



By Mike Knowles

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Fruit Logistica backs Fruitnet's World of Fresh Ideas



Fruitnet launches free learning and networking event for the global fresh fruit and vegetable business

Fruitnet is going live and online for two days at the end of May to host **World of Fresh Ideas**, a free learning and networking event for the global fresh fruit and vegetable business.

Register free of charge at worldoffreshideas.com

World of Fresh Ideas takes place online on 26-27 May 2021. It consists of four different content tracks, with talks, interviews, and interactive discussions with leading experts from across the international fresh produce business. It is hosted on a simple, easy-to-use platform where attendees can easily connect and chat, free of charge.

"We want everyone in this wonderful business of fresh fruits and vegetables to enjoy a moment in this crazy coronavirus year when we can meet together, network, and learn," explains Chris White, managing director of Fruitnet Media International.

Fruitnet is the official media partner of Fruit Logistica, which in turn is the main cooperation partner of World of Fresh Ideas.

Madlen Miserius, Fruit Logistica's senior product manager, says the event is a chance for the huge global family of people in the fresh fruit and vegetable business to come together, as they do every year at Fruit Logistica.

"Since face-to-face meetings on a larger scale are very difficult this year, we are even more pleased to support World of Fresh Ideas," she comments. "In May 2021, you have the opportunity to learn about the latest trends and innovations, and to network. Then in February 2022, we look forward to bringing the Fruit Logistica community together again in Berlin."

This year is also the **United Nations' International Year of Fruits and Vegetables**. "So World of Fresh Ideas is

also an opportunity to come together to celebrate our fantastic fruits and vegetables and to highlight their importance to human nutrition, food security, and health," White adds.

World of Fresh Ideas offers these unrivalled opportunities, all free of charge:

Learning

Be part of a two-day masterclass. Learn how the world's top fresh produce companies are growing their business and are developing the best strategies in a fast-changing and challenging market.

Access 50+ hours of expert talks, interviews, discussions, and live Q&A sessions about the fresh fruit and vegetable industry's most important topics.

Networking

Meet the best in the business at the fresh

produce business networking event of the year. Network with senior executives, buyers, category managers, marketers, brand owners, entrepreneurs and consultants. Connect with speakers to get your questions answered by experts.

Lead Generation

Make the best connections with leading players in the global fresh produce business.

For more information and to register free of charge, visit worldoffreshideas.com.

Information for editors:

[World of Fresh Ideas](#) is powered by Fruitnet Live in cooperation with Fruit Logistica.

[Fruitnet Live](#) is part of Fruitnet Media International, the world's leading publisher and event organiser for the international fresh fruit and vegetable business.

[Fruit Logistica](#) is the world's leading fresh produce trade fair. Attracting 3,300 exhibitors and 72,000 trade visitors to Berlin every year,

it acts as a global platform for new ideas, new input and new solutions.

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