For a company like ours, going to FRUIT LOGISTICA is a must. It’s a meeting place that we cannot miss. In just a few days you can meet a lot of people whom we would otherwise only be able to meet through weeks of travelling.

Fulvio Berton, Top Seeds International

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FRUIT LOGISTICA is the ideal platform to present your plans and ideas for the future: 72,000 trade visitors are urgently looking for answers to the new challenges facing the industry.

FRUIT LOGISTICA presents the complete picture: the widest possible spectrum of international trade visitors from the entire value and supply chain.

FRUIT LOGISTICA offers global solutions: total visibility for your product, a quick-fire exchange of information, and face to face meetings with business partners.
THREE DAYS IN BERLIN
SET THE SCENE FOR
A WHOLE YEAR:
FRUIT LOGISTICA

Your business partners and target customers all under one roof; with face to face meetings and a frank exchange of information and ideas.

Berlin is where you meet the decision-makers:
more than 75% of trade visitors to the fair hold leading management positions,
more than 80% have direct influence on procurement decisions.

The business platform for the international retail trade: here retail buyers find new suppliers and sources, and are on the lookout for new products.

International awards with an industry-wide impact: the FRUIT LOGISTICA Innovation Award, for example, is open to all exhibitors offering pioneering innovations.

“FRUIT LOGISTICA... is the best trade show in Europe because it is so international and the quality of visitors is very high.”
Ger van Burik, Holland Fresh Group
FRUIT LOGISTICA is the most important convention for the fresh fruit industry. In five minutes, the world will know more about our product, because everyone follows the information from FRUIT LOGISTICA. This will be a major boost for our product.

Jérémie Chabanis, Syngenta

More than 3,300 exhibitors from over 90 countries in 2020. Some 90% said they plan to participate again in 2021.

More than 72,000 trade visitors in 2020 from 135 countries. Again, around 90% said they plan to come back in 2021.

More than 90% of exhibitors say that FRUIT LOGISTICA is the ideal platform for presenting innovations.

Some 90% of exhibitors rate the commercial success of their participation positively.

All figures controlled and certified according to FKM guidelines by an independent auditor.
New machinery and technical solutions transform the industry: the special exhibition area for **innovative machinery, digitalization, automation and network technology** will be a particular highlight of FRUIT LOGISTICA 2021.

Your innovation can make a difference: trade visitors are constantly looking for new technical ideas and solutions for **efficient, sustainable agriculture and product processing**.

**Special focus on greenhouse technology**: pioneering concepts for greenhouses and modern cultivation techniques.

Put your machinery and technical solutions in the spotlight: register your stand space now at [fruitlogistica.com](http://fruitlogistica.com).
THE DIGITAL STAGE FOR YOUR PRESENTATION: THE EXHIBITOR PLATFORM VIRTUAL MARKET PLACE®

The online platform for your products and technical solutions
Available online all year round 24/7
Your virtual stand can be edited and updated at any time
The ideal networking platform for establishing contacts and arranging meetings

MAKE AN IMPACT WITH YOUR IDEAS. FRUIT LOGISTICA IS THE PLACE TO DO IT.

FRUIT LOGISTICA brings the top people together under one roof: your products and ideas and a first-class trade audience looking for concrete business ideas, innovative solutions and new suppliers.

FRUIT LOGISTICA marketing support: with everything from the Spotlight feature for your exhibition premieres, to product-based visitor routes and effective advertising and sponsorship opportunities.

The FRUIT LOGISTICA information package: learn about the latest industry developments at our events and workshops, share ideas and network with participants from all over the world.
Start-up Day: young companies with future-oriented business ideas

FRUITNET World of Fresh Ideas: the inspirational multimedia event on the day before the trade fair

Fresh Produce Forum: the stage for top themes and trends in today’s fresh produce business

Future Lab: new products, ground breaking solutions and forward-looking concepts

Tech Stage: practical new ideas and technical solutions for the entire supply chain

Logistics Hub: presentations on key topics affecting the entire logistical chain

“Messe Berlin did everything to make us feel secure. We had a lot of visitors and are very satisfied. We take part in a lot of trade shows, but FRUIT LOGISTICA is the biggest and most important to us.

Bianca Bonifacio, C.S.O.
LOOK FORWARD AND REGISTER TODAY:
FRUITLOGISTICA.COM

#fruitlogistica2021

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