

## **ASIA FRUIT LOGISTICA powers ahead**

### **Annual trade fair and congress event records surge in visitor numbers**

**Auckland, 13 September 2011: ASIA FRUIT LOGISTICA attracted almost a third more visitors from across the world to Hong Kong last week, confirming its status as the must-attend trade event for the fresh fruit and vegetable business in Asia. 15 New Zealand companies showcased their products to a broad visitor group.**

Over 5,300 visitors from 63 different countries attended the three-day event, which took place on 7-9 September at the Hong Kong Convention and Exhibitor Centre (HKCEC).

Those figures marked an impressive 28 per cent growth on last year's visitor numbers.

"We're delighted to see the very strong growth in the number of buyers and trade visitors who attended – and more importantly the continued high quality of these visitors," said Gérald Lamusse, managing director of event organiser Global Produce Events GmbH.

Official survey results revealed that almost three-quarters of all visitors held leading management positions in their companies, and that more than 90 per cent of them were involved in the purchasing and procurement decision-making process.

The majority of visitors were trade buyers representing leading importers and retailers from across Asia's burgeoning consumer markets as well as from Europe, the Middle East and the US. And they found an exhibition that had also expanded significantly.

Some 332 companies from 33 different countries showcased their products and services at this year's ASIA FRUIT LOGISTICA, marking increases of 9 per cent and 10 per cent respectively on last year's figures. Since it was first launched in 2007 with 116 exhibitors, ASIA FRUIT LOGISTICA has seen its exhibitor numbers grow by 186 per cent.

"In summary, this fifth edition of ASIA FRUIT LOGISTICA mirrored the strong growth in the Asian fresh produce business and underlined its position as the must-attend event for the region," said Mr Lamusse.

The dynamic growth of the Asian fresh produce market was also highlighted by this year's Asiafruit Congress, which attracted 576 delegates from 36 different countries. The three-day conference, which has been organised by Asiafruit Magazine for almost 15 years, runs alongside ASIA FRUIT LOGISTICA.

## **Comments from New Zealand Exhibitors:**

Sharon Kirk, KPI NZ

“Brilliant, better than last year (we thought last year was great), tonnes of new leads from markets we are targeting such as India and China.”

Dean Astill, RD8 Fresh Produce

“For a new company like RD8 it was a great way to push our product lines and also to meet with customers that we have known from previous roles with in the industry. “

Jonathan Wiltshire, Apollo Apples (New Zealand)

“It’s been really good. We’ve had our existing customers here asking for more fruit, and there are many more potential customers. We’ve seen a lot of buyers from India, South East Asia and the Middle East. If they turn into good customers it will be a real success.”

The next ASIA FRUIT LOGISTICA and Asiafruit Congress take place on 5-7 September 2012 in Hong Kong.

For more information on Messe Berlin and ASIA FRUIT LOGISTICA contact the Messe Berlin representative office in New Zealand: Doris Evans, [devans@germantrade.co.nz](mailto:devans@germantrade.co.nz), +64 9 304 0120 or visit [www.asiafruitlogistica.com](http://www.asiafruitlogistica.com)