



Today's ideas are the success stories of tomorrow

Look forward to the future with
the FRUIT LOGISTICA Future Lab

*"The future belongs to those
who can see the opportunities
before they become obvious."*

Oscar Wilde

Why not think about tomorrow today?

Today's fruit trade is undergoing a process of rapid change – whether it is in new varieties, new technology, new logistical concepts or changing consumer tastes.

To meet the challenge of change in our business successfully, knowledge and information about future developments are an essential commodity.

The FRUIT LOGISTICA Future Lab is a bridgehead into the future, aiming to help turn today's ideas into tomorrow's commercial innovations.

"It is a good and simple way to connect science and business. The Future Lab was a good opportunity for me to have contact with commercial and agrochemical companies."

Catherine Baroffio, Agroscope, Switzerland



This is the FRUIT LOGISTICA Future Lab

- an open forum within the exhibition
- a total of 10 thirty-minute sessions over 3 days (6–8 February 2019)
- free admission for visitors and exhibitors
- simultaneous translation in English, French, German, Italian and Spanish

The idea of the Future Lab is to present products, projects, concepts, solutions and even visions that will give our industry important new input in the next two to five years.

All areas of the supply chain are covered – from seed to shop.

“At last a simple concrete platform where researchers and innovators can exchange ideas with the trade.”

Dr. Walter Guerra, Laimburg Research Centre for Agriculture and Forestry, Italy



Future Lab themes in recent years

- Dealing with Panama Disease
- Consistency instead of alternation
- Getting to the roots of quality
- New apricot varieties – in shape at last for the long haul
- Energy – less is more
- Drop for drop – small droplets with great effect

You can see the 2019 Future Lab programme from October 2018
at www.fruitlogistica.com.

* Selection only

*“Fruit Logistica was the best place for scientific dissemination,
something which in our opinion is synergetic with business events.”*

Prof. Dr. Giancarlo Colelli, University of Foggia, Italy



Become a Future Lab innovation partner

We work together with universities, research institutes and innovative companies and are constantly extending our network.

- Would you like to help mould the future?
- Do you have suggestions for innovative ideas which ought to be presented at the next FRUIT LOGISTICA?
- Are you willing to share your knowledge?
- Do you want to share in the varied knowledge resources in our network? > FRUIT LOGISTICA Future Lab (LinkedIn Group)

We offer you the opportunity for an exchange of ideas and discussion. But more than that, we offer you the ideal platform to present your innovation – the FRUIT LOGISTICA Future Lab, with specialists, professionals and potential customers from every corner the world. Over 78.000 exhibitors and visitors from more than 130 countries come to FRUIT LOGISTICA every year.



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