

**ASIA FRUIT
LOGISTICA**

Together
with **ASIAFRUIT
CONGRESS**

ASIA FRUIT LOGISTICA

Asia's fresh produce trading hub

4|5|6 Sep 2024
Hong Kong

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Where do we come from?

FRUIT
LOGISTICA

ASIA FRUIT
LOGISTICA



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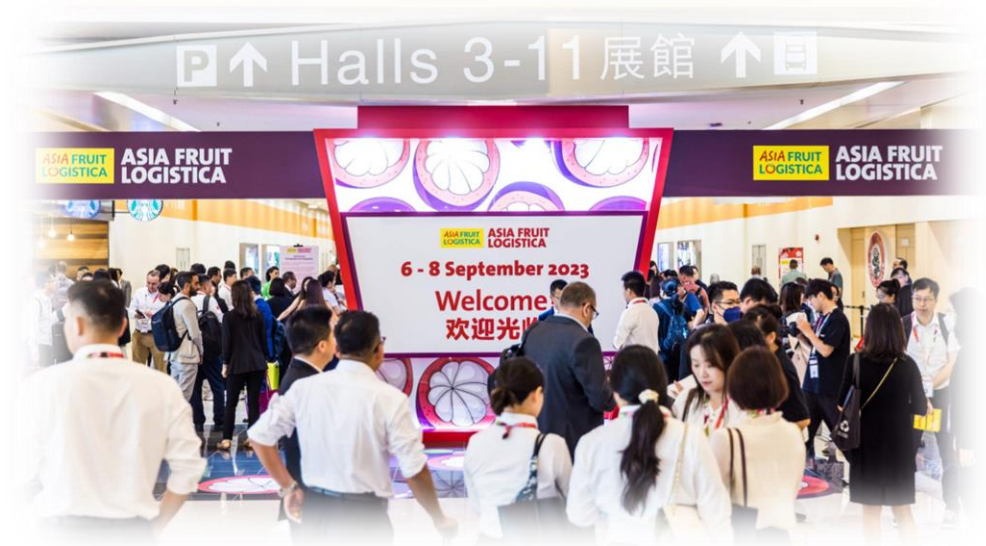
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Making your mark at ASIA FRUIT LOGISTICA

“Exhibiting at ASIA FRUIT LOGISTICA is a great opportunity to grow our business. We’ve been able to connect our growers to customers and use the event to expand our own sourcing and markets.” **Pham Lan Huong, chief executive officer, Fosacha (Vietnam)**

“This year's ASIA FRUIT LOGISTICA is unprecedented in scale. Not only is there a larger crowd, but exhibitors have also put great effort and investment into preparing their booths, and the presentation is excellent. Judging by the level of commitment from everyone and the volume of participants in the entire show, we can see the global industry is eager to learn more about the Chinese and Asian markets, and there is great optimism for the future.” **Cici Yang, marketing head, Pagoda (China)**



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ASIA FRUIT LOGISTICA 2024

Dates: **4 – 6 September (Wed – Fri)**

Venue: **AsiaWorld-Expo**, Hong Kong International Airport, Lantau

Opening hours: 10:00 – 17:00

3 Days - All of ASIA



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Venue & Floorplan 2023



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700+ Exhibitors from 40+ countries and regions

24 national / group pavilions participation

Australia, Belgium, Brazil, Canada, Chile, **China**, Ecuador, Egypt, France, Germany, Greece, Italy, **Malaysia**, Moldova, the Netherlands, New Zealand, Peru, South Africa, **South Korea**, Spain, **Taiwan**, Turkey, United States and **Vietnam**

700+
exhibitors
from 43
countries
and regions

13,000+
trade visitors
from 70+
nations

24
national and
group
pavilions

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EXHIBITING COUNTRIES

TOP 5

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

VISITING COUNTRIES / REGIONS

TOP 5

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



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Key players

Fresh produce

Aartsen, Aomori Apple, BayWa, BGP, Bloom Fresh, Costa, Del Monte, Dole Asia, Driscoll's, Freshmax, Fresh Fruit-X, Goodfarmer, Hongjiu Fruit, Joy Wing Mau Asia, Pagoda, Pink Lady, Royal (Kyoto Wholesale Market), Sekoya, Washington Apple, Zespri



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Machinery

Astra, Fuji Machinery, MAF Roda, Reemoon, TOMRA Food, Unitec

Logistics

Cathay Pacific, CMA CGM, COSCO, DHL, Hellmann Worldwide Logistics, Hong Kong Seaport, Alliance, Hapag Lloyd, Kuehne+Nagel, Maersk, Mediterranean Shipping Company (MSC), Ocean Network Express, OOCL, Pacific International Lines, Singapore Airlines, Yantian Terminal, ZIM

