THE INNOVATION CLUB
Get inspired onsite. Spread the word online.

Every crisis, and it is very true of the one we are living at this moment, produces any number of innovations and new ideas. Innovations which have been developed have fundamentally impacted the future - and they are assets for our common future. Hence, an innovation can be seen as an idea (invention) which is monetarized and scalable.

FRUIT LOGISTICA SPECIAL EDITION 2021 brings together all its content and event elements relevant to this topic to showcase the latest innovations in one central space on the fairground. All the future innovation that is happening in every single part of the value chain will be highlighted within this exclusive area - called “The Innovation Club”. In 2021, the spotlight is on innovation ...

The Innovation Club is a new point of departure for the global fresh produce industry and offers clear and easy orientation to update the latest products and solutions.

This compact presentation zone onsite in Berlin at FRUIT LOGISTICA SPECIAL EDITION will be the central stage for all innovative ideas in 2021.

THREE KEY REASONS FOR FRUIT LOGISTICA SPECIAL EDITION 2021

1. It gives you in the fresh produce business all the over the world the first opportunity in almost 18 months to meet face-to-face in a safe, COVID-secure environment

2. It helps you to grow your business and to better manage your future strategy

3. It gives you the chance to showcase your latest product innovations and business solutions that will determine the immediate future of the fresh produce business

“It is not the strongest of the species that survives, not the most intelligent that survives. It is the one that is the most adaptable to change.”

Charles Darwin

“There’s a way to do it better. Find it.”

Thomas A. Edison
THE FOLLOWING ELEMENTS MAKE UP PART OF THE INNOVATION CLUB:

1. THE INNO ZONE

Dedicated exhibitor stands for innovative companies showcasing a specific and impactful new product or solution live. This will offer an exciting cross-section of the entire value chain (fresh produce, seeds & fertilizers, packaging, logistics, machinery & technology, cultivation equipment, greenhouse technology).

How to be part of THE INNO ZONE (EXHIBITION SPACE OF THE INNOVATION CLUB)?

- Companies must book a stand package for the Inno Zone. We only offer stand packages of 18 m².
- Your innovation must be a novelty and as indicated on the application form will be presented for the first time. Definition of an innovation: It has just gone to market in the 12 months running up to the event. Please indicate your information when filling in the online application form (notes).
- Your application to exhibit at the Inno Zone (The Innovation Club) must be approved by the organisers.

THE TASTE SPACE

A specific area presenting the latest developments of fruit and vegetables which can be tasted bearing in mind the standards of the hygiene concept (COVID-secure environment). Application form will be online in February 2021.
2. INNO INSIGHTS AND AWARDS

Presentation of all FLIA nominees:
FLIA (FRUIT LOGISTICA INNOVATION AWARD) honours outstanding innovations in the entire fruit and vegetable supply chain from farm gate to supermarket shelf, which have just gone to market in the 12 months running up to the event.

SPOTLIGHT:
This highlights the latest product launches and premiers (event, continental and global) featured at FRUIT LOGISTICA SPECIAL EDITION. It can be researched online ahead of time and found directly on the individual participating exhibitor stands. Conditions for Spotlight can be found online.

FUTURE LAB:
Event programme of expert presentations about the future of the industry, which focuses on the products and solutions which will hit the market within two to five years. Onsite and streamed: After the event, presentations will be online as well.

You can apply to take part in every area. For all elements, application forms can be found online.