

Berlin 7|8|9 Feb 2024

**FRUIT**  
**LOGISTICA**

The  
**heartbeat**  
of the fresh produce business



**KEEP  
IN MIND**

**FRUITNET**

[fruitlogistica.com](https://fruitlogistica.com)

 **Messe Berlin**



## General information



### OPENING HOURS EXHIBITORS

7–8 February 2024 | 8 a.m.–7 p.m.

9 February 2024 | 8 a.m.–5 p.m.

### OPENING HOURS TRADE VISITORS

7–8 February 2024 | 9 a.m.–6 p.m.

9 February 2024 | 9 a.m.–4 p.m.



### ENTRANCES

Halls 1–6: South Entrance (Jafféstr.)

Halls 7–11: Entrance Hall 7 (Messedamm)

Halls 18–24: Entrance North (Masurenallee)

Halls 25–27: Entrance Hall 27 (Jafféstr.)



### PRICES FOR EXHIBITORS

Day pass	EUR 27.00
Permanent pass	EUR 51.00
Voucher for trade visitor tickets	EUR 17.00

### PRICES FOR TRADE VISITOR

Day pass	EUR 45.00
Permanent pass	EUR 85.00
Gold Upgrade Day pass	plus EUR 35.00
Gold Upgrade Permanent pass	plus EUR 65.00
Day pass Friday	EUR 27.00
Student pass	EUR 17.00



### ARRIVAL & HOTEL

We support you in your personal travel preparations. Remember to check your country's VISA requirements and book your accommodation well in advance.

- [Arrival & Departure](#)

- [Hotels](#)

- [Destination Berlin](#)

- [Visa](#)

No ticket sale onsite and no registration at the entrances.

Online tickets via:

[www.fruitlogistica.com](http://www.fruitlogistica.com)





## What's important?

Experience our new services



### THE EXHIBITOR PORTAL

The [exhibitor portal](#) is your central platform for participating in FRUIT LOGISTICA. Submit your stand registration, register co-exhibitors or manage your placement offer here. We are already working on fully integrating further services into the new exhibitor portal, such as our current BECO-Webshop. So that you will be able to find all services in one portal in the future.


Contact:  +49(0)30/3038-1111

 [fruitlogistica@messe-berlin.de](mailto:fruitlogistica@messe-berlin.de)



### PURCHASE VOUCHERS FOR YOUR CUSTOMERS

Give your customers direct and free access to the trade show and invite them to your stand. After the event, you will only be charged for the vouchers which have been actually redeemed. You can find more information in the [BECO-Webshop](#) under the menu item *Tickets and Parking*.

Contact:  +49(0)30/3038-1111

 [fruitlogistica@messe-berlin.de](mailto:fruitlogistica@messe-berlin.de)



### THE WELCOME PARTY

Save the date: 6. February 2024!

Join us to celebrate the start of this year's FRUIT LOGISTICA for the first time at a new location: at Metropol, a magnificent former theater in the heart of Berlin!

Enjoy signature drinks in a spectacular location and use the opportunity to network with our exhibitors and trade visitors in a relaxing atmosphere. Let your evening round off with our DJ and live band music.

Contact:  +49(0)30/3038-1111

 [fruitlogistica@messe-berlin.de](mailto:fruitlogistica@messe-berlin.de)



## BECO-Webshop

The platform for ordering services



### BECO-WEBSHOP

The [BECO-Webshop](#) is the platform for ordering all the products and services needed for your participation in the trade fair: from additional passes to security cover, parking, cleaning, displays and stand equipment.

Order your free construction and dismantling passes or download the hall plan of your stand with all technical details.

The BECO-Webshop can also provide any other information, such as deadlines for placing orders, required approvals, and the Technical Guidelines.

### MAKE SURE TO NOTE OUR DEADLINES:

- Submit your stand construction plans for official approval by 28.11.2023 (only mandatory for multistorey stands).
- Place all orders in the BECO-Webshop by 10.01.2024.  
After the deadlines, a surcharge applies.

