendly packaging, ready-to-eat ranges, exciting new varieties, space-age technology – and next year's show will bring even more innovation to the fore. No other event in the world enables those in the fresh produce business to evaluate so many different options in one place.

Finding their way around FRUIT LOGISTICA 2020 and discovering the very best the industry has to offer will be easier than ever this time around for trade visitors, thanks to a revised layout that groups together specific countries and segments, making the fair easier to navigate and explore.

For the first time, many of the event's key international exhibitors – including BayWa, Edeka, Fresh Del Monte, GlobalG.A.P., SanLucar and Zespri and a



strong Belgian contingent represented by VLAM– will be present together in Hall 27. The largest single exhibition space on the Messe Berlin site, this recently completed arena benefits from a dedicated entrance with taxi and bus connections, as well as quick and easy access to several other halls.

Nearby in Hall B, trade visitors will be able to discover a greater number of products and services from South-East Europe and the Mediterranean region. FRUIT LOGISTICA has seen a significant increase in the number of companies exhibiting from both of these regions, a sign of their growing importance to the international fresh produce market.

Elsewhere, a superb line-up of talks and seminars will explore the various trends that are shaping the fresh produce industry today. Multimedia innovation show Fruitnet World of Fresh Ideas will get things started on 4 February, featuring the launch of the latest FRUIT LOGISTICA Trend Report, which this time will feature a comprehensive guide to all aspects of sustainability in the fresh produce business and consider how the



industry can make itself more sustainable in future.

During the exhibition itself, the program continues at the Tech Stage, Logistics Hub, Future Lab and Fresh Produce Forum. Sustainability will be a central theme here too, with speakers explaining how the produce industry can minimize its use of natural resources, for

example by reducing carbon dioxide emissions, or by finding more sustainable forms of packaging that use alternative and even organic materials. Then on last day 7 February, a brand new Career Network area will host special talks on recruitment and career development. Last year's hugely popular Start-up Stage will also return to showcase the industry's brightest new ventures. ♦

