



# Pakistani exhibitors optimistic after successful Fruit Logistica 2016



Pakistani companies participated in the world's leading international fresh produce trade fair Fruit Logistica 2016. This unique global event for the fresh produce industry was experienced in Berlin from 3-5 February 2016 by more than 70,000 trade visitors from over 130 countries.

Some 2,891 exhibitors from 84 countries presented a complete market overview of the fresh produce industry. Along with the many opportunities to initiate and conclude business transactions, the global attention attracted by the trade fair was especially important to exhibitors. The high level of innovative strength in the sector was clearly demonstrated by no less than 27 world premieres.



Altogether, 89% of the exhibitors reported a positive overall impression of this year's FRUIT LOGISTICA. The three days of FRUIT LOGISTICA set the course for the success of the entire business year. For example, 45.7% of all exhibitors received new orders at the trade fair. Furthermore, 91% of the exhibitors anticipate positive business results following the trade fair.

Pakistani exhibitors were optimistic of substantial increase in export of fresh produce from Pakistan as they made good contacts with the international buyers of fruit and vegetable products.

Pakistan had a national pavilion at Fruit Logistica 2016 and exporters from Pakistan have got hundreds of new contacts from all over the world which will ultimately help them increase their exports and this will be one of the tool to generate foreign exchange for Pakistan.

FRUIT LOGISTICA 2016 was attended by top-level decision-makers from all over the world. 82% of the trade visitors were from outside of Germany. Nearly two thirds of the 70,000 trade visitors were from the EU, 9% from other European countries, 12% from North, South and Central America, 8% from Africa, 5% from the Middle East and 3% from Asia. The level of decision makers among the trade visitors remained high. Some three quarters of the trade visitors hold senior positions in their companies.

The biggest trade visitor groups were fruit and vegetable growers, representatives from import/export businesses, followed by representatives from the wholesale and retail trade. ◆



# Fruit Logistica 2016

