



CREATING NEW
PERSPECTIVES

FRUIT LOGIS TICA

2021

3|4|5 FEBRUARY BERLIN

FRUITNET

Messe Berlin



SHAPING THE FUTURE TOGETHER: FRUIT LOGISTICA 2021

“ For a company like ours, going to FRUIT LOGISTICA is a must. It’s a meeting place that we cannot miss. In just a few days you can meet a lot of people whom we would otherwise only be able to meet through weeks of travelling.

Fulvio Berton, Top Seeds International



FRUIT LOGISTICA is the ideal platform to present your plans and ideas for the future: **72,000** trade visitors are urgently looking for answers to the new challenges facing the industry.

FRUIT LOGISTICA presents the complete picture: the widest possible spectrum of international trade visitors from the entire value and supply chain.

FRUIT LOGISTICA offers global solutions: total visibility for your product, a quick-fire exchange of information, and face to face meetings with business partners.

A photograph of three people in a meeting. On the left, a man in a light blue shirt looks towards the center. In the middle, a woman with dark hair and red earrings looks towards the right. On the right, a man in a dark suit and glasses is seen in profile, looking towards the center. They are seated at a table with plates of food, including yellow corn cobs. The background is a bright, abstract pattern of yellow and green.

THREE DAYS IN BERLIN SET THE SCENE FOR A WHOLE YEAR: FRUIT LOGISTICA

“FRUIT LOGISTICA... is the best trade show in Europe because it is so international and the quality of visitors is very high.

Ger van Burik, Holland Fresh Group

Your business partners and target customers all under one roof: with face to face meetings and a frank exchange of information and ideas.

Berlin is where you meet the decision-makers:

more than **75%** of trade visitors to the fair hold leading management positions, more than **80%** have direct influence on procurement decisions.



The business platform for the international retail trade: here retail buyers find new suppliers and sources, and are on the lookout for new products.



International awards with an industry-wide impact: the FRUIT LOGISTICA Innovation Award, for example, is open to all exhibitors offering pioneering innovations.



PATHFINDING: THE GLOBAL PLATFORM FOR INDUSTRY REALIGNMENT IN 2021

“FRUIT LOGISTICA is the most important convention for the fresh fruit industry. In five minutes, the world will know more about our product, because everyone follows the information from FRUIT LOGISTICA. This will be a major boost for our product.”

Jérémie Chabanis, Syngenta

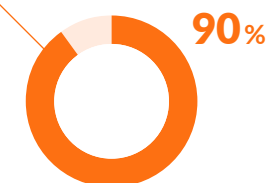
More than **3,300** exhibitors from over **90** countries in 2020. Some **90%** said they plan to participate again in 2021.

More than **72,000** trade visitors in 2020 from **135** countries. Again, around **90%** said they plan to come back in 2021.

More than **90%** of exhibitors say that FRUIT LOGISTICA is the ideal platform for presenting innovations.

Some **90%** of exhibitors rate the commercial success of their participation positively.

All figures controlled and certified according to FKM guidelines by an independent auditor.





SHOWTIME FOR YOUR INNOVATIVE MACHINES AND TECHNICAL IDEAS

New machinery and technical solutions transform the industry: the special exhibition area for **innovative machinery, digitalization, automation and network technology** will be a particular highlight of FRUIT LOGISTICA 2021.

Your innovation can make a difference: trade visitors are constantly looking for new technical ideas and solutions for **efficient, sustainable agriculture and product processing**.

Special focus on greenhouse technology: pioneering concepts for greenhouses and modern cultivation techniques.

Put your machinery and technical solutions in the spotlight: register your stand space now at **[fruitlogistica.com](https://www.fruitlogistica.com)**





MAKE AN IMPACT WITH YOUR IDEAS. FRUIT LOGISTICA IS THE PLACE TO DO IT.

FRUIT LOGISTICA brings the top people together under one roof: your products and ideas and a first-class trade audience looking for concrete business ideas, innovative solutions and new suppliers.

FRUIT LOGISTICA marketing support: with everything from the Spotlight feature for your exhibition premieres, to product-based visitor routes and effective advertising and sponsorship opportunities.

The FRUIT LOGISTICA information package: learn about the latest industry developments at our events and workshops, share ideas and network with participants from all over the world.

THE DIGITAL STAGE FOR YOUR PRESENTATION: THE EXHIBITOR PLATFORM VIRTUAL MARKET PLACE®



The online platform for your products and technical solutions

Available online all year round **24/7**

Your virtual stand can be edited and updated at any time

The ideal networking platform for establishing contacts and arranging meetings

Register now and use the **VIRTUAL MARKET PLACE®** all year round:
fruitlogistica.com



SEE THE FUTURE TODAY: THE FRUIT LOGISTICA EVENT PROGRAMME

“Messe Berlin did everything to make us feel secure. We had a lot of visitors and are very satisfied. We take part in a lot of trade shows, but FRUIT LOGISTICA is the biggest and most important to us.

Bianca Bonifacio, C.S.O.

Start-up Day: young companies with future-oriented business ideas

FRUITNET World of Fresh Ideas: the inspirational multimedia event on the day before the trade fair

Fresh Produce Forum: the stage for top themes and trends in today's fresh produce business

Future Lab: new products, ground breaking solutions and forward-looking concepts

Tech Stage: practical new ideas and technical solutions for the entire supply chain

Logistics Hub: presentations on key topics affecting the entire logistical chain





**LOOK FORWARD AND
REGISTER TODAY:
FRUITLOGISTICA.COM**

#fruitlogistica2021



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