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By Fruitnet Media International

Friday 8th November 2019, 14:40 GMT

Fruit Logistica gives trade visitors more



More exhibitors from more countries set to offer fresh produce industry unrivalled number of products, services and ideas

With exhibitors from more countries than ever before set to take part in Fruit Logistica 2020, the world's leading fresh produce industry event is returning with a packed event programme and an improved hall layout that makes it even easier to create new connections in the global fruit and vegetable business.

The show will feature companies from every single link in the supply chain: from growers and exporters to importers, wholesalers and retailers; from specialists in breeding and crop protection to experts in technology and packaging; from transport and logistics operators to marketing agencies and certification providers.

And by presenting an unrivalled number of new products, services and ideas, Fruit Logistica also represents the best opportunity to embark on a new commercial journey to almost any corner of the globe.

Ecuador, for example, this year's official

Fruit Logistica partner country, will present new and exciting products like golden berries, tamarillos, soursops and Andean blueberries, which offer the market fresh colours and tastes. In fact, every country present has something new to offer. Trade visitors should look out for orange-skinned, pink-fleshed apples with a tropical taste, for lettuce leaves that double as a serving spoon, for miniature melons that fit in the palm of the hand, and much more.

Finding their way around Fruit Logistica 2020 and discovering the very best the industry has to offer will be easier than ever this time around for trade visitors, thanks to a revised layout that groups together specific countries and segments, making the fair easier to navigate and explore.

For the first time, many of the event's key international exhibitors – including BayWa, Edeka, Fresh Del Monte, GlobalGAP, SanLucar and Zespri and a strong Belgian contingent represented by VLAM – will be present together in

Hall 27. The largest single exhibition space on the Messe Berlin site, this recently completed arena benefits from a dedicated entrance with taxi and bus connections, as well as quick and easy access to several other halls.

Nearby in Hall B, trade visitors will be able to discover a greater number of products and services from South-East Europe and the Mediterranean region. Fruit Logistica has seen a significant increase in the number of companies exhibiting from both of these regions, a sign of their growing importance to the international fresh produce market.

In the meantime, Fruit Logistica's largest country by number of exhibitors, Italy, will be present in three connected halls, making it much more convenient for those interested in exploring what the Italian Peninsula has to offer.

Stages are set

Elsewhere, a superb line-up of talks and seminars will explore the various trends that are shaping the fresh produce

industry today. Multimedia innovation show [Fruitnet World of Fresh Ideas](#) will get things started on 4 February, featuring the launch of the latest Fruit Logistica Trend Report, which this time will feature a comprehensive guide to all aspects of sustainability in the fresh produce business and consider how the industry can make itself more sustainable in future.

During the exhibition itself, the programme continues at the [Tech Stage](#), [Logistics Hub](#), [Future Lab](#) and [Fresh Produce Forum](#)

. Sustainability will be a central theme here too, with speakers explaining how the produce industry can minimise its use of natural resources, for example by reducing carbon dioxide emissions, or by finding more sustainable forms of packaging that use alternative and even organic materials.

Then on Friday 7 February, a brand new [Career Network](#) area will host special talks on recruitment and career development. Last year's hugely popular [Start-up Stage](#)

will also return to showcase the industry's brightest new ventures.

Trade visitors can purchase a ticket for Fruit Logistica 2020 either from [the event's online ticket shop](#) or from [one or the Fruit Logistica country representatives](#).