

Berlin 4|5|6 Feb 2026

LET'S GROW!

Innovation. Interaction. Inspiration.

**FRUIT
LOGISTICA**

The leading trade show for the
global fresh produce business.

FRUITNET

**MESSE
BERLIN**

fruitlogistica.com

SOW THE SEEDS FOR SUCCESS? 4-6 FEBRUARY 2026.

FRUIT LOGISTICA is the highlight of the year for many. Finally the chance to be there again, where everything grows and thrives – from fresh produce to business and networks. The place to be is – as the name suggests – Berlin. Here you will meet with trade visitors and friends from around the world.

As the most important trade fair for the fresh fruit and produce industry, FRUIT LOGISTICA is not only the meeting place for old and new acquaintances, but also for thought leaders and key innovators. In fact, it's the place for the whole industry – from Point of Seed to Point of Sale.

Successful growth requires the right timing and consistent action: apply now for FRUIT LOGISTICA 2026.

HIGH YIELDS INSTEAD
OF HIGH PRICES:
**STAND RENTAL
FROM 219 €/m²**

[Register now for 2026!](#)



“FRUIT LOGISTICA is a world-class trade fair with a very professional host.”

Ye CanJiang, Chairman of the Guangzhou Jiangnan Food Vegetable Wholesale Market Limited Company, China



BEST CONDITIONS FOR GROWTH.

Large, larger, FRUIT LOGISTICA. The world's most important trade fair for the industry offers you the fastest and best access to innovations, products and services. This is where important decision makers, true experts and the most significant players in the industry meet and speak with each other – and the numbers speak for themselves.

87.3%

of the trade visitors
are decision makers.

More than

67,000

trade visitors
from 151 countries.

87.7%

of the exhibitors
intend to return to the
next FRUIT LOGISTICA.

THE FRUIT BUSINESS IS A PEOPLE BUSINESS.

- Utilize our global network of representatives in 166 countries – also in your language
- Make use of our comprehensive trade fair services, including exhibit construction, logistics and catering
- Enhance your media profile using our press service, with Spotlights, Sharepics and more
- Improve your brand recognition with targeted onsite and online advertising opportunities
- Remain present throughout the entire year – with the digital platform FRUIT LOGISTICA Online, the app, as well as the printed exhibition guide.



Download our app and stay up to date with important developments.



App Store



Google Play

THREE SEGMENTS, ONE GOAL: GROWTH.

In the big picture, every detail counts. That's why FRUIT LOGISTICA covers the entire value chain – from cultivation to consumption.

At the core are our three segments:

FRESH PRODUCE

MACHINERY & TECHNOLOGY

LOGISTICS





Innovations are happening quickly in all segments of the industry – whether these developments happen in seeds, produce or in the technology and logistics sectors.

“We represent about 14,000 companies and want to return to exhibit here next year. The quality of the meetings gets better from one year to the next.”

Daniel Soares, Director International,
Interfel, France



LET THE PRODUCE AND NETWORKS THRIVE.

FRESH PRODUCE

Fresh ideas, fresh air, and fresh produce are not only healthy for the consumer, but also for the global economy. At FRUIT LOGISTICA, international experts gather to follow a natural principle: to grow beyond and elevate oneself.

Here you will find the most diverse selection of fresh produce from more than 90 countries. Not only do the buyers from throughout Europe meet one another, but also important trading companies from all around the world. During the three days of the fair, the trends of tomorrow become a present that creates anticipation for the future.

**“We sell in 74 countries,
many of which are here.
One can meet people from all
corners of the globe, because
the whole world is here.”**

Piedad Coscollá Toledo, Commercial Marketing,
Anecoop, Spain



As multi-faceted as the international trade fair visitors.

- Fresh fruit and vegetables
- Mushrooms
- Potatoes
- Nuts, dried fruit
- Fresh convenience products
- Fresh herbs, sprouts and spices
- Flowers, potted plants
- Bioproducts
- Frozen fruit and vegetables

The Organic Route: for Bio, please follow.

Organic products are available around the world and in all corners of the fairgrounds. The Organic Route highlights you as an exhibitor with your certified organic products in the catalog and on site, guiding the trade visitors with an organic focus to your stand.



LEAVE THE FIELD TO OTHERS? GLADLY.

MACHINERY & TECHNOLOGY

Get some technical support. In addition to the fresh produce offerings, the machinery and technology segment is a focal point at FRUIT LOGISTICA.

Those who want to be at the cutting edge will have to look ahead and anticipate the trends, technologies and innovations that will set the tone for the future.

