

Hong Kong 3|4|5 Sep 2025

WHERE BUSINESSES BLOOM.

**ASIA FRUIT
LOGISTICA**

Asia's fresh produce trading hub



Knowledge Partner

ASIAFRUIT



asiafruitlogistica.com

ASIA'S FRESH PRODUCE HUB

ASIA FRUIT LOGISTICA is Asia's premier fresh fruit and vegetable trade show, taking place on 3-5 September 2025 at AsiaWorld-Expo in Hong Kong.

ASIA FRUIT LOGISTICA showcases the global fresh produce industry value chain and brings together key market players. Take advantage of the best platform to meet with leading suppliers and top buyers from markets across Asia and around the world.

ASIA FRUIT LOGISTICA also brings you the best information and insights. Asiafruit Knowledge Centre is the brand-new content hub on the show floor powered by Asiafruit Magazine, ASIA FRUIT LOGISTICA's Knowledge Partner. It is headlined by Asiafruit Congress, Asia's premier fresh produce conference, together with Asiafruit Business Forum and Asiafruit Showcase.



STRONG INTERNATIONAL PRESENCE

VISITORS

97%

of visitors were **satisfied** with their participation

96%

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

88%

of visitors hold **management positions**

EXHIBITORS

96%

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

95%

of exhibitors were **interested in exhibiting in 2025**

93%

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

760+
exhibitors
from 42
countries
and regions

13,000+
trade visitors
from 70+
nations

28
national and
group
pavilions

Source: ASIA FRUIT LOGISTICA 2024 statistics



KEY BENEFITS OF EXHIBITING

- Showcase your brand and latest 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 business discussions** over 3 days
- Develop **new business** opportunities with leading companies covering the global fresh produce industry value chain
- **Maximise your exposure**, 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
- Discover **fresh ideas** and gain the **latest industry knowledge** from our concurrent events



Join us in Hong Kong as an exhibitor and become part of the ASIA FRUIT LOGISTICA success story.

To find out more about exhibiting and online registration, go to asiafruitlogistica.com > Exhibitors > Why exhibit

SPEED DATING – THE BRIDGE BETWEEN EXHIBITORS AND RETAILERS



Together with the launch of our **ASIA FRUIT LOGISTICA Retailer's Club**, we have introduced a completely new business experience to our show, **Speed Dating**.

Open **only to exhibitors**, **Speed Dating** gives exhibitors the opportunity to meet with global retailers and to have a 15-minute meeting where they can present their company and plant the seeds for future collaboration.

What we achieved in 2024:

- 60+ meetings arranged in 2024.
- 100% of participating retailers were satisfied and recommended the programme. Showing interest to participate again.
- Meetings were held between retailers and exhibitors from Asia, the Americas, Europe, Oceania, Africa and the Middle East.

Exhibitors can sign up directly when registering online.

For more information, please contact buyers@mess-berlin-sh.com

KEY FACTS

EXHIBITING COUNTRIES / REGIONS

TOP 5

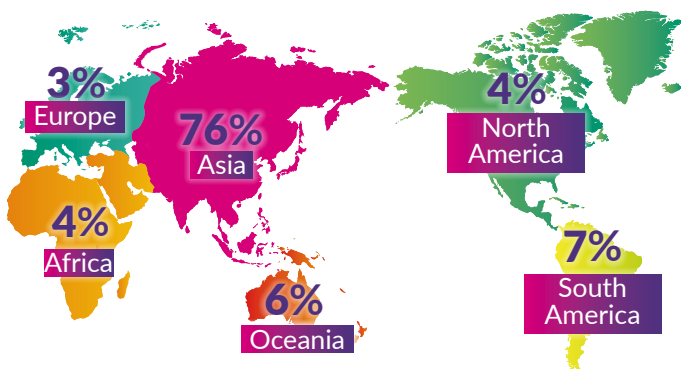
- 1 Mainland China
- 2 Australia
- 3 USA
- 4 Egypt
- 5 New Zealand

