

# Fruit Logistica 2013 attracted 58,000 trade visitors from 130 countries



FRUIT LOGISTICA, the leading event for the international fresh produce trade sector, fully lived up to the high expectations. Held from 8-10 February in Berlin, FRUIT LOGISTICA attracted the industry's major decision-makers, excellent reviews from exhibitors and trade visitors regarding the commercial results at the trade fair, and an increased number of trade visitors. More than 58,000 trade visitors from 130 countries came to learn more about products and services spanning the entire fresh produce value chain and to gain a global overview of

the market. Around 80% of the visitors came from outside Germany. Exhibitors and trade visitors alike praised the excellent contacts to wholesalers and retailers, fruit and vegetable growers, importers and exporters. Key representatives from the world of agricultural policy came to Berlin, including twelve ministers of agriculture. Some 750 media representatives from 37 countries reported on site at the exhibition venue.

Custom greenhouses with specialised LED lighting allow seeds to be cultivated into young plants within 35 days independently of their natural season. Optimum growing conditions make pesticides completely unnecessary. Temperature, irrigation and fertilizing are controlled automatically. City Farming offers a sustainable, environmentally friendly method of producing healthy food for a rapidly growing global population.

"We are very proud of our FRUIT LOGISTICA Innovation Award 2013. The development of the City Farming system wouldn't have been possible without our partners. I would like to thank the jury for their

appreciation of our work," said Hans de Groot of the Staay Food Group at the award ceremony.

Trade visitors at the world's leading fresh produce trade fair voted "Apfel-Schiffchen®" into second place. Elbe-Obst

Dr. Christian Göke, Chief Operating Officer for Messe Berlin GmbH, commented: "Hardly any other industry worldwide has a trade fair with such an indisputable leading position as FRUIT LOGISTICA. The outstanding features of this year's FRUIT LOGISTICA were the international scope of the trade fair, the high degree of decision-making authority of industry representatives, the global market overview in the exhibition area and the presentation of the produce sector's great innovative strength."

The strongest participation yet with 2,543 exhibitors from 78 countries presented the entire value chain which ensures supply of quality fresh fruit and vegetables for consumers year round. Ninety per cent of the exhibitors came from outside Germany. Peru was the official partner country of FRUIT LOGISTICA 2013.

## FRUIT LOGISTICA Innovation Award 2013

The FRUIT LOGISTICA Innovation Award 2013 (FLIA) went to the "City Farming" concept from the Staay Food Group (the Netherlands).



### Welcome Reception:

Left to right: Gérald Lamusse, Global Brand Manager of FRUIT LOGISTICA, Messe Berlin GmbH; S.E. Milton von Hesse, Peruvian Minister for Agriculture; H.E. Jose Luis Silva Martinot, Peruvian Minister for Foreign Trade and Tourism; Dr. Christian Göke, COO, Messe Berlin GmbH.

Vertriebs GmbH (Germany) developed these ship-shaped apple slices. A new drying technique guarantees crispness and prevents browning. Third place went to Tozer Seeds Ltd. (UK) for "Flower Sprout™", a cross between Brussels sprouts and kale with green and purple frilly leaves.

The Globus hypermarket chain was presented the FRUCHTHANDEL MAGAZINE Retail Award 2013. Of all the German self-service department stores, supermarkets and discounters, the fresh produce departments of the Globus hypermarkets received the highest marks in a representative consumer survey conducted by GfK Nürnberg e.V.

### Exhibitors highly satisfied

Key objectives for exhibitors at FRUIT LOGISTICA 2013 included presenting their company, strengthening existing customer relations and developing new business. These objectives were largely achieved. More than one-third of the exhibitors said they had presented innovations or enhancements of existing products at their stand. 88.3% of exhibitors said that their participation at the trade fair had a positive impact on business. Although business contracts were not among the top priorities, 45% of all exhibitors received new orders at the trade fair. Some 85% of exhibitors said they anticipated good post-exhibition business. An impressive 94% of exhibitors reported a good or very good overall impression of this year's FRUIT LOGISTICA.



German Federal Minister of Agriculture Mrs. Ilse Aigner visiting Pakistan Pavilion as part of her official opening tour of FRUIT LOGISTICA 2013.

### Positive business results for 98% of trade visitors

The internationality and decision-making authority of the trade professionals was a notable feature of FRUIT LOGISTICA 2013. The share of trade visitors from countries outside of Germany was around 80%. Trade visitors from outside Germany were mainly from Europe (70.4%); followed by the Americas (11.7%), Africa (7.6%), Asia (4.7%) and Oceania (1%). Most of the trade visitors came to FRUIT LOGISTICA to establish new business contacts or source new sup-

pliers, find out about new products, study the market and monitor the competition.

They were primarily interested in fresh produce as well as packaging and packing machinery. The key trade visitor groups were fruit and vegetable growers, representatives from import/export businesses, and just as importantly representatives from the wholesale and retail trade.

The level of the trade visitors' decision-making authority remained high. Some three-quarters of the trade visitors hold senior positions in their companies. The majority of trade visitors praised the range of products and services on display at the trade fair. 98.2% of trade visitors gave a positive assessment of their business results at the event. 81.4% were able to establish new business contacts. More than one-third of trade visitors concluded business deals during the trade fair, and 75% were anticipating follow-up negotiations and business transactions as a result of the contacts made at the trade event.

### Next year's dates: 5-7 February 2014

The 2013 FRUIT LOGISTICA was organised by Messe Berlin GmbH. The cooperation partner was Fruchthandel Magazine (Düsseldorf). The next FRUIT LOGISTICA will take place on 5-7 February 2014. ◆

