

# Asia's fresh produce event in Hong Kong



Record number of visitor attended ASIA FRUIT LOGISTICA, which took place on 4<sup>th</sup> to 6<sup>th</sup> September at Asia World-Expo Center in Hong Kong with extended opening hours of 10:00-17:00 daily. The show once again delivers best combination of business, networking and learning opportunities.



ASIA FRUIT LOGISTICA and Asiafruit Congress held during 3-6 September offered a unique and highly valuable combination of business, networking and learning opportunities for visitors and delegates.

Gérald Lamusse, managing director of ASIA FRUIT LOGISTICA organiser Global Produce Events, reflecting on the week-long programme of activities announced that the exhibition attracted some 6,536 buyers and trade visitors from 64 nations, registering a 14% increase on the 2012 edition.

Visitor survey results underlined the high calibre of those visitors, with 76% of them holding leading management positions in their companies, and 89% of them being closely involved in their companies' purchasing and decision-making processes.

The quality of visitors contributed to strong business outcomes at this year's ASIA FRUIT LOGISTICA 2013. Exhibitor numbers increased by almost 10% to 372 companies, while the number of countries represented rose by 23% to 37 nations, making the event more international than ever.

Asia once again accounted for the largest percentage of exhibitors on a regional basis, with 13 different countries making up 35% of exhibitors. Europe upped its share of exhibitor numbers to 28% (from 12 countries), and it was followed by Latin America with a 13% share (from six countries), Oceania with 9%, Africa (8%) and North America (7%).

China remained the largest single country in terms of exhibitor numbers, with 84 companies exhibiting, but Italy registered the most impressive growth, holding second place with some 41 individual companies exhibiting. The US (26 exhibitors) and Australia (22 exhibitors) were the third- and fourth-largest exhibitor countries respectively, while Egypt retained its position in the top five with 21 exhibitors.

Peru, the rapidly emerging Latin American export force that has exhibited at ASIA FRUIT LOGISTICA since the outset, also stepped up its presence, with 15 exhibitors marking a growth of 37% from 2012. Vietnam also increased its presence from two exhibitors last year to 11 companies under a national pavilion.

Ecuador, the world's largest banana

exporter, was exhibiting for the first time. The Latin American powerhouse made a splash with a 100m<sup>2</sup> stand featuring a number of the industry's leading players. Other countries debuting as exhibitors included Morocco and Cyprus, while 17 different countries had national pavilions.

