

For fresh fruit and vegetable marketing and distribution in Asia



By Fruitnet.com Staff

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Asia Fruit Logistica to go ahead as planned



Hong Kong trade fair given green light to proceed on 4-6 September following discussion with exhibitors

Asia Fruit Logistica trade show will take place on 4-6 September as originally planned, organisers have confirmed, after exhibitors backed the decision to go ahead.

Following recent unrest in Hong Kong, the leading continental trade show for Asia's fresh produce business conducted an opinion poll among its exhibitors and informed them of the decision in writing on Tuesday (20 August).

A representative majority of exhibitors voted to continue with Asia Fruit Logistica 2019 on 4-6 September as planned, with Asiafruit Congress held on 3 September, according to a media release from the organisers.

"We want to thank our exhibitors for providing us with their opinions and feedback that helped us to make this truly tough decision," said Wilfried Wollbold, commercial director of Asia Fruit Logistica. "We remain confident that we can hold a fruitful Asia Fruit Logistica, even though the situation continues to be challenging and developments are not easy to foresee."

The forecast visitor attendance based on pre-show sales and redeemed vouchers indicates an attendance level at 80 per cent of our 2018 show, according to the organisers. "Furthermore, 15 per cent of visitors purchase tickets onsite, so a good visitor turnout can be expected," said the statement.

"We do everything we can to reassure visitors in the two weeks before Asia Fruit Logistica opens its doors and are asking our exhibitors to support us with the objective by reaching out to their clients," said Wollbold.

A checklist of recommendations has been issued to business visitors [here](#) to help them prepare for their trip. Asia Fruit Logistica is also providing updates on its social media channels.