



By Fruitnet.com Staff

Wednesday 12th May 2021, 3:10 GMT

Asiafruit Congress reconnects Asia to the world

New easy-to-use online platform brings top quality content and networking at Asia's premier conference event on 28-29 September 2021

Asiafruit Congress is going online for two days this September to showcase to the whole world the huge market opportunity of Asia and to start the countdown for [Asia Fruit Logistica's return to Hong Kong in September 2022](#).

"The internet is just perfect for content," said Chris White, who has moderated every edition of Asiafruit Congress since its launch in 1998. "People from everywhere in the world can take part for free. They can find out much more about the huge market opportunity of Asia. They can prepare for the time when we all get to travel to Asia again in 2022."

"By taking Asiafruit Congress online this year you can carry the good news about the exciting opportunities in Asia to every corner of the world," explained Karel Heijs, managing director of GPE, which organises Asia Frutti Logistica. "And ultimately this will bring even more people to the next edition of Asia Fruit Logistica in September next year."

This year's Asiafruit Congress takes place online on 28-29 September. It is hosted from Fruitnet's offices in Melbourne, Shanghai and London over 48 hours. Live and on-demand content gives every fresh produce business the chance to take part easily and in their own time zone. And online also gives maximum exposure to every key sponsor of Asiafruit Congress.

"Our global team at Fruitnet is already hard at work on a fantastic programme of top-quality content," said John Hey, editor of Asiafruit. "So expect multiple content tracks in multiple languages. You can take part live and on catch-up. This year's Asiafruit Congress is going to be just great."

Fruitnet has developed an online platform for its global events. It has already been used by many thousands of attendees for its sector-specific global events for berries, tomatoes, and citrus. Asiafruit Congress in September

benefits from the newest version of the platform with loads of brand-new features.

"Our platform is really simple to use," explained White. "Register in a couple of clicks and you open the door on hours of live and on-demand content about Asia. You also get to interact with every speaker and with every attendee. It's great content and great networking."

Register at asiafruitcongress.com for updates.

To take part as a speaker, contact programme manager John Hey (john@fruitnet.com).

To become a sponsor, contact head of Asia-Pacific sales, Kate Riches (kate@fruitnet.com).



Asiafruit Congress broadcasts live and on-demand to the world with the latest updates and insights on market opportunities across Asia

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