



PRESS RELEASE

More Trade Visitors and Billion-Euro Deals

Auckland, 17 February 2011 – FRUIT LOGISTICA 2011 has underlined its role as the world's leading trade fair for the fresh produce industry. Attended by all key industry decision-makers, the event generated business transactions worth billions and attracted a record number of exhibitors and visitors. More than 56,000 trade visitors (2010: 54,000, +4%) from 132 countries attended the event.

"Its international scope, global market overview and high level of decision-making authority of the industry representatives attending the trade fair were key quality criteria for this year's FRUIT LOGISTICA", said **Dr. Christian Göke**, COO Messe Berlin.

"It was a very good show", agreed **Cam Clifford** from the New Zealand based FMR Group Ltd, specialising in the supply of mechanical solutions to the viticulture and horticulture industry. Clifford visited the fair for the first time and was impressed with the broad presentation. "Major players from around the world meet in Berlin", he said. His company is now seriously considering exhibiting next year.

"No other event brings together trading partners across the global value chain as effectively as FRUIT LOGISTICA." said **Monique Surges**, CEO of the New Zealand German Business Association. "It is always good to have opportunities to visit overseas manufacturers and growers in order to confirm New Zealand's position in the industry" she added. Mrs Surges represents Messe Berlin in New Zealand.

Setting a new record, 2,452 exhibitors from 84 countries presented the full spectrum of the logistics services required to ensure a year-round supply of top-quality fresh fruit and vegetables to consumers all over the world. Some 90% of the exhibitors in Berlin came from outside Germany.

FRUIT LOGISTICA 2011 was organised by Messe Berlin GmbH in cooperation with Fruchthandel Magazine (Dusseldorf). The next FRUIT LOGISTICA will take place from 8 to 10 February 2012.

**Press releases and 300 press photos are available on the Internet:
www.fruitlogistica.com / Press Service.**



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