



**ASIA FRUIT  
LOGISTICA**

Together with **ASIAFRUIT  
CONGRESS**  
亚洲水果国际果蔬大会

Supported by



**Asia's fresh  
produce  
trading hub**



**AsiaWorld-Expo, Hong Kong**

**6-8 September 2023**

**6-8 September 2023**

**NEW**

**ASIA FRUIT  
LOGISTICA**



[asiafruitlogistica.com](http://asiafruitlogistica.com)

# ASIA FRUIT LOGISTICA IS BACK IN HONG KONG

ASIA FRUIT LOGISTICA, Asia's premier fresh fruit and vegetable trade show, **returns to its long-standing location in Hong Kong in 2023**. ASIA FRUIT LOGISTICA takes place at **AsiaWorld-Expo** on **6-8 September 2023**, bringing together leading players from across the global fresh fruit and vegetable industry and throughout the value chain. It is held together with **ASIAFRUIT CONGRESS**, Asia's longest-running fresh produce business conference, where expert speakers share high-level insights on the key topics and trends in the trade.



## OUR SUCCESSFUL TRACK RECORD OF 2022 EDITION IN BANGKOK, THAILAND

More than **400** exhibitors  
from **40+**  
countries and regions

**18** national  
and group pavilions

Close to **10,000** visitors  
from **70+** nations

**90%**  
of exhibitors hold  
**management**  
positions

**87%**  
of exhibitors gave a **positive**  
**assessment** of the number  
and quality of trade visitors

**84%**  
of exhibitors  
were **satisfied with their**  
**participation**

**90%**  
of visitors had a  
**good impression**  
of the event

Source: ASIA FRUIT LOGISTICA 2022 statistics





# KEY BENEFITS FOR EXHIBITORS

- Showcase your brand, innovations, technology and products to thousands of **high-quality international trade visitors, buyers and top decision makers**
- Join the professional industry community in Asia to connect with key players for **efficient networking and high exposure**
- Develop **new business** with leading companies covering the entire fresh produce industry value chain
- **Boost your sales**, establish new **high-level contacts** and **strengthen existing partnerships** at the annual industry gathering
- Collect **essential market information** on every aspect of Asia's fresh produce business

Join us in Hong Kong as an exhibitor and become part of the ASIA FRUIT LOGISTICA success story. ASIA FRUIT LOGISTICA is the best platform to meet up with the leading suppliers and top buyers from markets across Asia and around the world.

Find out more exhibiting information and online registration, go to [asiafruitlogistica.com](http://asiafruitlogistica.com) > Exhibitors > Why exhibit



# ASIA DRIVES GLOBAL GROWTH

**Asia remains the world's fastest growing market** for fresh fruits and vegetables. Nearly 16 million tonnes of fresh fruit were imported to Asia from all origins in 2021. **China remains the largest market for fresh fruit imports in the region.** In 2022, China imported 7.33 million tonnes of fruit worth US\$14.6 billion, representing year-on-year increases of 4 per cent and 8 per cent respectively. Apart from being the **gateway to mainland China**, **Hong Kong** is located at the **center of Asia**, where more than 20 different markets play a significant role in the trade.



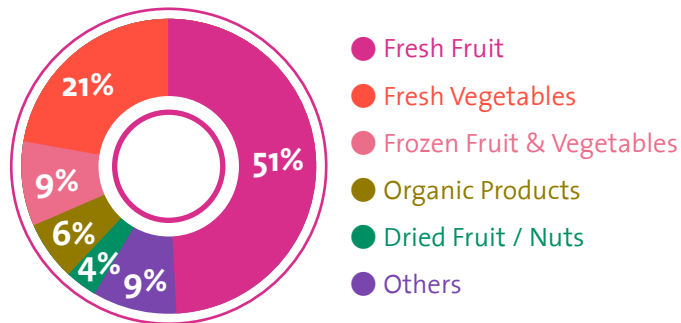
# THE COMPLETE RANGE OF PRODUCTS, SERVICES AND IDEAS ON SHOW

ASIA FRUIT LOGISTICA covers the entire fresh produce industry value chain and its service companies, as well as the latest innovations, cutting-edge technology, products, and ideas.

