

Press Release

Business Platform Freshconex 2010

Auckland, 11th May 2009, – Fresh produce convenience products have evolved from a niche market to enter the mainstream as a rapidly growing segment offering an increasing number of different products. FRESHCONEX is responding to this development by extending the number of product groups presented at the trade fair to include new categories such as chilled pre-cooked fruits and vegetables, smoothies, fresh juices and other fresh produce convenience products that have a limited shelf life and require refrigeration.

FRESHCONEX, the leading European marketing platform for the fresh produce convenience sector, takes place in Berlin from 3rd to 5th February 2010. Registration deadline for exhibitors is 31 July 2009.

The FRESHCONEX Business Forum, which takes place on all three days of the trade fair, features numerous presentations focusing on interesting themes and practical information about new fresh produce convenience products and technical advancements. Presented in cooperation with Eurofruit Magazine and the United Fresh Produce Association, next year's forum will offer even more industry news and highlight key innovations for the future of the fresh produce convenience sector.

FRESHCONEX 2009 attracted more than 5,000 trade visitors from all over the world, who came to Berlin to learn about the products and services supplied by 72 of the sector's leading companies from 13 different countries. The 3-day trade fair served as an effective business and information platform.

“Trade fairs such as FRESHCONEX bring together the key industry people from all over the world” says Monique Surges, CEO of the New Zealand German Business Association. “No other platform can provide overseas manufacturers and growers with such a comprehensive overview of the latest developments in their industry” she adds. Ms Surges represents Messe Berlin in New Zealand.

Statements by exhibitors and trade visitors alike emphasized the international scope of the event and its clear market overview. FRESHCONEX takes place each year in conjunction with FRUIT LOGISTICA, the world's leading trade fair for the fresh fruit and vegetable business.

More information:

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Wednesday–Friday



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<http://www.freshconex.com/>