



By Liam
Callaghan

Thursday 1st October 2020, 7:20 GMT

Asia Fruit Logistica ON's digital launch



Online event provides all the details for the upcoming Asia Fruit Logistica ON and Asiafruit Congress ON

The leading events for Asia's fresh fruit and vegetable industry, Asia Fruit Logistica ON and Asiafruit Congress ON, kickstarted their digital transition with a live launch event on 30 September.

The digital event was streamed across the world and viewers were presented with the exciting new elements of each event as they got online on 18–20 November 2020.

These include the ability of Asia Fruit Logistica ON's new platform to facilitate business matching, create new connections, organise

formal business meetings and allow users to discuss deals, and plan for the season ahead.

Meanwhile, the highlights of Asiafruit Congress ON's high-powered programme, which will focus on the impact of the Covid-19 crisis on the market in Asia and look forward to the new business opportunities across the region in 2021, were also shared.

Chris White, host managing director of Asiafruit Congress organiser Fruitnet Media International, said the 45-minute event provided the perfect introduction to this year's events.

"We'll explain the move to digital, take you through the technology you will be using, show you how you can take part in Asia Fruit Logistica ON as an exhibitor and as a visitor and of course we will also tell you about Asiafruit Congress ON and all the other conferences and workshops," said White.

For those who missed out, the entire live launch event of Asia Fruit Logistica ON and Asiafruit Congress ON is now available to stream [here](#).