Contact:  [beco-support@messe-berlin.de](mailto:beco-support@messe-berlin.de)





## Exhibition planning

For your trade show preparation



### VisiFair: LOADING ZONE BOOKING PORTAL


VisiFair, our space management system, allows you to designate and pre-book loading zones for a specific time, ensuring fast, efficient and reliable delivery and collection at the desired location.

Our VisiFair system ensures stress-free and on-schedule planning. The distribution and allocation of time slots for the various loading zones reduces congestion at the entrance gates considerably, thus saving precious time when assembling and dismantling stands.

**Exhibitors and suppliers can only enter the exhibition grounds for set-up and dismantling work after registering with the system and pre-booking a loading zone!**

The VisiFair booking portal will open towards the middle of December 2023. Under [Traffic and Logistics](#) you will find a link to VisiFair. With the **event code ZklUQ** you can register for your time slot after logging in.

Further access regulations can be found in our [traffic guide](#).

Contact:  +49(0)30/3038-4334

 [traffic@messe-berlin.de](mailto:traffic@messe-berlin.de)



### STAND CONSTRUCTION & REGULATION

#### Set-up

2–5 February 2024 | 7 a.m.–0.00 p.m.

Halls 1.1, 2.1, 3.1, 4.1, 5.1, 6.1:

1–5 February 2024 | 7 a.m.–0.00 p.m.

**End of construction:** 5 February, at midnight

**End of decorative installation:** 6 February, 10 p.m.

#### Dismantling

9 February 2024 | 4 p.m.–10 p.m.

**No dismantling allowed before 4 pm!**

10–12 February 2024 | 7 a.m.–10 p.m.

**The stand decoration ends on  
Tuesday, 6 February 2024 at 10 p.m.  
After this period no more stand  
decorations are permitted.**

More information for your trade show preparation can be found here:

[Exhibition Planning](#)

[Entry & Access](#)

[Stand construction](#)

[Traffic & Logistics](#)



## Exhibition planning

For your trade show preparation

SERVICES	CONTACT
Advertising & Sponsoring	<b>Capital Services GmbH</b> Tel: +49(0)30/3038-2525 <a href="mailto:advertising@messe-berlin.de">advertising@messe-berlin.de</a>
Catering	<b>Capital Catering GmbH</b> Tel: +49(0)30/3038-2993 <a href="mailto:cateringservice@capital-catering.de">cateringservice@capital-catering.de</a> <a href="http://www.capital-catering.de">www.capital-catering.de</a>
Complete stand orders and stand construction services by Messe Berlin	<b>Capital Services GmbH</b> Tel: +49(0)30/3038-1415 <a href="mailto:systems@mb-capital-services.de">systems@mb-capital-services.de</a>
Forwarding services	<b>Schenker Deutschland AG</b> Tel: +49(0)30/301 2995 420 <a href="mailto:fairs.berlin@dbschenker.com">fairs.berlin@dbschenker.com</a>
Online Entry / List of Exhibitors and FRUIT LOGISTICA Online Platform	<b>Capital Services GmbH</b> Tel: +49(0)30/3038-2500 <a href="#">Service-Portal</a>
Orders / Services	<b>Exhibitor service</b> Tel.: +49(0)30/3038-1400 <a href="mailto:fair-service@messe-berlin.de">fair-service@messe-berlin.de</a>
Stand construction approval / technical questions about the stand	<b>Messetechnik</b> Tel: +49(0)30/3038-4024 Tel: +49(0)30/3038-4028 <a href="mailto:messetechnik@messe-berlin.de">messetechnik@messe-berlin.de</a>
Tickets, exhibitor passes	<b>Capital Services GmbH</b> <a href="mailto:tickets@messe-berlin.de">tickets@messe-berlin.de</a>
User account Login/ Password	<b>BECO-Webshop</b> <a href="mailto:beco-support@messe-berlin.de">beco-support@messe-berlin.de</a> <a href="#">BECO-Webshop</a>

### Personal Support for your successful participation

Your contact for all inquiries regarding FRUIT LOGISTICA can be found on our website via [Contact](#).

