



By Matthew Jones

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Insights aplenty at Asiafruit Business Forum

Experts from across the value chain to offer insights on marketing, retail and technology



(l-r): Alyson Dias of the California Table Grape Commission and Xin Yi Lim of Pinduoduo will speak at Asiafruit Business Forum

Asiafruit Business Forum will provide takeaway messages on the latest advances in fresh produce technology, retail and marketing.

Hosted from Fruitnet's studio in Melbourne, the digital event is [part of Asiafruit Congress](#), being held on 28-29 September 2021.

The Asiafruit Business Forum programme features expert presentations from a range of leaders across the value chain.

'Fresh Tech' is theme for day one (28 September), with presentations spotlighting innovative solutions for the fresh produce industry, covering everything from how to use data more effectively to the future of post-harvest automation.

Jack Ellis, media and research lead – Asia Pacific at venture capital firm AgFunder, will set the scene for the session with an overview of Asia's ag-tech landscape.

Ellis will detail the key trends, developments and challenges facing the sector.

Adam Cuming, chief executive of New Zealand-based Radford Software, will address the topic of 'How to use data more effectively', while Tomra Fresh Food's head of innovation, James French, will discuss how artificial intelligence (AI) is being used to power the packhouse of the future.

Automation also comes into focus, with a presentation from New Zealand-based Jenkins Group, who will present a case study on the Aporo Produce Packer.

Completing the day one programme at Asiafruit Business Forum is Ah Huat Goh of Daikin Reefer, who will underline the benefits of Active CA.

The attention turns to 'Retail and Consumers' on day two of the Asiafruit Business Forum (29 September), with the programme featuring presentations from experts in fresh produce marketing and branding.

Using examples from her work at the California Table Grape Commission, Alyson Dias will highlight the power of health messaging in the current pandemic climate.

Xin Yi Lim, executive director - sustainability and agricultural impact at Pinduoduo, will discuss how her company is improving the connection between farmers and consumers, along with the work its doing to help farmers adopt and integrate technology into their operations.

Experienced fresh produce marketer and merchandiser John Baker of Produce Marketing Australia will deliver a workshop on retail training, while Gilad Sadan of NAVI Co Global will share his thought provoking take on the future of sustainable packaging.

Asiafruit Business Forum is hosted on Fruitnet's easy-to-use online platform, which has been used by many thousands of attendees for its sector-specific global events for berries, tomatoes and grapes.

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

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Sessions will screen after Asiafruit Congress' region-specific tracks on Asia-Pacific/Americas and EMEA/Americas each day.

[View the full Asiafruit](#)

Business Forum programme and register for FREE via [the Asiafruit Congress website](#).

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