

For fresh fruit and vegetable marketing and distribution in Asia



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World of Fresh Ideas draws global crowd

Top industry experts discuss new opportunities in a post-Covid landscape at first day of Fruitnet's new digital event

Almost 3,000 people from 90 countries tuned in to the first day of Fruitnet's World of Fresh Ideas on Wednesday.

The two-day digital learning and networking event was a welcome opportunity for the global produce fresh fruit and vegetable business to come together in the absence of Fruit Logistica this year.

Sustainability, innovation and technology were high on the agenda. Highlights from the first day includes a look at how Covid-19 has impacted food retail over the past year, with Maria Wieloch of ICA, Bryan Roberts from Shopfloor Insights and Rabobank's Cindy van Rijswick, as well as an interview with Tilman Eichstädt of HelloFresh.

World of Fresh Ideas features four different content tracks, offering talks, interviews, and interactive discussions with leading experts from across the

international fresh produce business. It is hosted on a simple, easy-to-use platform where attendees can easily connect and chat, free of charge.

Also on the programme was a live conference by networking group Global Women Fresh, featuring a top line-up of speakers discussing ways to challenge the status quo and close the produce industry's gender divide. During the event, GWF announced the winners of the first ever GWF Women In Produce Awards.

"Since face-to-face meetings on a larger scale are very difficult this year, we are even more pleased to support World of Fresh Ideas," commented Madlen Miserius, Fruit Logistica's senior product manager.

"In May 2021, you have the opportunity to learn about the latest trends and innovations, and to network. Then in February 2022, we look forward to bringing the Fruit Logistica community together again in Berlin."

You can still register for the second day of World of Fresh Ideas by clicking on the following link.

[Register free for World of Fresh Ideas here](#)

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