



By Madlen Miserius

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## *Fruit Logistica: a new global vision*

Madlen Miserius invites the fresh fruit and vegetable business to show its resilience and powers of reinvention



Madlen Miserius, Fruit Logistica

**A**t a time of unprecedented challenge, transition and reinvention, Fruit Logistica 2021 is focusing on change and opportunity. Here, Madlen Miserius, Senior Product Manager at Fruit Logistica, invites the fresh fruit and vegetable business to create a new global vision while meeting up in Berlin in February 2021.

Hello everyone,

The last few months haven't been easy for any of us. It's been tough at home and at work. We've all had to adapt fast and show what we're made of.

And we have shown that the global fresh produce industry is made of pretty strong stuff. Everywhere there are examples of how the fresh fruit and vegetable business is responding and even reinventing itself.

That's why I want to start by saying just how proud I am of to be part of this community too. It's made up of people like you who are generous, resilient,

Now more than ever it's important to stay positive as we look forward to our next

business-minded, and entrepreneurial. It motivates me ever more to work even harder to make a success out of our next Fruit Logistica.

Change and uncertainty have always been part of our industry. Now they have taken on a whole new dimension. Like you, I know that 2021 is going to be a year of huge consolidation in everything we do. Those of us who are best prepared to take on the challenges ahead will prosper.

Our role at Fruit Logistica, especially now, is to help you, to help you to generate new business, to help you to innovate, to help you to find new ways to inspire. These are the values to which my colleagues here in Berlin and I are fully committed.

I am pleased to tell you that numerous companies have already decided to participate at Fruit Logistica 2021. The number and the quality of applications we have received so far shows how much we want to see each other, how we can't wait to meet up again. Don't forget that July 31 is our stand registration deadline.

Let's turn Fruit Logistica 2021 into both a global reunion and a great celebration of

At the same, if you really want to take part but you need more time before you submit your application, then please don't worry, just get in touch with us and we'll do our utmost to find the best solution for you.

I also know that you'll have many questions beforehand. Of course, some of these questions might also relate to our cancellation policy. Let me tell you that we understand your concerns. That's why we've changed our terms and conditions and we can now offer you a full refund of stand rental if you may have to cancel due to circumstances caused by Covid-19.

You can find more information in our FAQ on our website which we'll keep on updating regularly.

Fruit Logistica is driven by a sense of commitment and responsibility. It always has, it always will be. You can be sure that the health and safety of our exhibitors and trade visitors, is our top priority.

Let's create new perspectives! And let's do this together!

<http://www.fruitnet.com/americafruit/article/1474/parts-of-san-diego-quarantined-as-psyllid-count-mounts>

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edition.

this amazing industry of fresh fruits and  
vegetables.

See you in Berlin! See you at Fruit  
Logistical

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