Packaging

San Jorge Packaging, Sinclair International, Tri-Wall

Logistics solutions and post harvest technologies

AgroFresh, Aweta, Deltatrak, Elitech, Emerson, Lytone, TPG, Sunforest, Viscon, Wyma Solutions

Seeding and fertilizers

Bayer Corp, Chensen Bio, Hydro Fert, Rijk Zwaan

EXHIBITORS

94%

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

90%

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

90%

of exhibitors were **interested in exhibiting in 2024**

Source: ASIA FRUIT LOGISTICA 2023 statistics

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Participation Cost Overview

Lowest costs for a carefree participation:

9sqm Complete Stand Package

+

Main exhibitor registration fee

5,020.00 USD

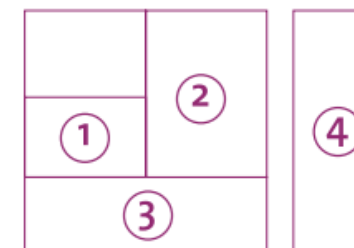
Complete Stand Package (min. 9 sqm)



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.

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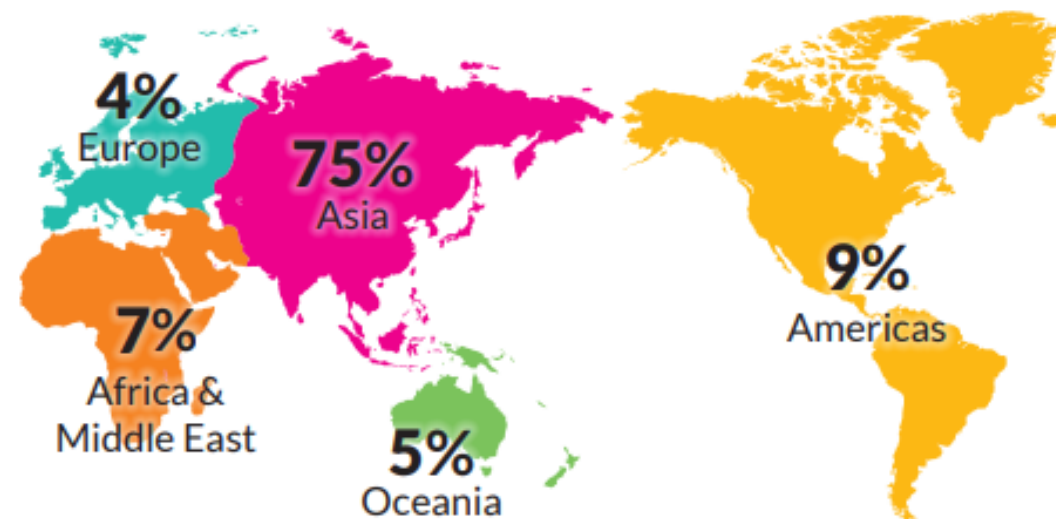
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13,000+ Trade Visitors from 70+ countries and regions

Buy your tickets online and save up to 40%	Online rate until 30 th August	Onsite rate 4-6 September
1-Day ticket	USD 40	USD 60
3-Day ticket	USD 60	USD 100



More than **13,000 trade visitors** from **over 70 different countries and regions** came to Hong Kong to make the most of the opportunities to meet and do business with **over 700 exhibitors** from some **43 countries or regions** at ASIA FRUIT LOGISTICA this year.

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Key Buyers ASIA

“ASIA FRUIT LOGISTICA is an amazing platform that gathers almost all our main suppliers in one place so we can meet them all in a matter of a few days. We talked about the past season and planned for the coming one, settling everything in one meeting. It is highly efficient!”

Celia Wang, fruit buyer, Freshippo (China)



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Asiafruit Congress & Asiafruit Business Forum

**ASIAFRUIT
CONGRESS**
亚洲水果国际果蔬大会

Agenda of ASIAFRUIT CONGRESS 2023



More information >>> www.asiafruitlogistica.com > Events

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Asia Fruit Awards



Importer of the Year 2014
Wipavee Watcharakorn, Vachamon

Winners of 2023

- **MARKETING CAMPAIGN OF THE YEAR:** ROCKIT GLOBAL, New Zealand
- **IMPORTER OF THE YEAR:** UNITED PRODUCE COMPANY, Taiwan
- **PRODUCE RETAILER OF THE YEAR:** WINCOMMERCE, Vietnam
- **IMPACT AWARD:** TATSUO HORIUCHI, FARMIND CORPORATION, Japan

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Organizational timeline

December 2023

Online exhibitor registration opens >>> ems.asiafruitlogistica.com

29 February 2024

Official exhibitor application deadline to be considered in first round of hall planning

May 2024

Ticketshop for trade visitors opens

June 2024

Online Exhibitor Catalogue is available

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See you in Hong Kong

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Impressions



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Thank you and see you in ASIA FRUIT LOGISTICA 2024!



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EXHIBITION**

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website
and social media



scan with wechat
to follow official account

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