

# Record number of trade visitors, exhibitors and innovations at



# FRUIT LOGISTICA 2015

**65,000 high-level trade visitors from more than 135 countries – 2,785 exhibitors from 83 countries presented a complete market overview of the fresh produce industry.**

FRUIT LOGISTICA 2015 underlined its role as the world's leading trade fair for the fresh produce industry. Offering a comprehensive market overview of the fresh produce trade, the event was attended by key decision makers with a record number of exhibitors and trade visitors.

Dr Christian Göke, CEO of Messe Berlin GmbH: "In addition to its undisputed position as a business platform, this year's FRUIT LOGISTICA strengthened its leading role as a platform for innovation for the international fresh produce trade."

From 4 to 6 February, 2,785 exhibitors from 83 countries provided information to some 65,000 trade visitors



from more than 135 countries. Exhibitors and trade visitors praised the excellent opportunities to make contact with wholesalers, retailers, fruit and vegetable growers, importers and exporters.

FRUIT LOGISTICA drives innovation Spotlight is the latest tool on the FRUIT LOGISTICA innovation platform. Introduced in 2015, it supplements the FRUIT LOGISTICA Innovation Award (FLIA), which showcases the products and services released over the last 12 months, and the Future Lab, which presents projects that could supply the fresh produce sector with innovations over the next two to five years. Spotlight's exclusive overview of the sector's premieres and innovations provides exhibitors at the world's leading fresh-produce trade fair with an opportunity to present their latest and improved products and services. The first Spotlight featured no fewer than 34 world and nine European premieres.

## FRUIT LOGISTICA Innovation Award 2015

The trade visitors at FRUIT LOGISTICA in Berlin chose the "Aurora Seedless



Papaya" produced by Aviv Flowers Packing House Ltd. in Israel as the winner of the FRUIT LOGISTICA Innovation Award 2015. Along with the remarkable fact that it is completely seedless, this unique papaya is characterised by its delicate fragrance and firm, full-flavoured pulp. Even after it is sliced, the fruit maintains its excellent consistency for a long time. The Aurora Papaya is the product of natural selection and crossing different varieties. Target markets include the European Union, Switzerland and Canada. The weight of the fruit ranges from 200 to 1000 grams.

The second place FLIA winner chosen by trade professionals at FRUIT LOGISTICA is the "Lemoncherry" tomato. Developed by BelOrta, a growers' co-operative based in Belgium, this yellow, sweet-tasting cherry vine tomato features a distinctive, lemony aroma. Third place



*Rabiya Javeri Agha, Secretary, TDAP at Fruit Logistica 2015.*

honours went to the "DIY Fresh Packs" produced by Bakker Barendrecht in the Netherlands. These products are designed for consumers who want to use fresh ingredients to prepare a full meal, soup or side dish for four people.

### Positive response to the new format: Tech Stage

To emphasize the importance of technical solutions for the fresh produce trade, an exclusive forum for machinery, technology and packaging was introduced at FRUIT LOGISTICA 2015. The Tech Stage gave FRUIT LOGISTICA exhibitors the chance to demonstrate technical novelties and innovations to trade visitors. This excellent new platform which also encourages dialogue within the sector was extremely well received. The discussions following the presentations clearly highlighted the fact that visitors who attended talks were keenly interested in the highly relevant topics.

### Very satisfied exhibitors

The key objectives for exhibitors at FRUIT LOGISTICA 2015 included presenting their company, developing new business and managing existing customer relationships.

These objectives were largely achieved. Nine out of ten exhibitors considered their participation in FRUIT LOGISTICA a commercial success. Although business contracts were not amongst their top priorities, 45% of exhibitors report they gained new orders at the trade fair. Some 90% of exhibitors said they anticipated good post-exhibition business. Overall, about 89% of exhibitors said this year's FRUIT LOGISTICA had made a good or very good impression.





## Positive business results for 98.5% of trade visitors

FRUIT LOGISTICA 2015 was attended by top-level decision-makers from all over the world. The percentage of trade visitors from outside Germany increased again this year to 84%, with the majority coming from Europe (75.6%), the Americas (9.8%), Africa (6.5%), the Middle East (3.8%), Asia (3.2%) and Oceania (1.1%). Most of the trade visitors came to FRUIT LOGISTICA to establish new business contacts or source new suppliers, find out about new products, study the market and monitor the competition. They were particularly interested in fresh produce, packaging solutions and packaging machinery. The biggest trade visitor groups were fruit and vegetable growers, representatives from import/export businesses, followed by representatives from the wholesale and retail trade. The level of trade visitors' decision-making authority remained high. Around three quarters of trade visitors held management positions in their companies. Trade visitors were extremely enthusiastic about the range of products and services on display at the trade fair. 98.5% of trade visitors gave a positive assessment of their business results at the event. 80.5% were able to establish new business contacts. More than one third of trade visitors concluded business deals during the trade fair, and some three quarters were anticipating follow-up negotiations and business transactions as

a result of the contacts made at the trade event.

FRUIT LOGISTICA 2015 was organised by Messe Berlin GmbH in cooperation with Fruchthandel Magazine (Düsseldorf). The next FRUIT LOGISTICA will take place on 3-5 February 2016.

## Statements by exhibitors about FRUIT LOGISTICA 2015

Marc-André Wermelinger, swisscofel – Swiss association of the fruit, vegetable and potato trade: "FRUIT LOGISTICA is the platform for the fresh produce industry to meet customers, explore trends and hold discussions with colleagues."

Eduardo Caldas, Project Manager, Apex-Brasil: "Being here is a must for

Brazilian exhibitors. FRUIT LOGISTICA brings us visitors from around the world."

Efi Athanasiadou, Head of the Cypriot Embassy's trade division: "FRUIT LOGISTICA is a valuable tool for promoting products and entering foreign markets."

José Luis Tungüi Olivo, Managing Director of the Mexican company Frutas y hortalizas orgánicas de Michoacán México: "Being here is tremendously important for customer relations."

Anthony Sikpa, President, Federation of Associations of Ghanaian Exporters (FAGE): "We have made some excellent new contacts here and renewed existing ones."

Todd W. Sanders, Director of Trade and Technical Affairs, California Blueberry Commission: "At FRUIT LOGISTICA you meet potential customers from all over the world and save a lot of separate trips."

Edgar Sánchez Wilcke, Director and Trade Commissioner for Northern Europe at the Costa Rican export promotion agency Procomer: "FRUIT LOGISTICA is hands down the most important trade fair for our producers. This is where we meet our customers from all over the world, and they can make direct contact with the producers."

Jorge Rueda Sousa, Counsellor at the Mexican Ministry of Agriculture SAGARPA: "We expect that we will conclude deals at and after the trade fair worth around USD 100 million." ♦



*i.A. Stefanie Serrato Market Manager FRUIT LOGISTICA with Syed Hasan Javed Ambassador of Pakistan in Germany at Fruit Logistica 2015.*