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By Fruitnet Media  
International

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## Business all set for Asia Fruit Logistica ON

Exhibitors advised to get applications in by 20 October to make the most of business matching opportunities



**B**usiness matching and meeting scheduling for Asia Fruit Logistica ON, the new digital format of Asia's biggest fresh fruit and vegetable trade show, is underway, and companies are being encouraged to sign up now to get a head start.

Asia Fruit Logistica ON will be held virtually on 18-20 November 2020, with exhibitor registrations currently open. Event organiser Global Produce Events (GPE) said companies should look to register by 20 October in order to make the most of Asia Fruit Logistica ON's online meeting place and its business matching capabilities.

The new online format allows companies to join the event from anywhere in the world this year. Already, exhibitors from more than 20 different countries across six regions and continents have already signed up to take part, underlining the global profile of the event.

Ahead of Asia Fruit Logistica ON, Fruitnet Media International is hosting

Asia Briefing, its brand-new series of free online briefings and market updates to prime businesses on what's hot in Asia today.

Asia Briefing broadcasts live every Wednesday at 2:30pm Singapore/China time until 11 November. All briefings are free to join, and [more details can be found here](#).

Next week's episode of Asia Briefing will focus on technology. Harrij Schmeitz, chairman of Smart Horticulture Asia, one of the established online Hall Forums at Asia Fruit Logistica, will discuss the latest in horticulture technology, as well as providing a preview of the programme at this year's Smart Horticulture Asia.

Later in the Asia Briefing series, logistics comes under the spotlight as chairman of Cool Logistics Asia, Alex von Stempel, previews the programme to this year's Hall Forum on perishable logistics and cold chain management.

Logistics companies are well

represented at Asia Fruit Logistica ON. Leading shipping line MSC, which has been participating as an exhibitor since 2016, will have a high-profile presence as an ON Corporate exhibitor.

"We look forward to showcasing MSC's leading reefer expertise and technology, as well as our comprehensive global shipping services at Asia Fruit Logistica ON," said Grace Chia, commercial general manager at MSC's Asia Regional Office.

"We hope to interact with a more diverse pool of fruit exporters and importers from around the world through this year's new digital format."

Visitors to Asia Fruit Logistica ON can [register for access here](#). Registration allows visitors to network, connect and arrange business meetings with the array of global exhibitors.

Attendees can also access the full programme of online conferences, seminars and workshops, including Asiafruit Congress ON, Asia's premier

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

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fresh produce conference event, which will take place on 17 November.

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