

The world's leading fresh produce conference and networking events



By Carl Collen

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## Premieres in the spotlight in Berlin

The leading trade fair for the fresh produce industry presents world, European and trade fair premieres in February



**T**rade visitors can start gearing up for the world's leading fresh produce industry trade fair taking place from 7-9 February 2018 in Berlin with 'Spotlight – Premieres and Innovations at Fruit Logistica 2018'.

Spotlight reports are also available on the Fruit Logistica website in German, English, Spanish and – new this year – in Italian. The 68 Spotlight reports published so far include 23 world premieres and 11 European premieres – compelling testimony to Fruit Logistica's status as an innovation platform.

According to Fruit Logistica

global brand manager Wilfried Wollbold: "Along with its unparalleled status as a business and information platform, Spotlight will help Fruit Logistica strengthen its leading role as an innovation platform. We are delighted that exhibitors regard Fruit Logistica as the ideal place to present their premieres and innovations. Spotlight gives trade visitors a chance to see a comprehensive overview of the event ahead of time and prepare for Fruit Logistica more efficiently."

Spotlight further consolidates Fruit Logistica's position as

the industry's platform for innovation. The new information format complements the Fruit Logistica Innovation Award (FLIA), which looks at products and services brought to market in the last twelve months, and the Future Lab, which showcases innovative projects that will transform the fresh produce industry in the next two to five years. Spotlight presents the year's premieres and innovations and places them on centre stage.

'Spotlight – Premieres and Innovations at Fruit Logistica 2018' is available [here](#).