



By Mike Knowles

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Fruitbox 69 - David Axiotis, Asia Fruit Logistica

The show's new China-based executive director has started the countdown to next year's show in Hong Kong

As with so many industries, the pandemic brought the world of trade exhibitions to its knees over the past 18 months.

There is still another year to go before Asia Fruit Logistica, Asia's biggest and most international fresh fruit and vegetable trade event, can open its doors again. But for the show's new executive director, David Axiotis, the fundamental strength of the business itself remains a source of optimism and confidence.

Axiotis was speaking to Fruitnet's Chris White during Asiafruit Congress, which brought together more than 1,700 people from over 80 countries earlier this week for two days of online insight and networking all about Asia's fresh produce business.

Firstly, he pointed to the huge opportunity presented by China. "It simply is a massive market for suppliers

from Asia and all over the world," he commented. "According to the latest statistics, China imported more than US\$8bn worth of fruit in the first half of 2021, up 24 per cent year on year. Cherries, fresh grapes, and citrus all recorded significant growth."

But Asia's emerging commercial opportunity is not just about China, he added. When Asia Fruit Logistica returns, he pointed out, that multiplicity of markets is likely to support further dramatic growth in the produce arena.

"There are another 20 markets that play a significant role in the trade, and that's also at Asia Fruit Logistica," he said. "It's exactly this combination that makes Asia Fruit Logistica so special in the end. It's a truly pan-Asian platform connecting all the important players in Asia. That's what makes it unique and indispensable, whether you are based in China or wherever in Asia."

The countdown to Asia Fruit Logistica 2022 has already begun. It will take place on 7-9 September 2022 at AsiaWorld-Expo in Hong Kong.

Hosted by Chris White, Fruitbox now attracts a big audience across the global fruit and vegetable business that tunes in every week to hear exclusive interviews and expert analysis. Produced by Fruitnet Media International, the show is essential listening for everyone in the fresh produce industry.

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For more details about Asia Fruit Logistica, visit www.asiafruitlogistica.com

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