

Global Brand Manager. "Regarded as the industry's most coveted distinction, this award attracts huge media attention worldwide." After reviewing more than 60 entries for the FLIA 2015, a panel of experts from production and quality management, the wholesale and retail trade, and the packaging and service industries selected the following ten nominees:

1. Aviv Flowers Packing House Ltd, Israel: "Aurora Seedless Papaya" – A small, seedless variety of papaya
2. Bakker Barendrecht B.V., The Netherlands: "DIY fresh packs" – Packages of mixed fruits/vegetables with additional ingredients and recipes for specific dishes
3. Cabka Group GmbH, Germany: "Eye-Catcher" – A product display system for crates at the POS
4. Atlas Pacific Engineering, Inc., USA: "FC 15 Fruit Chunker" – A cutting machine for pineapple and melons
5. Polymer Logistics, Germany: "Holzdekor-RPC" – Reusable plastic crates with a natural wood look
6. BelOrta, Belgium: "Lemoncherry" – A variety of yellow cherry tomato
7. Holfeld Plastics Ltd, Ireland: "Low Carbon rPETeCo" – A packaging material consisting of 90% recycled plastic bottles
8. Sunforest Co. Ltd., South Korea: "Portable Nondestructive Fruit Quality Meter" – A portable quality-control measuring device
9. Regal'in Europe, France: "Regal'in™ Apple" – A new apple variety
10. Hepro GmbH, Germany: "UP-8000" – A peeling machine for carrots, cucumbers, white radishes and other long vegetables

These ten innovations will be presented at FRUIT LOGISTICA 2015 (4-6 February 2015) in a special display area between Halls 20 and 21, where the award ceremony will take place on 6 February at 14:30. On the first two days of the trade fair, more than 60,000 trade visitors from around 130 countries will have the chance to vote for the innovation of the year.

Detailed information about the ten nominated products will be published in January 2015.

## Pakistani participation at Fruit Logistica 2015

**This year at Fruit Logistica 2015, following Pakistani companies will represent Pakistan under the umbrella of Trade Development Authority of Pakistan. TDAP is playing part in developing the Horticulture of Pakistan and giving Pakistani fruit industry an international exposure. This will help the Pakistani horticulture industry to not only expose their fruits and vegetables to the foreign market but also the increase the export level in this area. The following companies are participating as exhibitors**

### Sadraddin & Co.

Sadraddin & Co. was established in 1976 and started export of fresh fruits Kinnow Mandarins since 1989. Today Sadraddin & Co. is leading grower, processors & exporters of Kinnow Mandarin. S&C is now equipped with two ultra-modern Fomesa (Spanish) Packing lines and computer controlled state of art cold storages and pre-cooling chambers. S&C have built a reputation for integrity, honesty, quality and innovation. A focus on market trends and customer needs has helped the company supply exceptional products to its customers.

### Anchor Trading Company (Anchor Group)

Anchor Group is a well-known collection of shipping, trading, logistics and freight forwarding companies borne out of the expansion of Anchor Shipping & Trading (Pvt) Ltd. Since the year 2000, companies were created for specific or niche purposes to identify themselves with the Anchor Group name and logo to ensure customers are aware of the connection to one of the oldest and most trusted names in shipping and logistics. The group has a staff of about 50 employees in Karachi. They are focused on the Shipping Agency / Freight Forwarding business and are actively expanding into related transportation, shipping, logistics, supply chain management and buying/trading agency businesses.

### F.A. INTERNATIONAL

F.A. INTERNATIONAL (An ISO 22000 : 2005 Certified Company) was established in 1992 by Mr. ASLAM PAKHALI, prime Exports of Fresh Kinno (Mandarin),

Mangoes, Grapes, Apples, Dates, Onions and Potatoes. The Company made its mark in International Market, the Procurement, Selection, Grading and Packing of Fruits & Vegetables in scientific method to make sure that Product reaches its destination as Fresh as Garden Fresh and more Shelf Life enabling the ultimate Seller to have enough time to sell the product.

### Global Impex

Global Impex has been founded in 2005 as one of Private companies in Egypt providing o customers all services needed to complete their Import and Export Process and customs clearance and delivery of goods

### Roshan packages

Roshan Packages is known for innovation, quality, customer services and growth. It has a rich legacy that distinguishes it from others. The foundation laid down in 1959 by launching Urdu Digest that has now become the largest circulated Urdu Magazine and has its global outreach. The next milestone was setting up the Roshan Enterprises in 1989 which was the first ever initiative in private sector in export of fresh fruits & vegetables. The project turned out to be a success story and today we enjoy the leading position in this sector as being one of the largest fresh fruit & vegetable exporter. The next destination on road to success was building up a huge facility with state of art technology for corrugated box making in 2003.

### All Pakistan Fruit & Vegetable Exporters, Importers & Merchants Association (PVFA)

All Pakistan Fruit & Vegetable Exporters, Importers & Merchants Association was established in 1986. Due to the enormous potential of Pakistan's horticulture products in the global market Create an export orientated environment facilitated through procedures and quality standards through regulations and incentive schemes. Being an Agricultural State Pakistan Produces Best Quality Fruits & Vegetables. In order to promote export of fresh fruits & vegetables up till now the Association has been successful in its efforts and still striving hard for further expansion in the volume of exports. The Association is member of Federation of Pakistan Chamber of Commerce & Industry. ♦