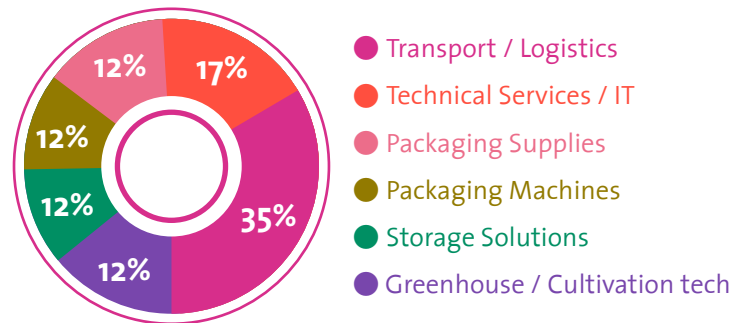
For a complete picture of exhibitors and sectors represented at this year's ASIA FRUIT LOGISTICA, please go to [asiafruitlogistica.com](http://asiafruitlogistica.com) > Exhibitors > Products

## DISCOVER A WIDE VARIETY OF PRODUCTS AT ASIA FRUIT LOGISTICA

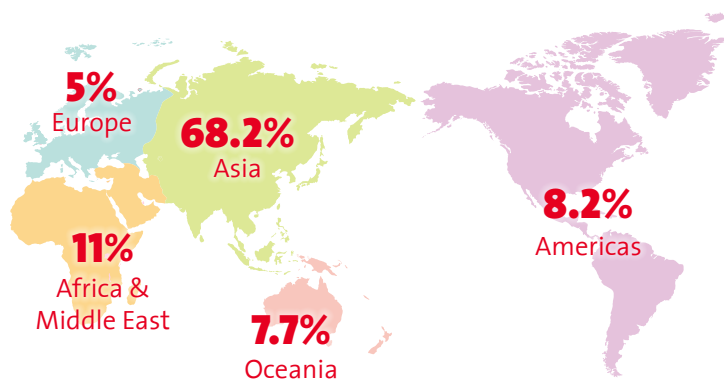
Category: Fruits & Vegetables



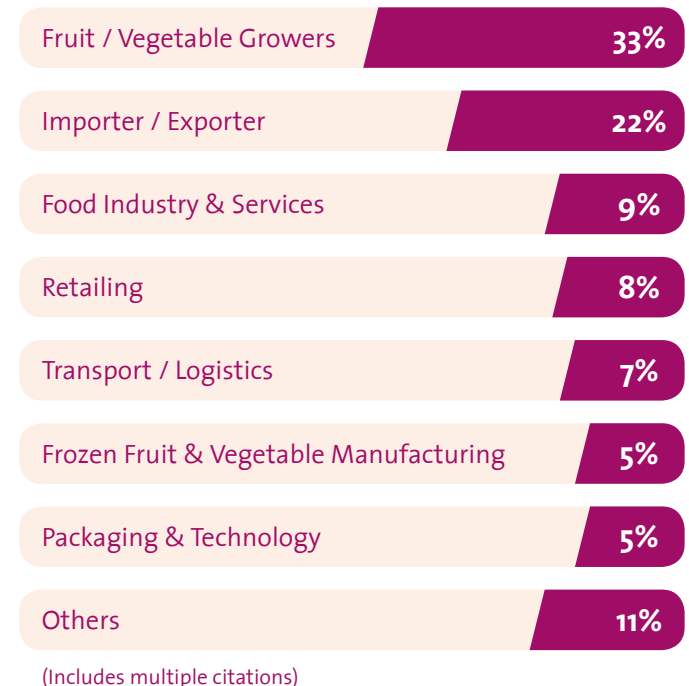
Category: Logistics, Packaging and Technical Solutions



### INTERNATIONAL TOP BUYERS FROM ASIA AND ALL AROUND THE WORLD GATHER IN ONE PLACE



### TRADE VISITORS FROM EVERY LINK IN THE SUPPLY CHAIN ARE KEEN TO MEET YOU



# REGISTER NOW TO SECURE YOUR STAND AT ASIA FRUIT LOGISTICA 2023

Exhibitors can choose between complete stand packages for a carefree participation or raw space options to individualize your presentation. Kick start your online registration at [asiafruitlogistica.com](http://asiafruitlogistica.com) > Exhibitors > Why exhibit

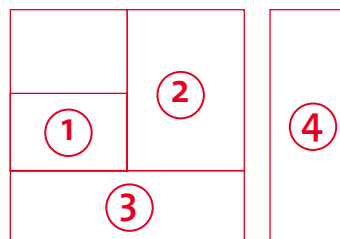
## Complete Stand Package (min. 9 sqm)



USD **500**  
per sqm

Pricing inclusive of booth construction, furniture, lighting, and electricity.

## Raw Space – space only without construction (min. 19 sqm)



② **Corner stand**  
2-sides

USD **400** per sqm

③ **Peninsula**  
3-sides

USD **425** per sqm

① **Row stand**  
1-side

USD **375** per sqm

④ **Island**  
4-sides

USD **450** per sqm

Optional: complete stand construction: add USD 125 per sqm.

## Included for all exhibitors:

- Exhibitor badge quota
- Online entry
- Entry in visitor guide

For full details of services to exhibitors, go to [asiafruitlogistica.com](http://asiafruitlogistica.com) > Exhibitors > Plan your stand





# WHAT BUYERS SAY ABOUT ASIA FRUIT LOGISTICA

“ The event is a great opportunity for us to **meet our suppliers from all over the world**, talk about sales performance over the last few seasons and share some of the latest information about Yonghui.

