

THE WORLD OF FRESH PRODUCE

FRUIT LOGISTICA

BERLIN, 8 - 10 FEBRUARY 2012

WWW.FRUITLOGISTICA.COM

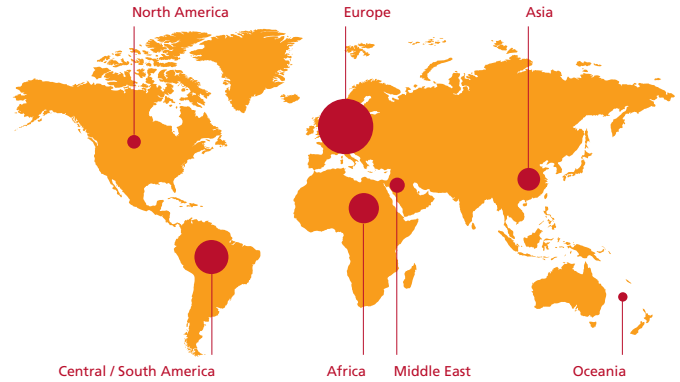


FRUCHTHANDEL
MAGAZINE

 Messe Berlin

MEET THE WORLD OF FRESH PRODUCE IN JUST THREE DAYS

EXHIBITORS FROM ALL OVER THE WORLD



Now in its 20th year, FRUIT LOGISTICA is the world's top event in the international fresh produce trade calendar. Over 56,000 top decision-makers from 132 different countries attended the 2011 exhibition in February in Berlin. More than 2,400 exhibitors from over 80 nations represented the entire world of fresh produce, covering every sector of the international fruit and vegetable supply chain from production, distribution and marketing, through to the point of sale.

In just three days in Berlin, you can see what is happening in the world of fresh produce today and where it is going tomorrow.



One flight, one hotel and one convenient location. It can be that easy. And this year you can again visit FRESHCONEX at the same time, the specialist exhibition for the fresh produce convenience sector.

FRUIT LOGISTICA, THE IDEAL PLACE TO...

- Meet thousands of new suppliers and customers in only three days
- Get new ideas and inspiration for your business
- Talk to your existing international business partners
- See what's new on the market and what your competition is doing
- Find out about the latest trends and developments at seminars, workshops and industry meetings
- Visit two specialised exhibitions under one roof at the same time – FRUIT LOGISTICA for fresh fruit and vegetable marketing, and FRESHCONEX for the fresh produce convenience sector



"WE EXHIBIT AT FRUIT LOGISTICA IN ORDER TO MEET OUR COMMERCIAL PARTNERS. WE ARE VERY SATISFIED WITH THE WAY THE EXHIBITION HAS GONE BECAUSE OF THE EXCELLENT BUSINESS CONTACT POSSIBILITIES."

Emmanuel Langdorf,
Metro Group, Germany

FACTS AND FIGURES

EXHIBITORS FROM ALL OVER THE WORLD AND EVERY SECTOR OF THE INDUSTRY

With more than 2,400 companies and organizations from over 80 countries and all five continents, there is no better place in the world to make new business contacts or to meet up with existing ones.



TOP LEVEL VISITORS FROM EVERY CORNER OF THE GLOBE

More than 56,000 top international decision-makers from 132 different countries came to FRUIT LOGISTICA 2011 in Berlin.



FIND WHAT YOU ARE LOOKING FOR...

Nine out of ten trade visitors to 2011 FRUIT LOGISTICA said they were more than satisfied with their visit to the exhibition.

- 97% were positively impressed by the exhibition
- 88% were directly involved in buying decisions
- 90% intend to return again in 2012
- 97% would recommend others to visit



...AND ACHIEVE WHAT YOU SET OUT TO DO!

We asked trade visitors to FRUIT LOGISTICA 2011: "To what extent did you actually achieve the aims which you set yourself in attending the exhibition?"

- 86% gained a good overview of the market and the competition
- 83% were able to make new contacts with suppliers
- 83% were able to find out about new products and services
- 97% gained positive commercial results for their company
- 81% were able to prepare business deals
- 81% were able to conclude business deals

All data derived from independent exhibitor and visitor surveys carried out by Hopp & Partner, Berlin, Germany

"AT FRUIT LOGISTICA WE MEET SO MANY CUSTOMERS ON JUST ONE SINGLE BUSINESS TRIP. THAT IS IDEAL FOR US."

Patricio Pizzoglio, Fundación Export.Ar, Argentina

"FRUIT LOGISTICA CONTINUES TO BE THE MOST IMPORTANT EXHIBITION FOR FRESH PRODUCE ANYWHERE IN THE WORLD. IT GIVES US A GREAT CHANCE TO GET FEEDBACK FROM CUSTOMERS AND POTENTIAL CUSTOMERS AND TO PRESENT OUR LATEST PROJECTS AND INNOVATIONS."