Team FRUIT LOGISTICA: [fruitlogistica@messe-berlin.de](mailto:fruitlogistica@messe-berlin.de), Tel: +49(0)30/3038-1111

[Our international representatives can be found here.](#)



## Marketing & Media Services

Make the most of your attendance



### Advertising & Sponsoring

There are numerous options for the perfect presentation of your brand:

- Indoor & Outdoor advertising
- Sponsoring
- Branding
- Promotional Offers

[Advertising & Sponsoring](#)

Contact:  +49(0)30/ 3038-2525

 [advertising@messe-berlin.de](mailto:advertising@messe-berlin.de)



### Social Media, Logos & Banners

Actively promote your trade show presence by generating your personalised e-mail banner with hall and stand number free of charge via our website. Additionally use our logo for your advertisements or draw attention to your participation by sending an email to your customer base. You can also find us on social media - don't forget to link us and use the hashtag #FL24.

[Logos & Banners](#)

Contact:  +49(0)30/ 3038-2525

 [advertising@messe-berlin.de](mailto:advertising@messe-berlin.de)



### PR for Exhibitors

Maximize your PR value in advance. We offer you:

- Support for the organization of your press conference
- Digital press compartments
- Procurement of experienced photographers
- Active approach of national and international media

[PR for Exhibitors](#)

Contact:  +49(0)30/3038-2295

 [susanne.tschenisch@messe-berlin.de](mailto:susanne.tschenisch@messe-berlin.de)



## Marketing & Media Services

Make the most of your attendance



### FRUIT LOGISTICA ONLINE (FLO)

[FRUIT LOGISTICA Online](#) is the digital extension of your exhibition presence and is already included in your Media Package. Maintain your company and product presentations or book additional services on FRUIT LOGISTICA Online.

As a registered exhibitor, you will receive a link to the Content Manager at the beginning of November to complete your profile. The data you enter in your profile will serve as the basis for your entry in the printed Exhibition Guide. To ensure a complete entry in the Exhibition Guide, please update your profile by the beginning of December.

Contact:  +49(0)30/3038-2500

 [support@messe-berlin.de](mailto:support@messe-berlin.de)



### Advertising in the Exhibition Guide

[Exhibition Guide](#): If you would like to provide more information to trade visitors or make sure your company stands out from the rest, then consider one of the following options: A entry with company log in full color or a premium entry and advertisement possibilities.

Contact:  +49(0)211/9910440

 [katalog@fruchthandel.de](mailto:katalog@fruchthandel.de)



### Spotlight

[Spotlight](#) offers exhibitors and co-exhibitors an opportunity to present their premieres and innovations to visitors and to the media free of charge. This exclusive platform provides descriptions and images of new and improved products, machinery, processes, systems, techniques and technologies along with services, special promotions and exhibitor campaigns.

Contact:  +49(0)30/3038-4562

 [spotlight@fruitlogistica.de](mailto:spotlight@fruitlogistica.de)



## Additional Events & Services


Highlight your participation



### FRUIT LOGISTICA INNOVATION AWARD (FLIA)

The FRUIT LOGISTICA Innovation Award (FLIA) recognizes outstanding innovations in the entire fruit and vegetable supply chain from production to the point of sale. Whether it's fresh products, services, technology and technical systems – what innovations would you like to present? **New: In addition to the FLIA, the FLIA Technology will be awarded for the first time in 2024 for outstanding innovations in the field of Machinery & Technology.** Application deadline is the 17 November 2023.

[Innovation Award FLIA](#)

Contact:  +49 211 99 104 25

 [events@fruchthandel.de](mailto:events@fruchthandel.de)



### Tech Stage

At Tech Stage, exhibitors present innovative, practical ideas and technical solutions from the field of machinery and technology. Tech Stage is an open forum that is accessible to all trade visitors free of charge. There are 20-minute timeslots.  
Deadline: 2 Dezember 2023 (Early booking: 2 November 2023)

[Tech Stage Registration](#)

Contact:  +49 211 99 104 22

 [ds@fruchthandel.de](mailto:ds@fruchthandel.de)



### Organic-Route

The Organic-Route offers trade visitors the opportunity to reach exhibitors with certified Organic products quickly and directly. Do you have a fresh organic product in your portfolio with which you would like to participate at FRUIT LOGISTICA? The requirement for participation is a certificate for fresh organic products.

