



By Mike Knowles

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## ***Fruit Logistica switches to May***



New exhibitor packages and improved connections to offer fruit and veg business better opportunities in the wake of Covid

**A** special edition of Fruit Logistica will take place in Berlin on 18-20 May 2021 after the organisers announced they were moving the trade show to new dates in the wake of the coronavirus crisis.

Calling on the fresh produce industry to 'Meet onsite. Connect online', Messe Berlin said the adapted concept would focus on business meetings and turnkey exhibition packages designed to make it easier for exhibitors to take part and seize new business opportunities.

"Covid-19 confronts us with challenges none of us can eliminate. So we've asked ourselves what do our clients need and what are the factors that we can control for them," explained Madlen Miserius, Senior Product Manager at Fruit Logistica. "Our approach is to enable our customers to better manage their risks and further increase their business opportunities. This is the guiding principle of Fruit Logistica Special Edition 2021 in Berlin."

By holding the event in May, it is seen as

more likely that a higher number of buyers from many parts of the world will be able to attend – further increasing business opportunities at Fruit Logistica Special Edition 2021.

Digital elements, including meeting functions and broadcasting of the show's conference programme, will provide additional solutions that help people to participate and to engage.

The adapted exhibition concept, meanwhile, is expected to reduce any required investment substantially for exhibitors by offering a simplified set of three turnkey packages. These incorporate a pre-defined stand size, and include the stand space, stand construction and internet access.

"With our adapted concept, we want to enable the global fresh fruit and vegetable industry to meet and reconnect in Berlin in 2021 in a safe environment," Miserius commented. "While Fruit Logistica Special Edition 2021 builds on a clearly reduced total space, it offers the opportunity for a maximum number of registered

companies to showcase products onsite. The new format lowers the investment of our customers, allows time for decisions and also reduces the number of staff needed to be on their booth in Berlin. In other words, we provide a simple way to participate and give the industry much needed opportunities to meet buyers face-to-face."

The Fruit Logistica team has already informed all exhibitors about the changes, while its global network of representatives covering over 150 countries is already getting in touch directly with those customers.

Information regarding the new participation packages and further details will be available by 23 October 2020.

[Click here to read an exclusive interview with Fruit Logistica's Madlen Miserius about the event's special edition in May 2021](#)

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

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