David McCann, Fyffes plc, Ireland

THE VIRTUAL MARKET PLACE®

WHAT CAN I SEE? WHO CAN I MEET?

To get a detailed picture of all the companies who exhibit at FRUIT LOGISTICA and of the thousands of products on show, visit the FRUIT LOGISTICA Virtual Market Place at www.fruitlogistica.com > Exhibitor Search.

- Find companies and suppliers of particular interest to you
- Compare their products and send enquiries in advance
- Get full contact details and arrange meetings in advance online
- Plan your visit to the exhibition using the special hall route planner



"AS FAR AS OUR SECTOR IS CONCERNED, THERE IS ONLY FRUIT LOGISTICA. NO OTHER EXHIBITION IS AS IMPORTANT... HERE IN BERLIN WE HAVE SALES MEETINGS OF THE HIGHEST QUALITY."

Eric Van Den Berghe,
Brussels Export, Belgium

"FRUIT LOGISTICA IS A TREMENDOUS MEETING PLACE FOR ALL ELEMENTS OF THE RETAIL SECTOR AND THE FRESH PRODUCE SUPPLY CHAIN."

Alan Forrester, Univeg Direct, UK

TARGET GROUPS

IMPORTERS
EXPORTERS
GROWERS
WHOLESALEERS
DISTRIBUTORS
RETAILERS
CATERING
ASSOCIATIONS
INSTITUTIONS

FRESH FRUIT
FRESH VEGETABLES
EXOTIC PRODUCTS
ORGANIC PRODUCE
POTATOES
DRIED FRUIT AND NUTS
FRESH HERBS AND SPICES
FLOWERS AND PLANTS
FOR SELF-SERVICE OUTLETS

PACKAGING
GRADING AND SORTING
TRANSPORT
LOGISTICAL SYSTEMS
PRODUCE HANDLING
STORAGE
RECYCLING AND DISPOSAL
QUALITY CONTROL SYSTEMS
SHOPFITTING
MARKETING
MARKET RESEARCH
MANAGEMENT CONSULTANCY
PRESS AND MEDIA
TECHNICAL SERVICES AND PRODUCTS
COMPUTER AND INTERNET SOLUTIONS
CULTIVATION SYSTEMS
SEEDS AND PLANT MATERIAL



VISIT FRESHCONEX
FOR FRESH PRODUCE
CONVENIENCE PRODUCTS,
EQUIPMENT AND SERVICES

TIPS FOR A SUCCESSFUL VISIT


WWW.FRUITLOGISTICA.COM

Our website provides all the help, information and advice you need to plan your visit to FRUIT LOGISTICA effectively.

GO TO VISITOR SERVICE FOR

- Online ticket purchasing and registration at special rates
- Details of the special FRUIT LOGISTICA Visitor Guide

GO TO HOTEL & TRAVEL FOR

- Hotel information and reservation services 
- Full details of airport and hotel bus shuttle services
- Travel advice and tourist information on Berlin
- Details of local transport including S-Bahn, U-Bahn and buses
- Full details of the fairground bus shuttle service for easy transport round the exhibition

THE SPECIAL FRUIT LOGISTICA VISITOR GUIDE



GO TO EXHIBITOR SEARCH FOR

- The FRUIT LOGISTICA Virtual Market Place with the latest details of exhibitors and their stand locations, as well as useful search and contact functions

GO TO AT A GLANCE FOR

- Detailed plans of the exhibition halls (from mid-January 2012)
- Online edition of the official printed catalogue (from mid-January 2012)

GO TO EVENTS FOR

- Latest details of all hall forums, events and receptions

GO TO CONTACT FOR

- Details of our local representative in your country
- Special offers for tickets with savings of 40% on on-site prices

The FRUIT LOGISTICA Visitor Guide has more than 20 pages of useful tips, check lists, maps and other information specially compiled for new visitors to the exhibition. This special publication has been produced to help you to make the most of your visit to Berlin, and to plan your trip effectively.

You can see the online edition on our website under Visitor Service > Visitor Guide, or contact your local representative or the FRUIT LOGISTICA team in Berlin for your own printed copy.

FIND OUT MORE ABOUT THE BUSINESS YOU ARE IN

FRUIT LOGISTICA offers a wide programme of seminars and other interesting events. Here is a list of just some of them.

TUESDAY, 7 FEBRUARY 2012

OFFICIAL FRUIT LOGISTICA PRESS CONFERENCE

11.00 hrs, ICC Berlin, Saal 4/5

31ST FRESH PRODUCE FORUM

15.30–19.00 hrs, ICC Berlin, Hall 15.2

“Sourcing 2020”

Sourcing high quality fresh produce in the next decade will be a key challenge. How will larger producer organisations influence the market? What effect will direct sourcing by the retail sector have? What impact will demographic trends and the expansion of markets such as Russia, the Middle East and Asia have? Experts from all sectors present their visions of the future.

