

For fresh fruit and vegetable marketing and distribution in Asia

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By Fruitnet Media International

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## Asia Fruit Logistica ON opens exhibitor registrations



Sophisticated software will match buyers and sellers

New digital platform offers unrivalled opportunities to meet, do business and make new connections in Asia

**A**sia Fruit Logistica will take place on 18-20 November in an entirely new format this year. Asia Fruit Logistica – the new online home for the thousands of exhibitors and visitors who attend Asia's leading fresh fruit and vegetable trade show every year – provides a unique opportunity to reconnect and do business in Asia.

Exhibitor registrations are officially open, with exhibitors at this year's event able to choose from three options: ON Business; ON Premium; and ON Corporate. Information regarding each of the options [can be found here](#).

Asia Fruit Logistica ON features an online meeting place that uses the latest software for business matchmaking and meeting scheduling.

The concierge-style platform uses a sophisticated algorithm to recommend the most relevant people and content to each attendee.

Once buyers have confirmed their interest to meet with an attendee or exhibitor, a smart scheduler automatically displays the mutual availability of both parties for maximum efficiency. The virtual business meeting is supported by a proprietary 1-to-1 video meeting function with a one icon-click to initiate the meeting.

"The big advantage of the platform is attendees get to meet the people they really want to meet at the time they want," explained Will Wollbold, commercial director of Asia Fruit Logistica.

"At Asia Fruit Logistica ON, companies will benefit from the best networking and the best information content. It maximises the return on investment from their digital participation.

Every exhibitor and visitor at Asia Fruit Logistica ON will also be able to join Asiafruit Congress ON at no extra cost.

Asia's premier fresh fruit and vegetable

conference delivers a high-powered programme that is focused on the impact of the Covid-19 crisis in Asia, and looks forward to the new business opportunities across the region in 2021.

Asiafruit Congress ON streams live on 17 November, as always one day ahead of Asia Fruit Logistica ON. More information on the programme and sponsorship packages is [available here](#).

On 18-20 November, Asia Fruit Logistica ON attendees will also be able to take part in a range of daily online forums. Asiafruit Business Forum offers practical solutions for better fresh produce marketing and business management. Smart Horticulture Asia looks at opportunities for high-tech horticulture. Cool Logistics Asia provides a programme of workshops on cold chain management and fresh produce logistics.

Exhibitors can access the [exhibitor registration platform](#). For more information on exhibiting at Asia Fruit Logistica ON, you can [email](#), phone +66 2 941 4600 or [visit the website](#).

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

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