

## Press Release

### New Records for Asia Fruit Logistica

#### 250 companies from 30 countries meet in Hongkong

Auckland, 11th May 2009: Visitors to Asia's only regional trade fair for fresh fruit and vegetable marketing will find record numbers of exhibitors from all over the world at latest edition in Hong Kong in September.

ASIA FRUIT LOGISTICA is expecting a record 250 exhibitors from 30 countries worldwide, including national pavilions and individual fresh produce companies from Australia, Brazil, Chile, China, France, Italy, Malaysia, the Netherlands, New Zealand, Peru, South Africa, Taiwan and the USA.

"Asia offers fresh produce suppliers and supplying nations from around the world excellent prospects for market expansion and development," said Gérald Lamusse, managing director of GPE Global Produce Events GmbH, the joint-venture company which organises ASIA FRUIT LOGISTICA. "It is reflected in the strong interest we have seen in exhibitor numbers since bookings opened."

ASIA FRUIT LOGISTICA takes place on 2-4 September 2009 at Hong Kong's Convention and Exhibition Centre. It is organised alongside ASIAFRUIT CONGRESS, Asia's only conference event for the fresh fruit and vegetable business which has been held every year since the mid-1990s.

Exhibitor numbers at ASIA FRUIT LOGISTICA have grown strongly since its launch three years ago both because of the growing interest in the Asian market as well as the high quality of trade visitors that attend the three-day trade fair.

Key supplying countries such as the USA, Australia and New Zealand as well as emerging suppliers from Peru, the Netherlands and Italy have more than doubled their space at ASIA FRUIT LOGISTICA this year.

"Asia Fruit Logistica has proved to be just as popular as the mother show in Berlin, with a strong contingent of New Zealand buyers and exhibitors attending the first two events." says Monique Surges, CEO of the New Zealand German Business Association, who represents the fair in New Zealand. "A New Zealand pavilion organised by Horticulture NZ makes it even easier for New Zealand exporters to showcase their products at this important industry trade fair."

"Over 80 per cent of trade visitors at ASIA FRUIT LOGISTICA hold leading management positions in their companies, with 92 per cent involved in purchasing and procurement," said Mr Lamusse.

More information:

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