[Organic-Route](#)

Contact:  +49 (0)30 3038 1111

 [fruitlogistica@messe-berlin.de](mailto:fruitlogistica@messe-berlin.de)



## Exhibitor Timetable

MAY – JULY			
Early May to 31 July 2023	Submit your stand registration online	<a href="http://www.fruitlogistica.com/en/exhibitors/registration/">www.fruitlogistica.com/en/exhibitors/registration/</a>	
31 July 2023	<b>Registration deadline for exhibitors</b> , then registration for the waiting list	<a href="http://www.fruitlogistica.com/en/exhibitors/registration/">www.fruitlogistica.com/en/exhibitors/registration/</a>	
AUGUST			
from August	Submit registration for <b>Tech Stage</b> and <b>Innovation Award (FLIA)</b>	<a href="http://www.fruitlogistica.com/en/events/tech-stage/">www.fruitlogistica.com/en/events/tech-stage/</a> <a href="http://www.fruitlogistica.com/en/events/innovation-award-(flia)/">www.fruitlogistica.com/en/events/innovation-award-(flia)/</a>	
SEPTEMBER – OCTOBER			
September – October	<b>Receipt of placement proposal, confirmation of placement</b>	via exhibitor portal	
	Register co-exhibitors online	<a href="http://www.fruitlogistica.com/en/exhibitors/registration/">www.fruitlogistica.com/en/exhibitors/registration/</a>	
	Advertising & Sponsoring	<a href="http://www.fruitlogistica.com/en/exhibitors/marketing/advertising-spaces-sponsoring/">www.fruitlogistica.com/en/exhibitors/marketing/advertising-spaces-sponsoring/</a>	
as early as possible	Make travel reservations	<a href="http://www.fruitlogistica.com/en/trade-visitors/travel-hotel/">www.fruitlogistica.com/en/trade-visitors/travel-hotel/</a>	
	Apply for visa if required	<a href="http://www.fruitlogistica.com/en/trade-visitors/travel-hotel/visa/">www.fruitlogistica.com/en/trade-visitors/travel-hotel/visa/</a>	
	Select stand construction company, noting all relevant regulations	<a href="http://www.fruitlogistica.com/en/exhibitors/exhibition-planning/">www.fruitlogistica.com/en/exhibitors/exhibition-planning/</a>	
from October 2023	Registration for <b>Spotlight</b> and <b>Startup Day</b>	<a href="http://www.fruitlogistica.com/en/trade-visitors/spotlight/">www.fruitlogistica.com/en/trade-visitors/spotlight/</a> <a href="http://www.fruitlogistica.com/en/events/startup-day/">www.fruitlogistica.com/en/events/startup-day/</a>	
NOVEMBER			
from November 2023	<b>Receive down payment invoice incl. official stand number</b>	electronic invoicing via E-invoicing portal Quadient	
	Order additional services – BECO-Webshop	<a href="http://www.fruitlogistica.com/en/exhibitors/beco-webshop/">www.fruitlogistica.com/en/exhibitors/beco-webshop/</a>	
	Order construction and dismantling passes	<a href="http://www.fruitlogistica.com/en/exhibitors/beco-webshop/">www.fruitlogistica.com/en/exhibitors/beco-webshop/</a>	
	Send invitations to customers and business partners		
	Order entry vouchers for customers and business partners	<a href="http://www.fruitlogistica.com/en/exhibitors/beco-webshop/">www.fruitlogistica.com/en/exhibitors/beco-webshop/</a>	
	Order PR services and digital press box	<a href="http://www.fruitlogistica.com/en/press/">www.fruitlogistica.com/en/press/</a>	
4 November 2023	Closing date for Spotlight exhibitors	<a href="http://www.fruitlogistica.com/en/trade-visitors/spotlight/">www.fruitlogistica.com/en/trade-visitors/spotlight/</a>	
	Closing date for Startup Day	<a href="http://www.fruitlogistica.com/en/events/startup-day/">www.fruitlogistica.com/en/events/startup-day/</a>	
10 November 2023	Closing date for co-exhibitors	<a href="http://www.fruitlogistica.com/en/exhibitors/registration/">www.fruitlogistica.com/en/exhibitors/registration/</a>	
17 November 2023	Closing date for Innovation Award (FLIA)	<a href="http://www.fruitlogistica.com/en/events/innovation-award-(flia)/">www.fruitlogistica.com/en/events/innovation-award-(flia)/</a>	
until 28 November 2023	<b>Submit stand construction plans for official approval only mandatory for multistorey stands</b>	<a href="mailto:messetechnik@messe-berlin.de">messetechnik@messe-berlin.de</a>	
until 30 November 2023	Update your FRUIT LOGISTICA Online (FLO) / Exhibition Guide: entries for exhibitors/co-exhibitors	Link via email to all exhibitors. This can be used to maintain and update the exhibitor entry.	

