

For fresh fruit and vegetable marketing and distribution in Asia



By Carl Collen

Wednesday 28th March 2012, 8:45 GMT

Fruit Logistica integrates convenience

The fresh produce convenience sector, previously covered by Freshconex, will be integrated into Fruit Logistica next year



Fresh produce convenience exhibitors from Freshconex are going to be fully integrated into Fruit Logistica from February 2013, according to an announcement by event organiser Messe Berlin, joining the increasing number of past Freshconex exhibitors who have already made the move.

"The fresh produce convenience segment is a significant part of the fresh fruit and vegetable trade which we firmly believe should continue to be represented strongly in a manner that best corresponds with our customer requirements and wishes," explained Gérald Lamusse, global brand manager of Fruit Logistica. "Fresh produce convenience exhibitors will be integrated into Fruit Logistica from next year, which means there will no longer be separate halls for the fresh produce convenience category."

Some 80 fresh produce convenience companies from 15 different countries exhibited at Freshconex in February 2012, and from 2013 onwards they will be part of Fruit Logistica. Fresh produce convenience technology and machinery companies will be placed in Fruit Logistica's machinery and technology halls, while end-product exhibitors will be integrated into halls that correspond with the region in which they operate.

Fruit Logistica is adjusting its product group index to include the key fresh produce convenience product areas and extending its stand application and promotional material accordingly.

As part of Messe Berlin's ongoing commitment to promote the fresh produce convenience sector, Fruit Logistica will also have a 'fresh produce convenience route' that will serve

to highlight the exhibitors and form the basis for targeted promotional efforts to continue to attract and increase the number of convenience buyers from HORECA, foodservice and convenience stores.

"It means the fresh produce convenience segment maintains an extremely high profile while also benefitting from being integrated into Fruit Logistica," said Lamusse. "We are confident that these changes will serve to further strengthen this segment at Fruit Logistica and offer the best environment to achieve the most effective business results for exhibitors in future."