

The world's leading fresh produce conference and networking events

F

By Fruitnet Media International

Tuesday 4th June 2019, 11:03 GMT

More and more buyers head to Berlin

Fruit Logistica's importance to buyers and decision-makers in the fresh fruit and vegetable business remains as great as ever



Fruit Logistica is the world's single most-important meeting point for fresh produce buyers, and with an increasing number of trade professionals visiting the annual exhibition, those buyers are attending in even greater number.

As the event's [latest trade visitor survey illustrates](#), almost 86 percent of the more than 78,000 trade visitors from all over the world who came last time around were directly involved in sourcing and distributing fruit and vegetables, with many more in the fields of production and export looking to purchase new technologies, services and raw materials. Around 80 percent of the trade visitors hold a leading management position in their companies.

What brings them back to Berlin again and again? For many, the key thing is knowing that there will be new products to see. When it comes to

procuring fresh fruit and vegetables, buying the right machinery, or selecting the best packaging, staying one step ahead is essential. Fruit Logistica 2019 was packed with fresh ideas – environmentally friendly packaging, ready-to-eat ranges, exciting new varieties, space-age technology – and next year's show will bring even more innovation to the fore. No other event in the world enables those in the fresh produce business to evaluate so many different options in one place.

Plus it's not just about products. Understanding the business is also hugely important, and Fruit Logistica's extensive event programme helps its trade visitors and exhibitors to do just that, presenting leading experts in a broad range of industry fields and offering a detailed free trend report on the future of fresh produce business. The [32-page report "Surprises in Store"](#) detailed major changes

expected in food retail over the coming decade and explained how product quality is becoming increasingly important as a means of securing fresh produce sales.

Being at the leading exhibition for the global fruit trade also ensures that participants come into direct contact with those people who have the freshest perspective on how the market is changing. Fruit Logistica offers something new for everyone, every time they visit.

Taking part in Fruit Logistica is the best way to bring products and innovations to the attention of a truly global audience. The closing date for receipt of applications for exhibitors is 31 July 2019. [The stand registration forms are available here.](#)

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

© Copyright Market Intelligence Ltd - Fruitnet.com 2014. The copyright on this article and all content published on Market Intelligence Ltd - Fruitnet.com is held by Market Intelligence Ltd - Fruitnet.com Limited, a joint venture between Market Intelligence Limited and Dr Rolf M Wolf Media GmbH. All rights reserved. Neither this article nor any part of it may be reproduced, stored or transmitted in any form, including print-outs, screen grabs and information retrieval systems, without the prior permission of the copyright owners.

FRUITNET.COM