



FRUIT 2017
LOGISTICA
BERLIN
8|9|10 FEBRUARY
WWW.FRUITLOGISTICA.COM



FRUCHTHANDEL
MAGAZINE

||||| Messe Berlin



**FRUIT
LOGISTICA 2017
BUILDS
BRIDGES...**



Meet the key decision-makers. Make connections. Build trust.

- Face to face meetings over 3 days in one top location
- 88% of the visitors in Berlin take part in purchasing decisions
- 78% occupy management positions in their companies
- All of them are looking for new opportunities, new products, new ideas

...BETWEEN PEOPLE.



All the key players. All the international markets. All the opportunities.

- FRUIT LOGISTICA: the number one event for the global fresh produce trade
- 70,000 buyers and trade professionals from more than 130 countries
- The most important names in the business from every link of the value chain
- 20,000 visitors alone from new markets in Asia, the Middle East, Africa and Latin America

**...ALONG THE
SUPPLY CHAIN.**



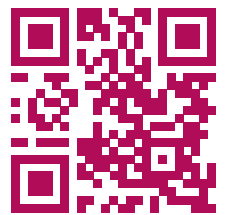
Global knowledge centre. Pathfinding events. International experts.

- FRUIT LOGISTICA Innovation Award and Spotlight: presenting the very latest products
- Workshops and conferences focusing on new ideas and trends: FUTURE LAB, LOGISTICS HUB, TECH STAGE, FRUIT LOGISTICA HALL FORUM, FRESH PRODUCE FORUM
- Unbeatable sources of information – translated simultaneously in 5 languages

...INTO THE FUTURE.

BUILD BRIDGES ONLINE:

- Information, registration, help and support in your own language: FRUITLOGISTICA.COM
- Be part of the year-round FRUIT LOGISTICA Virtual Market Place:
FRUITLOGISTICA.COM > EXHIBITOR SEARCH



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Show your strengths. Show the world. Take a stand in Berlin.

- Register now for FRUIT LOGISTICA 2017, the bridge to success for your business
- A unique showplace for new products, new suppliers, new ideas and new contacts
- No other exhibition presents the entire world of fresh produce so comprehensively
- 93% of the 2,884 exhibitors in 2016 report positive results from their participation

...TO SUCCESS.