VISITING COUNTRIES / REGIONS

TOP 5

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

TOP BUYERS FROM ACROSS ASIA AND THE REST OF THE WORLD GATHER IN ONE PLACE

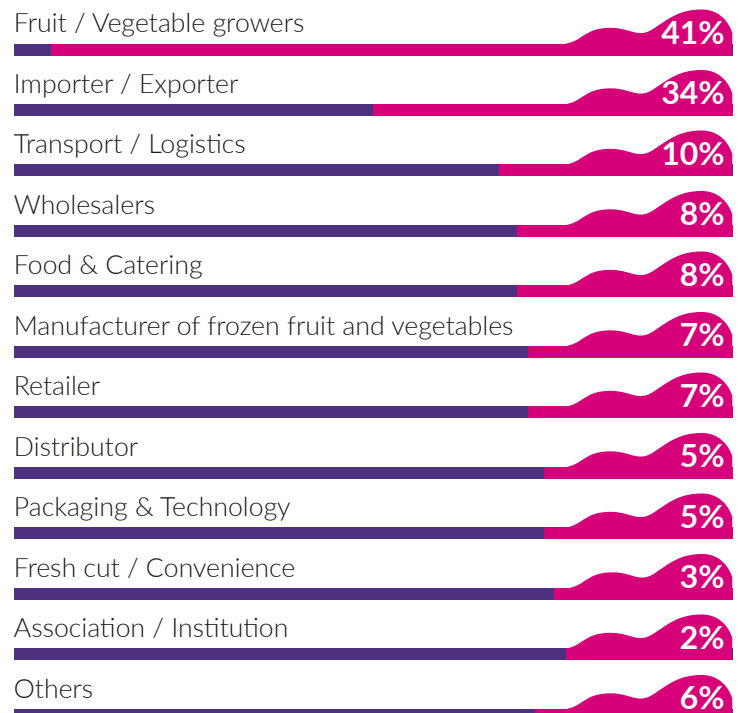


DISCOVER A WIDE VARIETY OF PRODUCTS



(Includes multiple citations)

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



(Includes multiple citations)

WHAT BUYERS SAY ABOUT ASIA FRUIT LOGISTICA



"We brought three of our teams instead of two to ASIA FRUIT LOGISTICA this year. So many of our suppliers are here in one place, it's too good an opportunity to pass up. Our meetings have been back-to-back."

Hendry Sim, Vice Director, Laris Manis Utama (Indonesia)

"ASIA FRUIT LOGISTICA is considered an event of the highest quality for this industry, providing a great opportunity for everyone to communicate and understand each other's developments and trends. I noticed many companies that didn't have booths before are now starting to set up their own. Everyone is continuously breaking new ground."

Andy Lam, General Manager, Shanghai Faith Int'l Trade Co (China)

"As a visitor, we've found the show to be well-attended and there's a good range of attendees here. We feel a lot more positivity among our customers than we expected given the recent economic slowdown and cost-of-living pressures."

Robert Quinn, General Manager of Sales, RD8 (New Zealand)

WHAT EXHIBITORS SAY ABOUT ASIA FRUIT LOGISTICA

"ASIA FRUIT LOGISTICA is the most influential trade show for the industry in Asia, Whether in terms of foot traffic, exhibitor scale, or level of global participation, it is a crucial annual event for Dole China and Dole Asia. It allows us to efficiently and intensively engage with multiple high-quality suppliers."

Vivian Wang, Marketing Director, Dole (China)

"Assomela organised a stand at ASIA FRUIT LOGISTICA together with its three main members VIP-Val Venosta, Vog, and Melinda – grouped together as From. We had important meetings during the exhibition, mostly with colleagues from European associations, Italian institutions in Hong Kong, and several foreign players who met our members to develop markets in Asian countries. This market remains highly important for Italian apples."

Giovanni Misanelli, Director, Assomela (Italy)

"ASIA FRUIT LOGISTICA is an essential industry platform and meeting point for Tomra Food. It enables us to meet with customers and colleagues from around the world in one place."

Sarah Liversage, Marketing Manager - APAC, Tomra Food (New Zealand)



ASIA'S PREMIER EVENTS AND AWARDS



Asiafruit Knowledge Centre is the new all-in-one content hub at ASIA FRUIT LOGISTICA...and **it's free to attend for every visitor and exhibitor.**

Across three stages over three days, Asiafruit Knowledge Centre brings you the best combination of strategic insights and practical takeaways to help you grow your business in Asia.

Asiafruit Knowledge Centre includes **Asiafruit Congress, Asiafruit Business Forum,** and **Asiafruit Showcase.**

ASIAFRUIT CONGRESS

亚洲水果国际果蔬大会

Thought leadership and best business strategies for Asia

- Asia's premier conference for business information and networking since 1998
- Taking place on the main stage at Asiafruit Knowledge Centre
- Top-quality speakers and content curated by Asiafruit Magazine
- The best business insights and strategies for the fast-changing Asia market
- Keynote interviews and lively panel discussions on the big issues

ASIAFRUIT BUSINESS FORUM

亚洲水果商务论坛

Fresh produce case studies for business success in Asia

- Industry experts share best practice and hands-on solutions
- Covering the entire supply chain, from breeding products to consumer marketing

ASIAFRUIT SHOWCASE

亚洲水果展秀台

Fresh produce innovations for business in Asia

- ASIA FRUIT LOGISTICA exhibitors present the newest technologies, products, and solutions
- Exhibitors can book slots at the ready-to-speak forum on a first-come, first-served basis
- You promote your product, we take care of the rest

Every session at Asiafruit Knowledge Centre includes simultaneous English-Chinese translation. The programme also features special Chinese-language sessions every day.

More info at

www.asiafruitknowledgecentre.com

info@asiafruitcongress.com



ASIA FRUIT AWARDS

The premier annual awards to celebrate excellence and recognise outstanding achievement in Asia's fresh produce business.

Presented by ASIA FRUIT LOGISTICA and Asiafruit Magazine at Asiafruit Congress.

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



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 > Contact

Register Online

at asiafruitlogistica.com
> Exhibitors

**ASIA FRUIT
LOGISTICA**

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

**FRUIT
LOGISTICA**

Look forward to welcoming you
in Berlin on 5-7 February 2025!
fruitlogistica.com/en



website
and social media



scan with wechat
to follow official account

