

Day program 5 February 2019

FRUIT LOGISTICA 2019 Media Preview

Category	Date	Time:	Location
Press dates	February 5, 2019	11:00	Marshall-Haus

Contact:

Susanne Tschenisch

tschenisch@messe-berlin.de

+49 (0)30 - 3038 2295

Innovative. Inventive. Exciting.

Category	Date	Time:	Location
Fruitnet World of Fresh Ideas	February 5, 2019	14:00 - 18:00	Halle 7.3, Room Berlin (Entrance Hall 7.2)

Fruitnet World of Fresh Ideas is designed to showcase some of the most innovative and inventive projects in the fresh produce business worldwide. Featuring business leaders, entrepreneurs and experts from right across the supply chain, the event features a fun, engaging and interactive programme that incorporates live interviews, quickfire discussion and multimedia content.

In 2019, the emphasis will be on consumers and how some of the leading players in the international fresh fruit and vegetable business are managing to give the people what they want. The show will draw new examples of innovation from the fields of retail, marketing, breeding, production, packaging and post-harvest technology to deliver an entertaining and inspiring experience for all those who attend.

- **Get your [ticket here](#).**

TRENDS & INNOVATIONS

GROWERS & SUPPLIERS: The biggest trends and innovations worldwide.

TREND REPORT

BUYERS & SHOPPERS: The major changes in global demand.

PLUS

- 2 Networking Breaks: Meet colleagues, make new contacts!
- Presentation Fruchthandel Magazine Retail Award: Learn more about the German retail sector and the global market
- Online polling: Your chance to voice your personal opinion

Simultaneous translation in English, French, German, Italian and Spanish

Moderator:

[Michael Barker](#), Editor, Fresh Produce Journal, Fruitnet Media International GmbH

[John Hey](#), Asiafruit Editor, Asiafruit Magazine, Fruitnet Media International GmbH

[Mike Knowles](#), Editor, Eurofruit Magazin, Fruitnet Media International GmbH

[Kaasten Reh](#), Project Director Events & Awards, Fruchthandel Magazin, Fruitnet Media International GmbH

[Chris White](#), Managing Director, Market Intelligence Limited, Fruitnet Media International GmbH

[Yuxin Yang](#), China Editor, Fruitnet Media International GmbH

Speaker:

[Tom Coen](#), Octinion BVBA

[Jordi Ferre](#), AgroFresh

[Fernando Garcia Bastidas](#), University of Wageningen

[Helmut Hübsch](#), Director Consumer Panels, GfK

[Salvador Martinez](#), Managing Director, Obeikan MDF

[Deepak Ravindran](#), Oddbox

[Gilad Sadan](#), Navi Co Global

[Emile Vanpoperinghe](#), Oddbox

[Maria Wieloch](#), ICA

[Dr. David von Laskowski](#), President & CEO, Greenfood Group