



By Tom
Joyce

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Thumbs up for Fruit Logistica concept

The Fruit Logistica Special Edition 2021 will offer both on-site and digital contact opportunities next May, a concept welcomed by industry professionals



Madlen Miserius, senior product manager, Fruit Logistica

Fruit Logistica Special Edition will take place in Berlin on 18-20 May 2021, offering fresh produce companies the chance to meet on-site or take advantage of digital contact opportunities if they are unable to attend.

Exhibitors who haven't yet booked a stand, but are interested in participating in the Fruit Logistica Special Edition 2021 can now register, according to senior product manager Madlen Miserius.

"We are excited to be able to invite more exhibitors to take part at the Fruit Logistica Special Edition 2021 in Berlin in May," she said. "Strong demand in the international fresh produce industry has shown how great the interest in an on-site event is. The desire to acquire new customers and maintain existing relationships through personal conversation is extremely high.

The first phase of registration, which ended on 20 November, was reserved for

pre-registered Fruit Logistica exhibitors, with 400 companies from 40 countries already signed up, including the likes of Kölla, Port International, Rijk Zwaan, Hamburg Süd and Kronen.

Registration for the Fruit Logistica Special Edition is now open to companies throughout the value chain, from fresh produce to packaging, logistics, seeds and fertiliser, as well as machinery and technology.

"The Fruit Logistica Special Edition will make it possible to make deals on-site while also providing digital contact opportunities for companies who cannot attend as exhibitors or visitors in 2021," said Miserius.

For Arno Überbacher, CEO of Evelina, the direct communication and initiation of business deals are the top priorities. "Fruit Logistica has always been an important meeting point to strengthen all our international business relationships, solve

he said. "Therefore we look forward to participate at Fruit Logistica Special Edition 2021."

Other registered exhibitors stated that the Fruit Logistica Special Edition 2021 was the ideal platform for presenting innovations and new products and services.

"Even in these challenging times, we remain loyal to our policy of continuous innovation," said Glenn Sebregts, head of the marketing division at BelOrta. "And in 2021 there is no better place to showcase our classic products as well as innovations in the fresh fruit industry, both on site and digitally."

Jérémie Chabanis, Europe Africa Middle East Value Chain Head at Syngenta Vegetable Seeds, concurred. "We are very excited to attend Fruit Logistica Special Edition 2021," he said. "Fruit Logistica is indeed the industry platform to meet with the global fresh produce key players and gives us the opportunity to showcase our

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matters in face to face meetings and to start new projects," latest innovations."

The more compact format of the Fruit Logistica Special Edition, with turnkey exhibitor packages and a spacious hall layout, has the advantage of being Covid-compliant, according to Miserius, giving presenting companies flexibility, and helping minimise risk.

The terms of cancellation for the forthcoming show also facilitate cost-free cancellation up to four weeks before the start of the event.

"The Fruit Logistica Special Edition will be supplemented by newly developed content," a press release revealed. "There will also be a buyer programme, matchmaking and live streams of the event programme."

Companies can register for a stand[here](#).

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