

For fresh fruit and vegetable marketing and distribution in Asia



By Mike Knowles

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Expert speakers revealed for Fruitnet Forum

Fruitnet Forum South-East Europe welcomes leading fresh produce industry players to Belgrade in November



Francisco Borrás speaking earlier this year at Fruitnet Forum Colombia

Companies in south-east Europe will have the opportunity to learn from leading experts in the international fresh produce business at this year's Fruitnet Forum South-East Europe, which returns to Belgrade on 21-22 November 2018.

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With consumers placing new demands on retailers across Europe and beyond to improve their offer and present it through new and more innovative channels, understanding and keeping track of the market has arguably never been more important.

To make sense of the latest trends, Fruitnet Forum South-East Europe this year welcomes **Francisco Borrás**, consultant and former commercial director of Anecoop, to deliver the event's keynote presentation.

He will explain how the fresh produce business is under increasing pressure –

particularly from a supermarket sector being pulled in different directions by discounting and online retailing – to deliver greater value in terms of quality, taste, convenience, organics and so on.

Drawing on decades of experience working in the international fruit and vegetable trade, he will also point to new opportunities for suppliers in the south-east Europe region.

Elsewhere on the programme, the event looks more closely at how suppliers and marketers can boost demand by providing better products, and show how they are managing to meet those increasingly demanding customer requirements.

Taking part in this year's event will be: **Marko Begenišić** of topfruit and table grape company Popovo Polje in Bosnia & Herzegovina; **Gojko Zagorac**, director of development at Serbian apple grower-exporter Verda Vivo; and **Nemanja Ćurguz**, head of sales at another leading Serbian apple supplier, Al Dahra Rudnap.

Also joining the programme will be **Hugo Vermeulen**, managing director of leading Dutch importer-exporter Cool Fresh International, who will offer his own take on how the European market for fresh produce is changing, plus speak more generally about some of the opportunities he sees for the fruit and vegetable business to grow in south-east Europe.

[To register for Fruitnet Forum South-East Europe, or to find out more about sponsorship and exhibition packages, visit \[fruitnetforumsee.com\]\(http://fruitnetforumsee.com\)](#)

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