

For fresh fruit and vegetable marketing and distribution in Asia



By Mike Knowles

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Leave room for marketing, says packaging provider



Sorma's Vertbag pack design

Italian company Sorma Group is poised to return to Asia Fruit Logistica in Hong Kong as demand in Asia grows

Fresh produce marketers in various Asian countries can gain a competitive advantage by offering plenty of space on packs for marketing messages that speak directly to consumers, according to one of the industry's leading packaging suppliers.

"The most successful packs in these markets are the ones with ample space for communication and branding," says Rita Biserni, marketing manager at packaging and post-harvest equipment provider Sorma Group. "This is the number one characteristic."

Sorma was one of the very first Italian companies to exhibit at Asia Fruit Logistica. Ten years on, it now regards the show not just as an opportunity to find new customers but a place to meet those it has come to work with in the Asia-Pacific region.

"We feel we have kind of grown together in this market, which, as well as China, includes south-east Asia and Australia," Biserni comments. "As we have built a customer base in this part of the world, the exhibition has become an important venue to meet our existing customers and distributors."

According to Biserni, the majority of customers are looking to improve automation as retail develops, as well as to take advantage of new commercial opportunities.

And when it comes to on-pack communications, she says, dedicating ample to space is already reaping rewards for those companies selling citrus, onions and potatoes in Asia.

Sorma Group will be exhibiting at Asia Fruit Logistica in Hong Kong on 5-7 September. More event details at www.asiafruitlogistica.com.