



By Fruitnet.com Staff

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Industry opportunities in Hong Kong



Stand applications are still being accepted for Asia's premier fresh fruit and vegetable trade show

Seize the opportunity and submit your application to exhibit at Asia Fruit Logistica, which returns to AsiaWorld-Expo Center in Hong Kong on 4-6 September.

Exhibitor registrations have surged over the past few weeks and Asia Fruit Logistica is on course to host exhibitors from more than 45 different countries across all continents.

This year, leading companies from the fresh herbs, spices and sprouts categories as well as the frozen fruit and vegetable sector will also join the global fresh fruit and vegetable trade at Asia Fruit Logistica, bringing a greater range of business opportunities.

Kevin Au Yeung, Asia market manager for Italian fresh produce group RK Growers, said the show is not only an excellent place to do business with global professionals, but also a key information hub to track and discuss trends within the industry.

Last year, Asia Fruit Logistica attracted more than 13,000 industry professionals from over 70 different countries. Now is the time to secure exhibition space and engage with the global fresh produce trade in one convenient location.

Application forms can be [downloaded from the official website](#).

Build your relationships, make new connections

Exhibitor stands are set to be bigger and better again in 2019. Shanghai Huizhan Fruit and Vegetable Market Management has increased the size of its stand by some 50 per cent, while there are new national pavilions for Brazil, the Philippines and Saudi Arabia.

Seeking out these opportunities is simple at Asia Fruit Logistica: Asia's premier business and information hub is the perfect vehicle for developing industry relationships and forging new connections.

Sean Chen, import and export manager

at China-based exhibitor Shanghai Riverking, said the show's September date is an ideal time for him to connect with customers. "The timing is good for us to showcase our company in Hong Kong and welcome all our friends together as we've just finished the US and Canada cherry season, and we are looking forward to the start of the Peruvian and Chilean grape seasons," he said.

Clay Wittmeyer, director of international sales at US-based exhibitor Naturipe, agreed that the timing and location of Asia Fruit Logistica are ideal for regional customer meetings, and he added there are vast opportunities to be sought out through the innovations and initiatives showcased by attendees at the event. "Asia Fruit Logistica surprises me every year," he said.

Industry insights at Asiafruit Congress and Hall Forums

Get a head start on information and

networking opportunities at Asia Fruit Logistica, Asia's premier fresh produce conference event taking place the day before Asia Fruit Logistica at the same venue on 3 September.

On the show-floor at Asia Fruit Logistica, take part in a range of Hall Forums including Asia Fruit Logistica, focusing on marketing and business

management; Smart Horticulture Asia for technology and digitalisation in the supply chain; and Cool Logistics Asia providing workshops on cold chain management.

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

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