

The
heartbeat
of the fresh
produce business



**FRUIT
LOGISTICA**

Berlin
7|8|9 Feb 2024

FRUITNET

 **Messe Berlin**

At the heart of the industry in vibrant Berlin

FRUIT LOGISTICA covers every sector of the fresh produce industry as well as all market participants and provides a global overview of innovations, products and services. It offers excellent opportunities to make contact with your target group at decision-maker level. Use this global platform to present your portfolio.

5 continents
140 counties
2,610 exhibitors
63,470 trade visitors



Kai Mangelberger,
Director at FRUIT LOGISTICA

“FRUIT LOGISTICA brings all the right people together, provides them with the latest information, and offers them a platform to present their most recent innovations. As such, you can emerge from these stormy times with the wind in your sails”.

Here are some excellent reasons why you should attend:

1. The entire value chain of the industry is represented on site. Meet your target groups and communicate with your business partners right here.
2. Over 76 % of trade visitors are in managerial positions, which means they can negotiate with you on the spot and reach decisions quickly.
3. Discover new suppliers worldwide and identify global business opportunities.
4. Showcase your innovations and learn about new technologies.



Register now, then come and get to know the the fruit trade industry:
fruitlogistica.com

89%
of exhibitors anticipate
a positive level of
business after the fair

91%
of exhibitors would
recommend
FRUIT LOGISTICA
to others

78%
of trade visitors
came from abroad

91%
of trade visitors
plan to attend again

89%
of exhibitors rate their
participation as a positive
commercial success

From the region to the whole world

FRUIT LOGISTICA is the biggest trade fair in the fresh fruit sector, and your access to a global market. Retailers and trade visitors from all over the world encounter high-quality fruit and vegetables from your region.



ORGANIC ROUTE

Organic products are growing in popularity and global sales are on the rise. The Organic Route is an opportunity to reach suppliers of certified organic products quickly, easily and effectively at the fair.



Innovation at all levels



Innovations emerge in a flash in all segments of the sector – whether in the development of new varieties of fruit and vegetables, or in transport and logistics. The trade fair represents the entire value chain – from the producer to the consumer. Your product or service is at the right place and in the right setting.

FRUIT LOGISTICA

**INNO
VATION
AWARD'24**



The FRUIT LOGISTICA Innovation Award (FLIA) is presented by Messe Berlin together with FRUCHTHANDEL MAGAZIN and recognises the outstanding innovations in the sector.

Machinery & Technology



The exhibition area for machines, digitisation, automation and networking offers an attractive focus where you can present your products effectively. In this way, the trade fair provides a focal point for efficient and sustainable practices in horticultural production, distribution and marketing.



Smart Agri

Smart Agri is a major highlight of the Machinery & Technology section at the trade fair: Digital innovations based on artificial intelligence are showcased here. This includes digital solutions such as pest control, crop yield estimation, reliable forecasting and control of autonomous harvesting robots.

All-round service

Our ordering platform provides all the products and services you may need for your trade fair booth: everything from floral decorations, logistics, booth construction and catering services through to water installations or catalogue entries. We look forward to hearing from you!

Networking online

Our FRUIT LOGISTICA online platform is the central database for the fresh fruit sector. The platform provides you with a 365-day digital presence that will enhance your on-site participation. As well as exhibitor and product presentations, visitors can select potential business leads in preparation for their visit to the trade fair, arrange appointments, or set up an introductory discussion via chat or video call: **online.fruitlogistica.com**

Schedule of events

The FRUIT LOGISTICA Event Programme includes presentations and insights with simultaneous translation, which will also be available online after the event.



FRESH PRODUCE FORUM

Discussions on current challenges at all stages of the value chain



FUTURE LAB

Innovative products, groundbreaking solutions and cutting-edge concepts



LOGISTICS HUB

Current key issues from the entire logistics chain



START UP DAY

New companies with forward-thinking business ideas



TECH STAGE

Innovative, practical ideas and technical solutions for the entire supply chain

Register now at
fruitlogistica.com



Our global network is ready to help you. If you have any questions, you can choose the contact person for your region via the QR code.

**FRUIT
LOGISTICA**

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**ASIA FRUIT
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You can also use
our Asia Hub from
6th – 8th Sept. 2023 in Hong Kong
asiafruitlogistica.com