Subject to change. Please note: further information may follow at a later date at [fruitlogistica.com](http://fruitlogistica.com)



## Exhibitor Timetable

DECEMBER			
2 December 2023	Closing date for Spotlight for <b>co-exhibitors</b>	<a href="http://www.fruitlogistica.com/en/trade-visitors/spotlight/">www.fruitlogistica.com/en/trade-visitors/spotlight/</a>	
	Closing date for Tech Stage bookings	<a href="http://www.fruitlogistica.com/en/events/tech-stage/">www.fruitlogistica.com/en/events/tech-stage/</a>	
middle of December 2023	Receiving codes for free exhibitor passes	The codes will be sent via email from <a href="mailto:tickets@messe-berlin.de">tickets@messe-berlin.de</a> versendet	
	Book your time slot via VisiFair. <a href="#">Event code ZkIUQ</a> .		
21 December 2023	<b>Exhibition Guide</b> deadline für advertisement booking	<a href="http://www.fruitlogistica.com/en/exhibitors/marketing/exhibition-guide/">www.fruitlogistica.com/en/exhibitors/marketing/exhibition-guide/</a>	
JANUARY			
until 3 January 2024	Order stand equipment (electrical and water connections etc.)	<div>Book your online orders here:</div> <div>&gt;&gt;&gt; <a href="http://www.beco.messe-berlin.com">www.beco.messe-berlin.com</a> &lt;&lt;&lt;</div> <div>! PLEASE NOTE:</div> <div>Orders placed in the BECO-Webshop less than 4 weeks before the exhibition begins will be charged an additional 20 % over the standard prices.</div>	
	Organize transport of stand equipment		
	Order parking places for vehicles		
	Order waste disposal and stand cleaning services		
	Order security services, insurance, storage		
	Order catering		
	Book additional staff for stand		
5 January 2024	<b>Exhibition Guide</b> deadline for printing materials	<a href="http://www.fruitlogistica.com/en/exhibitors/marketing/exhibition-guide/">www.fruitlogistica.com/en/exhibitors/marketing/exhibition-guide/</a>	
FEBRUARY			
1 February 2024	Start of stand construction in halls: 1.1, 2.1, 3.1, 4.1, 5.1, 6.1		
from 2 February 2024	Stand construction in all halls from 7.00 a.m. to 0.00 p.m. daily	1–5 February 2024: night works possible; ordering at least 1 day before ( <a href="#">BECO Webshop &gt; Permissions and Technical Guidelines</a> )	
5 February 2024	End of stand construction: 0.00 p.m. (stand construction inspection)		
6 February 2024	End of stand decoration: 10.00 p.m.		
7–9 February 2024	Opening hours for exhibitors:	8.00 a.m.–7.00 p.m., Friday 8.00 a.m.–5.00 p.m.	
	Opening hours for trade visitors:	9.00 a.m.–6.00 p.m., Friday 9.00 a.m.–4.00 p.m.	
9 February 2024	Start of stand dismantling in all halls: 4.00 p.m.	<div>! Exhibitors are obliged to maintain their stands fully</div> <div>• equipped and decorated and to man the stand with official staff for the entire duration of the exhibition from 9.00 a.m. to 6.00 p.m. each day. Dismantling of stands before 4.00 p.m. on Friday, 9 February 2024.</div>	
10–12 February 2024	Stand dismantling: 7.00 a.m.–10.00 p.m. daily		
APRIL			
April 2024	Receive final invoice	electronic invoicing via E-Invoicing-Portal	

#FL24

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