

Asia Fruit Awards to launch in Hong Kong



The inaugural Asia Fruit Awards at the joint Asiafruit Congress-ASIA FRUIT LOGISTICA Welcome Reception on 3 September.

ASIA FRUIT LOGISTICA will launch the annual Asia Fruit Awards, a series of prestigious accolades recognising outstanding achievement in Asia's fresh fruit and vegetable business.

The Asia Fruit Awards, which will highlight the best companies in the areas of fresh produce marketing, importing and retailing, will be presented in a special ceremony at the joint Asiafruit Congress-ASIA FRUIT LOGISTICA Welcome Reception on 3 September.

The Asia Fruit Award will be given in three categories – 'Marketing Campaign of the Year', 'Importer of the Year' and 'Produce Retailer of the Year'.

"The Asia Fruit Awards recognise the excellent work that individual companies are doing in key parts of the fresh produce value chain in Asia," says Gérald Lamusse, managing director of ASIA FRUIT LOGISTICA organiser, Global Produce Events. "The aim is to highlight



these efforts to the fresh produce trade in general. These winners of the Asia Fruit Awards can serve as benchmarks of excellence for the trade."

Despite the numerous awards in the global fresh fruit and vegetable business,

there have not been any pan-Asian awards for the sector, and ASIA FRUIT LOGISTICA and Asiafruit Magazine believe that the time is ripe to recognise the outstanding work taking place in the region.

Chris White, managing director of Asiafruit Congress organiser Market Intelligence, will join Lamusse in presenting the winners with their trophies. "Much of this excellent work has been going on for many years and it will be great to finally celebrate these achievements through the Asia Fruit Awards," says White.

Sponsored by Lantao, the new joint Asiafruit Congress-ASIA FRUIT LOGISTICA Welcome Reception will take place from 18:00-20:00hrs on 3 September at IKON at AsiaWorld-Expo centre in Hong Kong. The gala networking event concludes the full-day Asiafruit Congress programme and marks the eve of ASIA FRUIT LOGISTICA, which takes place on 4-6 September. ♦

