

The world's leading fresh produce conference and networking events



By Fruitnet.com Staff

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## Asiafruit Congress: Getting into the Asian market

One day before Asia Fruit Logistica, Asiafruit Congress returns with even greater coverage of fast-developing Asian markets.



Asiafruit Congress returns to Hong Kong in September 2016 alongside Asia Fruit Logistica

Asiafruit Congress, Asia's premier conference for the fresh and vegetable business, returns on 6 September 2016, taking place the day before Asia Fruit Logistica at AsiaWorld-Expo in Hong Kong.

A unique full-day conference for top executives in Asia's fresh produce business, [Asiafruit Congress](#) brings together expert speakers to explain the latest market trends and opportunities. Delegates also get to learn strategies for higher sales and better marketing.

More than 400 high-level industry professionals from over 30 different countries are expected in Hong Kong for the conference, providing first-rate networking opportunities. The event serves as a perfect primer to [Asia Fruit Logistica](#), helping delegates to work out who and what to focus on at the trade show, which runs from 7-9 September this year.

Asiafruit Congress features a mix of general and breakout sessions. General sessions look at the big issues for the business in Asia, with market insights from industry experts as well as views from the wider business world. Breakout sessions go into more detail, zoning in on specific topics in a workshop-style format.

### Where next for China?

This year's Asiafruit Congress kicks off with a keynote session focusing on the future path of the Chinese market. China has rapidly emerged as one of the most attractive and lucrative markets for global fresh produce suppliers, propelling Asia's rise. But a recent slowdown in the economy has prompted questions over its future trajectory. Is China becoming like any other developed market, demanding high quality at low prices? Will food retailing in China skip the bricks and go direct to

clicks? In the opening session – 'Where next for China?' an expert panel gives its views on these and a range of other big questions.

### Demographic dividends

Asia is undergoing dramatic demographic shifts. India is set to overtake China as the world's most populous nation by 2028, Indonesia, the world's fourth most populous nation has a young and energetic population while Japan's is ageing faster than any other in the world. The second general session at Asiafruit Congress – 'Demographic dividends: generational approaches to marketing' – looks at the key demographic trends across this diverse and dynamic region. Case studies from leading fresh produce marketers also illustrate how they have achieved better results with a generational dimension to their campaigns.

### Future supplies for Asia

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

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Already the world's fastest-growing market for fresh produce suppliers, Asia's consumption levels soar over the next decade. The final session – 'Future supplies for Asia' – looks at where production and supplies will come from to meet that demand. The session features expert analysis of the market landscape and outlook for imported fruits in Asia, examining the influence of key factors such as free trade agreements, market access, logistics and climate change.

### **Breakouts offer more choice**

After a 90-minute networking lunch, Asiafruit Congress delegates can choose from a range of workshop-style breakout sessions on specific subjects. Conference organiser Asiafruit Magazine has added two extra breakout sessions this year, giving delegates six topics to select from.

Myanmar comes under the spotlight in a session exploring its potential as an import market and emerging export supplier. 'Building an apple brand' looks at the profusion of club apple varieties entering global markets, and examines their prospects in Asia. 'Catering to

the convenience trend' explores how fresh produce marketers can better target the growing market for convenience in the region. It also profiles some of the latest technologies, products and packaging.

This year's programme also features a breakout session on Japan. Despite declining consumption levels, Japan remains an attractive market. Changing consumption habits, declining domestic production and wider market access resulting from trade agreements are creating new opportunities for global suppliers, which will be explored in the session.

### **Celebrating excellence**

Asiafruit Congress also hosts the presentation of the Asia Fruit Awards, the pan-Asian awards for the fresh produce business in Asia. Presented by Asiafruit Magazine and Asia Fruit Logistica, the Asia Fruit Awards celebrate excellence and recognise achievement for the best players in Asia's fresh fruit and vegetable business.

The Asia Fruit Awards are

given in three categories – 'Marketing Campaign of the Year', 'Importer of the Year' and 'Produce Retailer of the Year'.

Asiafruit Congress concludes with a special Welcome Reception at IKON within AsiaWorld-Expo, the Gala Cocktail on the eve of Asia Fruit Logistica's opening.

### **The best access**

Not only do Asiafruit Congress delegates access high-quality information and contacts to help them develop new business in Asia, they also get a three-day access pass to Asia Fruit Logistica, including the Welcome Reception.

Delegates also receive a copy of the annual Asiafruit Congress Statistics Handbook, a unique statistical guide to Asia's fresh fruit and vegetable business. The Handbook includes a collection of key import and export information, as well as analysing market trends and trade data.