- Raymond Mu, Senior Director of Imports, Yonghui Superstores Fresh Supply Chain (China)

“ The show has gone well. We've been extremely **busy with almost back-to-back meetings** during the day and then at night hosting dinners with some of our larger suppliers.

- Veerin Graham, President, Navatan World Fruits (Thailand)

“ It's been fantastic to meet everyone again here. All the exhibitors and visitors we know appreciate the organisers' efforts to hold the event. We've been able to **fit in a lot of meetings and it's helped our business**.

- Hai Nguyen, Chairman, Klever Fruit (Vietnam)



# WHAT EXHIBITORS SAY ABOUT ASIA FRUIT LOGISTICA

“ It's such a good use of our time exhibiting at this event as we can **see everyone here in one place**. We'd have to be away travelling for at least three or four weeks to visit all these customers if we couldn't see them here.

- Howard Hansen, Managing Director, Hansen Orchards (Australia)

“ ASIA FRUIT LOGISTICA gave us the chance to **meet long-standing partners and connect with new customers**. It enabled us to present new products and concepts, to obtain market insights, and to discuss marketing campaigns.

- Hannes Tauber, Head of Marketing, Vog (Italy)

“ ASIA FRUIT LOGISTICA is **well-organised and a good show**. It's grown in importance for us and it's certainly one we will not miss. All of our importers are here, and I'm actually surprised by the number of Asian retailers that have attended – that's really positive. There have been a lot of retail buying teams looking for new business and new suppliers.

- Charl du Bois, Commercial Executive, Capespan (South Africa)



# ASIA'S PREMIER EVENTS AND AWARDS

## ASIAFRUIT CONGRESS

亚洲水果国际果蔬大会

### Get the best insights from industry leaders

- ASIAFRUIT CONGRESS is Asia's premier event for business information and networking since 1998
- ASIAFRUIT CONGRESS takes place on the show floor at ASIA FRUIT LOGISTICA 2023 together with ASIAFRUIT BUSINESS FORUM
- Top-quality speakers and content curated by Asiafruit Magazine and Fruitnet Media International
- All you need to know about the latest trends and market opportunities in Asia
- Lively panel discussions and keynote interviews on the hot topics in the business
- Get the best insights from senior executives and business leaders
- Free copy of ASIAFRUIT CONGRESS STATISTICS HANDBOOK, analysing the latest trends in 12 key markets across Asia



### More info at

[asiafruitcongress.com](http://asiafruitcongress.com)

[info@asiafruitcongress.com](mailto:info@asiafruitcongress.com)

## ASIAFRUIT BUSINESS FORUM

- Wide-ranging programme of informal workshops in a new format on the show floor at ASIA FRUIT LOGISTICA
- Curated by ASIAFRUIT MAGAZINE, the official knowledge partner of ASIA FRUIT LOGISTICA
- Practical insights and innovative solutions covering key areas of the fresh produce value chain
- Marketing, technology, and logistics in focus at show floor workshops
- Expert talks and discussions that empower your business
- Free to attend for all ASIA FRUIT LOGISTICA visitors and exhibitors



The premier annual awards that celebrate excellence and recognise outstanding achievement across Asia's fresh produce business. Presented by ASIA FRUIT LOGISTICA and Asiafruit Magazine at ASIAFRUIT CONGRESS and ASIAFRUIT BUSINESS FORUM.

- **MARKETING CAMPAIGN OF THE YEAR**
- **IMPORTER OF THE YEAR**
- **PRODUCE RETAILER OF THE YEAR**
- **IMPACT AWARD**





# NO MORE QUARANTINE AND TESTING REQUIREMENTS FOR TRAVELLERS

**Normal travel between Hong Kong and mainland China has fully resumed.** Inbound travellers are no longer required to undergo quarantine upon arrival, post-arrival nucleic acid tests or obtain a Provisional Vaccine Pass. Visitors can now freely enter restaurants, attractions, exhibition venues, and explore the city carefree during their stay.

With the easing of entry requirements, the global fresh produce industry is looking forward to a strong Chinese participation this year at ASIA FRUIT LOGISTICA 2023 in Hong Kong.

For more details and updates, please go to [asiafruitlogistica.com](http://asiafruitlogistica.com) > Exhibitors > Travel services



## CONTACT US

### Event management

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[info@gp-events.com](mailto:info@gp-events.com)

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

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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



website  
and social media



scan with wechat  
to follow official account

## Register Online

at [asiafruitlogistica.com](http://asiafruitlogistica.com)  
> Exhibitors



**GPE** GLOBAL  
PRODUCE  
EVENTS

a Messe Berlin and  
Fruitnet Media International company