

The international marketing magazine for fresh produce buyers in Europe



By Maura Maxwell

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## Stage set for GWF's Asian debut



Global Women Fresh unveils line-up for its second international networking event

**S**ustainability, social impact and technology will top the agenda at the second Global Women Fresh (GWF) networking event, to be held under the auspices of September's Asia Fruit Logistica in Hong Kong.

Promising an afternoon of thought-provoking discussion and networking the event will build on the success of GWF's inaugural gathering at this year's Fruit Logistica, and marks the next phase of the group's international development.

With global food supply facing unprecedented pressure, innovative solutions are required to achieve a secure supply of safe, affordable, high quality food. Women have a key role to play in helping to transform agriculture and make food systems more sustainable.

Headline speaker Susan Mugure of the International Trade Centre will present the UN/WTO's ground-breaking SheTrades Initiative to boost economic

growth and job creation by encouraging the participation of women-owned businesses in international trade.

The project has already empowered thousands of women worldwide and its goal is to connect 3m women to markets by 2021.

GWF will also shine a spotlight on technology, and how blockchain is transforming produce businesses worldwide.

Gary Loh, founder and chairman of DiMuto will chair a panel discussion on how blockchain is transforming produce businesses worldwide, and the changing role of women in Asia's fresh industry, with Kanjana Yaemprai of Queen Frozen Fruit; Liu Yan of Dalian XingYeYuan Group and Simona Rubbi of CSO Italy.

"As Asia's fruit and vegetable business continues to grow, the industry and the region will have a stronger need to hire and retain more women," said Julie

Escobar, who founded GWF earlier this year with Monica Bratuti and Viviane Schappo to elevate the discussion around women in agriculture and bring about radical change in the global agricultural community through five key pillars: food waste, sustainability, social impact, technology and innovation.

The event will take place on Thursday 5 September at 3pm at Asia World Expo Centre. For more information please contact [info@globalwomenfresh.com](mailto:info@globalwomenfresh.com) by 20 August.

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