

Press Release

FRUIT LOGISTICA 2010

International Promotion for the Fruit World

Auckland, 11th May 2009, – FRUIT LOGISTICA, has launched its global promotional campaign for the 2010 event. Over the coming months, the leading trade fair for the international fresh produce sector will be promoted around the world through several channels including participation at numerous industry meetings. FRUIT LOGISTICA will take place next year from 3 to 5 February 2010 (Wednesday to Friday) at the Berlin Exhibition Grounds. The registration deadline for exhibitors is 31 July 2009.

Application forms for FRUIT LOGISTICA 2010 are available on the Internet for download in German, English, French, Italian and Spanish versions ([FRUIT LOGISTICA 2010 Application Forms](#)). The FRUIT LOGISTICA project team in Berlin along with its global network of representatives covering more than 120 countries are available to answer questions and provide complete details ([FRUIT LOGISTICA 2010 Contact details](#)).

To further assist companies who will be exhibiting with their preparations for the event, FRUIT LOGISTICA will be sending out an Exhibitor Guide containing helpful hints and preparation guidelines on how to get even more out of their presence at the 2010 event.

Monique Surges, CEO of the New Zealand German Business Association represents this world leading trade fair in New Zealand and is keen to help further New Zealand companies interested in joining the already strong New Zealand presence at Fruit Logistica. For a starter she recommends taking a look at the Fruit Logistica website www.fruitlogistica.com , "this website not only contains all the statistics about the show but also includes a download area for all the registration forms and the Exhibitor Guide".

FRUIT LOGISTICA 2009 attracted 50,224 visitors from 120 nations. A total of 2,283 exhibitors from 79 countries presented a complete market overview of fresh produce sector products and services.

More information:

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