

The world's leading fresh produce conference and networking events



By Mike Knowles

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Annual congress heads to South Africa

Leading fresh produce event Eurofruit Congress Southern Hemisphere set to take place in Cape Town on 17-19 October 2012

Leading players from the international fresh produce business will be at this year's [Eurofruit Congress Southern Hemisphere](#), the leading conference and networking event for the region's fresh fruit and vegetable sector, to discuss recent dramatic changes to the way their products are sold and marketed around the globe.

Focusing on areas of huge importance to the trade, such as direct sourcing, branding, sustainability, logistics and diversification into new markets, the event aims to provide companies with the information they need to protect and expand their commercial operations.

The annual congress is due to take place at the NH Lord Charles hotel in Somerset West, Cape Town, South Africa, on 17-19 October 2012 and will bring together leading executives and senior managers from some of the world's top fresh

produce companies – including retailers, importers, marketers, suppliers and service providers – to learn about these and other important industry trends.

A full conference programme including study tours will be combined with a number of opportunities for delegates to network with other leading industry players and, in doing so, make new contacts to grow their business.

Organiser Eurofruit, the international marketing magazine for fresh produce buyers in Europe, is set to bring together expert speakers and panelists to discuss key issues affecting the trade in fresh fruit and vegetables that are produced in the Southern Hemisphere and sold in major consumer markets such as Europe, Asia and North America.

With economic pressures continuing to present challenges for marketers in many of those areas, however, the event will



also consider the potential for suppliers to build their commercial interests in markets closer to home.

The Eurofruit Congress Southern Hemisphere is an annual conference and networking event for the fresh produce trade. Previous editions have taken place in Santiago de Chile, Melbourne, Cape Town, Buenos Aires, Punta del Este and Lima.

Further information about the Eurofruit Congress Southern Hemisphere 2012 can be found by visiting www.eurofruitcongress.com/sh

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

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