The heartbeat

of the fresh produce business

FRUIT LÖGISTICA

FRUITNET

IIIII 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.

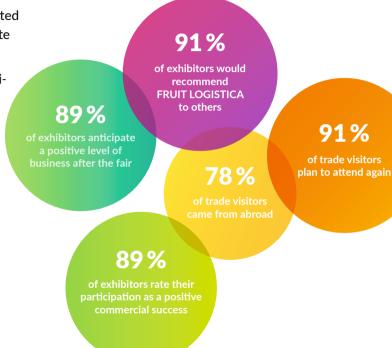
As such, you can emerge from these stormy times with the wind in your sails".

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**





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.



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



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

