

For fresh fruit and vegetable marketing and distribution in Asia



By Fruitnet.com Staff

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Asiafruit Congress goes online

Asia's leading fresh produce conference livestreams to global viewers on 17 November, setting the scene for Asia Fruit Logistica On



Asiafruit Congress is switching to an exciting digital format on 17 November

Asiafruit Congress is going ahead and going online this November.

Asia's longest-running international conference event for fresh produce decision makers takes place on 17 November 2020, as always one day ahead of Asia Fruit Logistica.

Like Asia Fruit Logistica, which is held online on 18-20 November 2020, Asiafruit Congress is switching to an exciting new digital format called Asiafruit Congress On.

"Covid-19 has prevented us from hosting Asiafruit Congress in Singapore, and the crisis confronts everyone who wants to maximise on the huge opportunities for fresh produce across Asia. That's why we're taking Asia's premier fresh produce business conference online," said Chris White, managing director of Asiafruit Congress organiser Fruitnet Media International.

"Now more than ever, Asia's fresh produce business needs a platform like ours to stay connected, to discuss the new shape of the market and to learn about the latest consumer trends and marketing opportunities."

Asiafruit Congress On livestreams from Fruitnet's studios on 17 November, delivering a high-powered programme focusing on the impact of the Covid-19 crisis on the market in Asia, and looking forward to the new business opportunities across the region in 2021.

"Asiafruit Congress delegates can look forward to first-class insights to how the market has changed, where it is headed, and to how to do better business in Asia – all delivered to them directly on their mobile device," said Fruitnet's Asia editorial director John Hey, who edits the Asiafruit Congress programme.

"This year, they'll also be able to tune in to a series of weekly market briefings Fruitnet is hosting in the build-up to

Asiafruit Congress and Asia Fruit Logistica."

Asiafruit Congress On continues during Asia Fruit Logistica on 18-20 November 2020 with live highlights and hosted interviews streamed each morning of the show.

Asiafruit Congress On follows the highly successful launch of Fruitnet's global digital conference events this year, including [Fresh Produce India Live](#) and [Fruitnet Live: China](#).

Asiafruit Congress sponsors can look forward to unrivalled profile before, during and after the event. A range of integrated sponsorship packages has been developed that deliver the greatest impact and visibility to key decision makers and provide unprecedented range and longevity of coverage for sponsors.

Asiafruit Congress On hosts the presentation of the Asia Fruit Awards,

the unique pan-Asia awards for Asia's fresh

Asiafruit Congress delegates also receive a

For more information, visit

<http://www.fruitnet.com/americafruit/article/1474/parts-of-san-diego-quarantined-as-psyllid-count-mounts>

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fruit and vegetable business, which are co-presented by Asia Fruit Logistica and Asiafruit Magazine.

copy of the 2020 edition of the Asiafruit Congress Statistics Handbook, the annual statistical guide to Asia's fast-moving fresh fruit and vegetable trade.

www.asiafruitcongress.com

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