

PRESS RELEASE

July 12, 2018

The stars of the fresh produce business come together at FRUIT LOGISTICA

Berlin, 12 July 2018 – Fernando Hierro, Spain's ex-national football coach and a supplier of mangoes and avocados to leading tropical fruit supplier Trops, surely knows it better than most: whether you find yourself in a football stadium or an exhibition hall, when the best players converge on the biggest arenas to show off their skills, there is always plenty of excitement and interest, as well as a greater sense of community and cooperation.

FRUIT LOGISTICA, the leading trade fair for the international fruit and vegetable industry, could easily be likened to the World Cup in terms of the important role it plays in bringing star performers together from around the globe and creating a spectacle that encourages growth.

Just under 80,000 visitors – almost 83 per cent of them from outside Germany – from 130 countries came to Berlin for the show last February, making it not only the largest but also the industry's most international meeting of buyers, suppliers and service providers anywhere in the world.

In fact, FIFA's flagship competition might even seem small by comparison: last time around, FRUIT LOGISTICA welcomed not 32 national teams but more than 3,200 exhibitors, including 2,960 foreign exhibitors, from 84 countries, and not one of them was obliged to go home early!

With the next FRUIT LOGISTICA taking place on 6 to 8 February 2019, the time is now right for exhibitors to secure their place at the event.

Stand registration and booking can be done online on the website of [FRUIT LOGISTICA](#). The closing date for receipt of applications is 31 July 2018.



Press contacts:

Messe Berlin GmbH
Emanuel Höger

Press Spokesman and Head of Press and Public Relations as well as Corporate Communications
www.messe-berlin.com
twitter.com/messedamm22

Susanne Tschenisch

PR Manager
Tel.: +49 30 3038-2295
tschenisch@messe-berlin.de