From high-tech machines for the food processing industry to innovations for the future of agriculture or greenhouse technology: efficient and sustainable solutions within the machinery and technology sector are in high demand.



Processing Lines

As a technology leader with state-of-the-art machines and intelligent solutions for processing fresh fruit and vegetables, you provide insights into the future of the industry: from unloading, washing, drying, peeling, coring, weighing and sorting to storing, cooling and packaging.

Cultivation Technology


Present your innovations in the field of fruit and vegetable cultivation: from harvesting machines, tree shakers, hoe machines, sickle mowers, specialized field robots, sensor technology and irrigation technology to refrigeration technology, post-harvest treatments and new storage solutions.

Greenhouse Technology

Present your groundbreaking concepts and solutions for greenhouses and vertical farming – from turnkey greenhouses to equipment.

Smart Agriculture

As an innovative company, you can showcase your digital solutions for pest control or climate and soil monitoring, AI technology for predicting fruit yields, decision support systems, flying autonomous robots for fruit harvesting, software solutions for precision farming, and much more.



FRESHNESS THAT IS WELL RECEIVED.

LOGISTICS

By plane, car or train – how you get to FRUIT LOGISTICA is easy to explain. But how do fruit and vegetables travel around the world these days? In logistics, everything must be perfectly coordinated. With fresh fruit products, if there are delays, it's not just your mood that goes bad – everything goes bad.

“It is very important for us to meet our customers in person in Berlin. And also to exchange ideas with our international colleagues, whom we otherwise only see on business trips.”

Dennis Predoehl, Commercial Director,
MSC Germany



Logistics moves the world. These topics move our world.

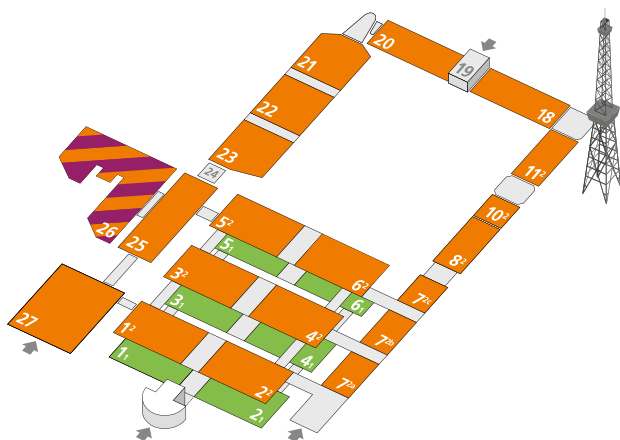
- Classic Logistics Segments
- Innovative Products: Robotics, AI and Cargo Drones
- Digital Telemetry Systems
- Adaptable Solutions for Global Trade
- Worldwide Transportation Services
- Ports



THE BEST FOUNDATION FOR YOUR BUSINESS? HERE.

Success is easy to measure. Through visibility, FRUIT LOGISTICA turns every square meter of exhibition space into a stage for experts in the fresh produce industry.

Your Plan for 2026:



- FRESH PRODUCE
- MACHINERY & TECHNOLOGY
- LOGISTICS



There's a lot to do.



FRESH PRODUCE FORUM*

You can count on our offers, and you can rely on our figures. The Fresh Produce Forum analyzes the industry's hot spots and presents solutions to current challenges.



FUTURE LAB*

In the future lab, there is only one direction: forward. Here you will find innovative products, groundbreaking solutions and concepts that spell success in the future.



FARMING FORWARD >>

As part of the Smart Agriculture Area, you can present digital solutions for sustainable agriculture in the field, as well as revolutionary technologies for cultivation under controlled environmental conditions.



LOGISTICS HUB

Everything you need to know about current top topics in the field of logistics can be found here.



STARTUP WORLD

The perfect start to the day begins here. For all startups developing intelligent solutions to improve efficiency and sustainability in the fruit trade industry.

* Simultaneous translation in five languages.
Lectures are available as VOD after the show.

Awards: FLIA und FLIA Technology.

We recognize outstanding ideas and visions. The FRUIT LOGISTICA Innovation Award (FLIA) has become the most important prize in the industry. All exhibitors can apply in advance for the "Oscar of the Fresh Produce Industry" free of charge. The winner is ultimately decided by the trade fair audience on site.

THE LARGEST FAMILY REUNION IN THE WORLD.

Good results require good planning.
Contact our representative
in your country.

**ASIA FRUIT
LOGISTICA**

Visit our event in Hong Kong:
ASIA FRUIT LOGISTICA, 3-5 September 2025

**FRUIT
LOGISTICA**

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