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By Fruitnet Media
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Global Berry Congress goes online



Virtual event to deliver same programme and opportunities to connect with delegates, speakers, exhibitors and sponsors

Virtually bursting with berry brilliance, this year's Global Berry Congress is going online, with a new date of 10 December announced today.

Continuing in its role as an essential meeting point for the international soft fruit industry, Global Berry Congress Live will offer anyone working in the fresh berry supply chain a valuable chance to connect with key players in the category.

The event will deliver the same programme of interviews, discussions and presentations, as well as providing the same opportunities to connect and interact with other delegates, speakers, exhibitors and sponsors.

[Click here for more information about Global Berry Congress Live](#)

"We are confident that Global Berry Congress Live can be of great value to people in the berry business, allowing them to share best practice, especially lessons learned during the current

coronavirus crisis, and to prepare for sales and marketing campaigns ahead in 2021," commented Mike Knowles, Global Berry Congress programme manager and editorial director for Europe at organiser Fruitnet Media.

Developments across Europe, as well as significant travel restrictions that are in place all over the world, have made it impossible to hold the congress as a physical event in 2020.

"None of us could have known the impact of this global pandemic when Global Berry Congress was postponed in March," said Chris White, managing director of Fruitnet Media. "Our primary concern remains the health and well-being of everyone who attends the Global Berry Congress."

Tickets already purchased for Global Berry Congress remain valid for the new online event format. "Not only will our audience get access to a full day of online sessions packed with information and insight, they will also have plenty of networking opportunities before, during

and after the event day," stated Annalisa Bertacchini, Fruitnet's events operations manager.

Everyone attending Global Berry Congress Live will receive:

- Access to all the GBC Live event sessions.
- Networking tool with live chat, connecting you with all GBC Live attendees available before, during and after the event.
- Customisable profile.
- Free 6-month print and digital subscription to Eurofruit Magazine.
- Free copy of Fresh Focus Berry, a special publication featuring news, interviews, profiles and analysis.

"We've got great technology behind us, including an awesome networking app that will enable you to chat with everyone who's attending," added Knowles. "It's a shame we can't all be in one place as in previous years, but that doesn't mean we cannot come together to champion the fresh berry business and learn more about

what it can do in future.”

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