

# FRUITFUL CONNECTIONS.

**FRUIT LOGISTICA**

Berlin 5|6|7 Feb 2025

FRUITNET

MESSE BERLIN

## AT THE HEART OF THE INDUSTRY IN BERLIN

FRUIT LOGISTICA is the leading trade show for the global fresh produce business and features every part of the value chain. International character, focused target group approach, and maximum efficiency are the key strengths.

Trade visitors:  
**> 66,000**  
from 145 countries

**82%**  
of trade visitors  
came from  
overseas

Exhibitors:  
**> 2,700**  
from 91  
countries

**90%**  
of exhibitors  
came from  
overseas

Gross  
exhibition area:  
**128,213 m<sup>2</sup>**  
in 26 halls

## TOP 5 EXHIBITING COUNTRIES

Italy, The Netherlands, Spain, Germany, France

## TOP 5 TRADE VISITOR REGIONS

Europe, South America, Central America, Africa, Middle East and Asia

**87.4%**

of exhibitors rate their participation as a positive commercial success.

**95.1%**

of trade visitors have an overall positive impression of FRUIT LOGISTICA.

**91.7%**

of exhibitors will exhibit again next year.

**84.7%**

of trade visitors are decision-makers.

## TARGET GROUPS

- Producers, importers and exporters
- Wholesale markets
- Wholesale and retail trade
- Packaging companies
- Technical equipment companies and service providers
- Food processing companies
- Startups
- Haulage companies and waste disposal firms
- Associations and institutions

Source: FRUIT LOGISTICA  
2024 statistics

## EXHIBITION AREAS

- FRESH PRODUCE
- MACHINERY & TECHNOLOGY
- LOGISTICS

## HIGHLIGHTS

- SMART AGRI & GREENHOUSE
- ORGANIC ROUTE
- STARTUP AREA

## EVENTS AT A GLANCE

- 6 STAGES
- > 90 SESSIONS
- > 120 RENOWNED SPEAKERS
- > 350 TRADE MEDIA

## AWARDS

FLIA & FLIA TECHNOLOGY



## FRUIT LOGISTICA 2025

5-7 February 2025

Messe Berlin GmbH

Messedamm 22

14055 Berlin, Germany

[www.fruitlogistica.com](http://www.fruitlogistica.com)

Tel. +49 30 3038 1111

[fruitlogistica@messe-berlin.de](mailto:fruitlogistica@messe-berlin.de)

**STAND RENTAL REMAINS  
UNCHANGED AT 216 €/m<sup>2</sup>**

# ASIA'S FRESH PRODUCE TRADING HUB

ASIA FRUIT LOGISTICA is the leading continental trade show for Asia's fresh produce business. The 17th edition of ASIA FRUIT LOGISTICA takes place on 4-6 September 2024 at AsiaWorld-Expo in Hong Kong. ASIA FRUIT LOGISTICA is colocated with ASIAFRUIT CONGRESS and ASIAFRUIT BUSINESS FORUM, which are organised by ASIA FRUIT LOGISTICA's knowledge partner Asiafruit Magazine.

# ASIA FRUIT LOGISTICA

Knowledge partner

ASIAFRUIT

Supported by



## VISITING COUNTRIES / REGIONS

### TOP 5

- 1 Mainland China
- 2 Hong Kong
- 3 India
- 4 Chile
- 5 Australia

## EXHIBITING COUNTRIES

### TOP 5

- 1 Mainland China
- 2 Australia
- 3 USA
- 4 New Zealand
- 5 Egypt

## FIVE REASONS TO ATTEND ASIA FRUIT LOGISTICA

### Impressive exhibitor line-up

Find suppliers from all over the world and discover a vast spectrum of fresh produce over three full days.

### Unique networking opportunity

Meet top purchasing professionals and decision-makers from every sector of Asia's fresh produce business.

### Industry insights

Top speakers provide insights into key topics and market trends at ASIAFRUIT CONGRESS and ASIAFRUIT BUSINESS FORUM alongside the exhibition.

### Inspiration

Explore and develop new ideas, source new products and innovative business solutions and move your business to the next level.

### Touch base with the fresh produce community

It's Asia's must-attend event of the year for industry professionals worldwide that you simply don't want to miss!

## VISITORS

97%

of visitors were **satisfied** with their participation

97%

of visitors would **recommend** ASIA FRUIT LOGISTICA to others

86%

of visitors hold **management positions**

## EXHIBITORS

94%

of exhibitors had a **good or very good impression** of the show

90%

of exhibitors rated the **quality of trade visitors positively**

90%

of exhibitors were **interested in exhibiting in 2024**

Source: ASIA FRUIT LOGISTICA 2023 statistics

## CONTACT US

### Event management

Bangkok office  
Tel +66-2-9414600  
info@gp-events.com

### Global Produce Events (HK) Co., Limited

2308 Dominion Centre 43-59 Queen's Road East,  
Wanchai Hong Kong, China

### Support in your own language

For details of our representative in your country, go to [asiafruitlogistica.com](http://asiafruitlogistica.com) > Contact

# ASIA FRUIT LOGISTICA

**GPE** GLOBAL PRODUCE EVENTS  
a Messe Berlin and Fruitnet Media International company

#asiafruitlogistica2024



website and social media



scan with wechat to follow official account