Presentation of the FRUCHTHANDEL MAGAZINE Retail Award

Simultaneous translation in English, French, German, Italian and Spanish. Delegate fee EUR 85.00 incl. 3-Day ticket to FRUIT LOGISTICA and FRESHCONEX.

Registration and latest information including speakers under Events at www.fruitlogistica.com.

FRUIT LOGISTICA OPENING RECEPTION

19.00–21.00 hrs, ICC Berlin, Main Lobby

A top-class reception and networking-event for exhibitors, delegates to the Fresh Produce Forum and other invited guests.

WEDNESDAY, 8 FEBRUARY 2012

Exhibition open 9.00–18.00 hrs

FRUCHTHANDEL MAGAZINE HALL FORUM

“Optimising urban retail logistics”

11.00–12.00 hrs, Kleiner Stern

“How to handle crisis management”

15.00–16.00 hrs, Kleiner Stern

THURSDAY, 9 FEBRUARY 2012

Exhibition open 9.00–18.00 hrs

FRUCHTHANDEL MAGAZINE HALL FORUM

“The global citrus market”

11.00–12.00 hrs, Kleiner Stern

“The new banana business”

15.00–16.00 hrs, Kleiner Stern

FRIDAY, 10 FEBRUARY 2012

Exhibition open 9.00–18.00 hrs

FRUCHTHANDEL MAGAZINE HALL FORUM

“Regional sourcing on an international scale”

11.00–12.00 hrs, Kleiner Stern

“Innovation in the fresh produce business”

13.00–14.00 hrs, Kleiner Stern

FRUIT LOGISTICA INNOVATION AWARD

FLIA 2012 award ceremony

14.30–15.00 hrs, Foyer, Halls 20/21

Hall Forum events with simultaneous translation in English, French, German, Italian and Spanish. Programme subject to alteration. Please see Events at www.fruitlogistica.com for the latest details.



BUY YOUR TICKET IN ADVANCE

FRUIT LOGISTICA

including FRESHCONEX, Fruchthandel Magazine Hall Forums and the Official Catalogue

BUY YOUR TICKET ONLINE & SAVE

25%

Buy your ticket in advance online at Visitor Service > Tickets & Registration at www.fruitlogistica.com and save 25% on the normal price

3-Day Ticket

EUR 55.00

1-Day Ticket

EUR 25.00

TICKETS FROM OUR LOCAL REPRESENTATIVE SAVE 40%

Tickets can be purchased at special rates with savings of 40% from our local representative in your country. For contact details go to Contact at www.fruitlogistica.com

3-Day Ticket

EUR 46.00

1-Day Ticket

EUR 20.00

31ST FRESH PRODUCE FORUM

ICC Berlin, Hall 15.2

Tuesday, 7.2.2012, 15.30–19.00 hrs

including 3-Day ticket to FRUIT LOGISTICA, FRESHCONEX and

Fruchthandel Magazine Hall Forums:

Online at www.fruitlogistica.com

EUR 85.00

ON-SITE PRICE

Tickets can also be purchased on arrival at the registration desks

3-Day Ticket

EUR 73.00

1-Day Ticket

EUR 32.00

FRUIT LOGISTICA INNOVATION AWARD FLIA 2012

This top international prize will again be awarded during FRUIT LOGISTICA 2012 for outstanding innovation in products and services in the fresh produce sector. The FLIA competition is open to all exhibitors at FRUIT LOGISTICA and FRESHCONEX, and the winner is determined on the basis of votes cast by you and other visitors to the exhibition. Voters can win one of 5 Apple iPads. For further information go to Visitor Service > FLIA Award at www.fruitlogistica.com.

**VOTE
AND WIN
ONE OF
5 APPLE
IPADS!**



BERLIN

Berlin is one of the most interesting and exciting capital cities in the world, with famous sights, excellent shopping and entertainment, and a whole range of cultural activities to suit all tastes. Take the time to spend a few days in the city, for example over the weekend after the fair. For more details go to Hotel & Travel > Travel & Hotels  on our website.



