



Top theme at FRUIT LOGISTICA 2016: The digitalisation of trade

Exhibitor registration still open until 31 July 2015

E-commerce is on the rise. According to a recent Nielsen study, 20% of all households have purchased fast-moving consumer goods (FMCG) over the Internet at least once. Online sales in Germany are still low (around 1%), but at a rate of 41% they are growing fast. There is still a lot of potential, as seen in comparisons with Great Britain and France, where 6% of all FMCG are sold online. But what implications does this have for fruits and vegetables (F&V)?

The digitalisation of the retail trade offers many opportunities, but it also presents a number of challenges. New packaging solutions are required, and providers need to cooperate as closely as possible – the keyword here is urban retail logistics. F&V purchases are usually impulse purchases that are seldom planned in advance. Consumers are inspired by all of their senses – this is severely curtailed by a screen. How can impulse buying be boosted in the digital world? The power of fresh produce to draw consumers into stores may mean that F&V sections will become more important for brick-and-mortar retail in the future.

Digitalisation plays an increasingly important role in the retail trade and also impacts on other areas of the value chain. This is one of the themes that will be addressed at the next FRUIT LOGISTICA in the supporting programme and will certainly also be the subject of hot debate among trade show visitors.

Companies can still register online for FRUIT LOGISTICA 2016 until 31 July 2015. The FRUIT LOGISTICA team in Berlin and local representatives in 150 countries around the world are available to answer any questions.



Egypt will be the official partner country at FRUIT LOGISTICA 2016. Eng. Ali Helmy Eissa, Head of Agricultural Products Export Council, and Dr. Christian Göke, Chief Executive Officer of Messe Berlin, signing the corresponding agreement on the occasion of the 2nd Session of the German-Egyptian Joint Economic Committee on June 3, 2015.

Egypt is the FRUIT LOGISTICA partner country in 2016

Egypt has been named as the official partner country for FRUIT LOGISTICA 2016, taking place on 3-5 February 2016 in Berlin. At the leading international trade fair for the fresh produce sector, the North African country will focus on demonstrating its potential and presenting its high-quality products to win over trade visitors.

Messe Berlin CEO Dr. Christian Göke: "The history of agriculture in Egypt dates back more than 5,000 years – no other country in the world can look back on such a wealth of experience. Today, Egypt plays a significant role in the global fresh produce industry with substantial fruit and vegetable exports to 145 countries."

Egypt exported USD 2 billion worth of fresh produce in the 2013/2014 season, primarily to Russia, Saudi Arabia and Great Britain. Iraq, the United Arab Emirates, Libya, Italy, the Netherlands and Kuwait are also important customers. Export volumes rose from 1.7 million tonnes in the 2005/2006 season, to 2.9 million tonnes in the 2013/2014 season, a 69% increase.

In the 2013/2014 season, Egypt's main exports included citrus fruits (1,142,000 tonnes), potatoes (688,000 tonnes), onions (359,000 tonnes), grapes (99,000 tonnes), pomegranates (85,000 tonnes), strawberries (34,000 tonnes) and green beans (31,000 tonnes).

Egypt first exhibited at FRUIT LOGISTICA in 1999. The Egyptian exhibition presence is organised by the Egypt Expo & Convention Authority (EECA). ♦