

The international marketing magazine for fresh produce buyers in Europe



By John
Hey

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Asiafruit Congress themes announced

Asia's premier conference event to showcase huge opportunities and exciting innovation across the region

Asiafruit Congress is going online for two days this September to showcase the huge market opportunity of Asia to the world, and to start the countdown for Asia Fruit Logistica's return to Hong Kong on 7-9 September 2022.

Asiafruit Congress is hosted live from Fruitnet's offices in Melbourne and London on 28-29 September 2021. An Asia-Pacific broadcast each day from Melbourne enables attendees from across Asia-Pacific and the Americas to join live during the Asia working day. A daily broadcast from London during the afternoon BST caters to live participants in Europe, the Middle East and Africa (EMEA) and the Americas.

Every fresh produce business has the chance to take part easily and in their own time zone, plus content is also available to view on-demand following the event.

Two tracks

After each day's keynote sessions,

Asiafruit Congress focuses on the big issues and opportunities in Asia's fresh produce business, with expert analysis of key market trends and developments.

Asiafruit Business Forum offers a second track, with a range of expert talks providing practical takeaways on the latest advances in technology, retail and marketing.

Headline sessions

Each day of Asiafruit Congress opens with two keynote sessions. Day One kicks off with a look at the future of Asia's fresh produce business through the lens of Covid-19. How have markets across Asia adapted to the pandemic? How has Covid-19 accelerated existing trends and what new challenges and opportunities have emerged?

Sustainability also comes into focus on Day One. Asia has arguably been slower to embrace the principles of

Day One's sessions focus on Asia's banana

sustainability compared with Europe and North America, but the session looks at how leading organisations and corporations are championing change in the region.

'Asia's shifting food retail landscape' headlines Day Two's sessions. The session provides expert analysis of new developments in online ordering and delivery, greater logistical automation, and a potentially bigger role for fresh produce.

'The big consumption opportunity in Asia' is the focus of Day Two's second keynote session. Fresh fruit consumption continues to grow at impressive rates across Asia, but are marketers doing enough to seize the opportunity? Case studies provide inspiration on how to capitalise on new eating occasions and attract consumers to try new varieties and products.

Region-specific content

tomatoes and grapes. The platform offers



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

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Asiafruit Congress provides region-specific content for the Asia-Pacific/Americas and EMEA/Americas respectively.

Day One's sessions on the Asia-Pacific/Americas track spotlight Vietnam as a fast-growing market for premium produce, explore varietal innovation in the stonefruit category, and explain how to make your brand stand out in a crowded digital marketing space.

On Day Two, there are sessions on emerging solutions to market access challenges, Asia's tropical fruit trade, and opportunities for covered cropping.

On the EMEA/Americas track,

business, and on opportunities for apple brands in the region. Plus, there is a special session on initiatives to bring Europe and Asia closer together in everything from logistics to trade.

Day Two looks at how global fruit breeders and marketers are setting up production bases in Asia to capitalise on the local-for-local market opportunity with high-value crops. It also features a session on Asia's citrus imports, spotlighting fast-developing suppliers such as Egypt, Spain and South Africa.

Asiafruit Congress is hosted on Fruitnet's easy-to-use online platform, which has been used by many thousands of attendees for its sector-specific global events for berries,

first-rate networking, and delegates can interact easily with every speaker and every attendee.

View the full agenda at the [Asiafruit Congress website](#).

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