

February 19, 2019

## Exhibitor registrations close soon for ASIA FRUIT LOGISTICA

*Exhibitors advised to register now for Asia's top fresh fruit and vegetable trade show, which welcomes participants from new sectors such as herbs, spices, sprouts and frozen produce in 2019.*

**Hong Kong/Berlin, 19 February 2019** - Stand applications for ASIA FRUIT LOGISTICA 2019 are closing soon, and exhibitors looking to secure their space at this year's event on 4-6 September at AsiaWorld-Expo Center, Hong Kong, must register by 28 February. Any applications received after this date are accommodated on a first come, first served basis.

Representatives from around 20 different countries have already signed up to exhibit at ASIA FRUIT LOGISTICA 2019, and the range of products on display has been expanded this year beyond fresh fruit and vegetables.

### Fresh herbs, spices, sprouts and frozen produce join in

This year's show will present extended business opportunities with the introduction of four new exhibiting product groups. Leading companies from the fresh herbs, spices and sprouts categories as well as the frozen fruit and vegetable sector will join the global fresh fruit and vegetable trade at ASIA FRUIT LOGISTICA 2019.

Application forms can be downloaded from the official website:

<https://www.asiafruitlogistica.com/en/Exhibitors/Application/>

ASIA FRUIT LOGISTICA is Asia's premier business and information hub, providing a comprehensive overview of the latest trends and technologies to help companies grow their business.

Last year, ASIA FRUIT LOGISTICA attracted more than 13,000 industry professionals from over 70 different countries who took in a vast array of products and services from 826 exhibitors representing 46 nations. An expanded product range this year presents even greater sourcing and marketing opportunities for servicing Asia's growing demand for wholesome, healthy produce.

Long-time ASIA FRUIT LOGISTICA attendee Purithai Produce has taken advantage of the extension of product categories to showcase its whole frozen fruit line at this year's show.

"We have been attending the exhibition as visitors for the last ten years and this year we have decided it is easier to coordinate meetings from a fixed position," said Peyton Enloe, managing director of Thailand-based exporter, Purithai. "We would like to promote a few new product lines which we are quite excited about and establish dialogues with buyers from beyond our usual export markets for our core products."

Whether it's reaching new markets or further developing existing markets, ASIA FRUIT LOGISTICA offers the convenience of meeting top-quality industry decision-makers in one place.

Tommy Padilla, senior director of export sales at leading global avocado grower-packer-marketer Mission Produce, said the company values its customer base in Asia and sees great growth potential in the region's developing markets.

"ASIA FRUIT LOGISTICA is a great place for us to connect with many of our Asian customers and continue to build those avocado programmes that have contributed to



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growth opportunities. We look forward to exhibiting in 2019 and years to come," he said.

Don't miss the opportunity to showcase your products and connect with Asia's biggest gathering of the global fresh produce business under one roof by booking your stand today. Submit an application form through the official website:

<https://www.asiafruitlogistica.com/en/Exhibitors/Application/>

### **Industry insights at ASIAFRUIT CONGRESS and Hall Forums**

Visitors to ASIA FRUIT LOGISTICA can look forward to a programme packed with information and insights. It all gets underway with ASIAFRUIT CONGRESS, Asia's premier fresh produce conference event on 3 September. Taking place the day before ASIA FRUIT LOGISTICA at the same venue, ASIA FRUIT CONGRESS is the perfect primer to the trade show

On the show-floor at ASIA FRUIT LOGISTICA, visitors can take part in a range of Hall Forums. ASIAFRUIT BUSINESS FORUM offers practical ideas and solutions for better fresh produce marketing and business management. SMART HORTICULTURE ASIA is a forum on disruptive technology and digitalisation of the supply chain, while COOL LOGISTICS ASIA provides a programme of workshops on cold chain management.

### **The brand family**

ASIA FRUIT LOGISTICA, the leading continental trade show for Asia's fresh produce business, takes place on 4-6 September 2019 at AsiaWorld-Expo Center in Hong Kong.

Following its highly successful launch in May 2018, CHINA FRUIT LOGISTICA, the leading national trade show for China's fresh produce business, returns to Shanghai on 29-31 May 2019.

FRUIT LOGISTICA, the leading global trade fair for the fresh produce business, takes place on 5-7 February 2020 at Berlin ExpoCenter City in Germany.

For more information on exhibiting at ASIA FRUIT LOGISTICA, please contact: Sinenart Baramirattanachai by email: [sinenart@gp-events.com](mailto:sinenart@gp-events.com), telephone: +66 2 941 4600 or visit [www.asiafruitlogistica.com](http://www.asiafruitlogistica.com)