HOW TO GET THERE

FRUIT LOGISTICA 2012

➡ ENTRANCE NORTH, ENTRANCE SOUTH

■ AMERICAS

■ INTERNATIONAL / AFRICA / ASIA

■ MEDITERRANEAN COUNTRIES

■ NORTHERN & CENTRAL EUROPE

■ MACHINERY

■ FRESHCONEX 2012

➡ ENTRANCE HALL 7

■ EVENT PROGRAMME

➡ AIRPORT BUS SHUTTLES

➡ HOTEL BUS SHUTTLES

➡ FAIRGROUND BUS SHUTTLES

AIRPORT AND HOTEL BUS SHUTTLES SPONSORED BY



➡ **TO ENTRANCE NORTH**
For Halls 8–24 and for ICC
(Fresh Produce Forum and
Opening Reception)

🚇 **S-BAHN**
S-Bahn Messe Nord / ICC
(S41, S42, S46)

🚇 **U-BAHN**
Entrance North: U-Bahn
Theodor-Heuss-Platz (U2)
ICC: U-Bahn Kaiserdamm (U2)

🚕 **TAXI TAXI SET DOWN POINT**
“Messe Eingang Nord /
Masurenallee”

🚌 **FREE AIRPORT BUS SHUTTLES**
Continuous services every 30
minutes:
7–10.2.2012, 8.00–19.00 hrs
Berlin Tegel (TXL) and
Schönefeld (SXF) Airports
– Berlin Messe, Entrance North,
Entrance South, and return.
On 7.2.2012 also via ICC Berlin
(for Fresh Produce Forum and
Opening Reception).

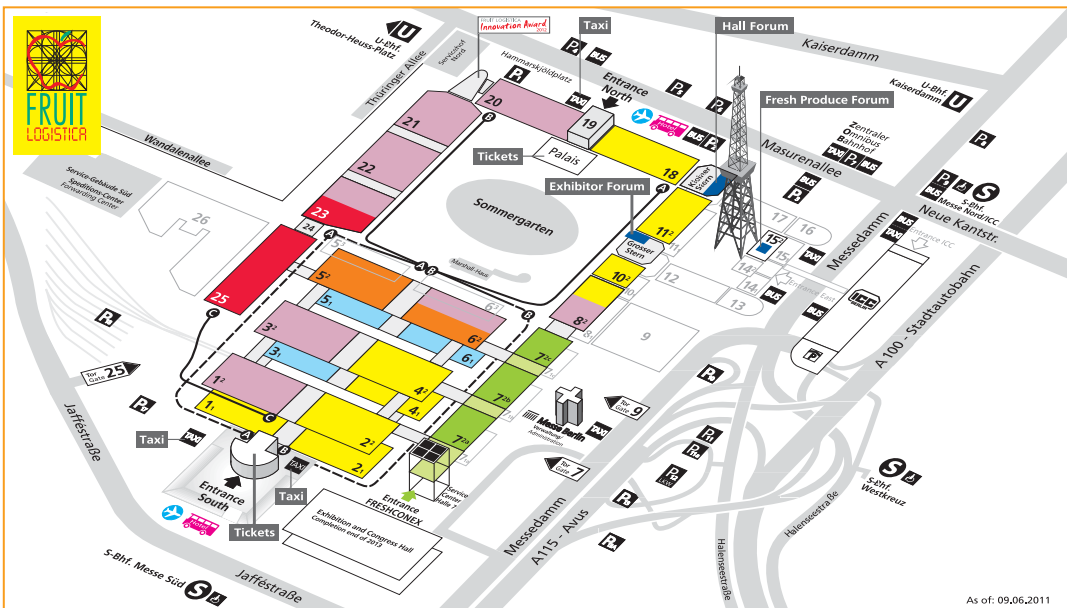
➡ **TO ENTRANCE SOUTH**
For Halls 1–6 and 25, and for
FRESHCONEX (Halls 7.2 a,b,c)

🚇 **S-BAHN**
S-Bahn Messe Süd (S3, S75)

🚕 **TAXI TAXI SET DOWN POINT**
“Messe Eingang Süd”
via Messedamm or
Jafféstraße

🚌 **FREE HOTEL BUS SHUTTLES**
8–10.2.2012. For timetable
and routes see Hotel & Travel
> Shuttle Services at
www.fruitlogistica.com
To **FRUIT LOGISTICA**:
8.00–10.00 hrs, every 15 mins.
From **FRUIT LOGISTICA**:
17.00–19.00 hrs, every 15 mins.

➡ **FAIRGROUND BUS SHUTTLES**
Continuous service between
Entrance North and Entrance
South, and between the halls.
8–10.2.2012, 8.00–19.00 hrs
Details at www.fruitlogistica.com.



DATES

FRUIT LOGISTICA

Wednesday to Friday

8–10 February 2012

9.00–18.00 hrs

Entrance North, Masurenallee

Halls 8–24

Entrance South, Jafféstrasse

Halls 1–6 and 25

www.fruitlogistica.com

31ST FRESH PRODUCE FORUM

ICC Berlin, Hall 15.2

Tuesday, 7 February 2012

15.30–19.00 hrs

FRESHCONEX

Wednesday to Friday

8–10 February 2012

9.00–18.00 hrs, Hall 7.2 a,b,c

Entrance Hall 7

www.freshconex.com

" IN A WORD, FRUIT LOGISTICA IS
SIMPLY FANTASTIC. "

Willem Baljeu, FrugiVenta, Netherlands

