

FRUIT LOGISTICA *Innovation Award* 2012



 Messe Berlin

 FRUCHTHANDEL
MAGAZINE

The FRUIT LOGISTICA Innovation Award (FLIA) is presented each year at FRUIT LOGISTICA in Berlin for outstanding innovation in the fresh produce sector. The competition is organised by Messe Berlin and FRUCHTHANDEL MAGAZINE and is open to all exhibitors at FRUIT LOGISTICA 2012 and FRESHCONEX 2012.

The FRUIT LOGISTICA Innovation Award is the most important award of its kind in the international fresh fruit and vegetable sector. The 2012 award will be presented in February in Berlin for the seventh time.

If your company or organisation has introduced an important new innovation to the market since 1 November 2010, we invite you to take part in the competition. The closing date for entry is 25 November 2011.

An expert jury will nominate the ten best innovations for presentation in Berlin to

- more than 56 000 trade visitors to FRUIT LOGISTICA and FRESHCONEX 2012
- the international press in a series of press releases and mailings
- more than 200 000 visitors to the FRUIT LOGISTICA and FRESHCONEX websites.

The winner of the FLIA 2012 will be chosen by visitors to FRUIT LOGISTICA and FRESHCONEX 2012 who can cast their vote for the best innovation of the year on the first two days of the exhibition. The winner will be announced on the final day of the exhibition at the special FLIA award ceremony, one of the highlights of FRUIT LOGISTICA 2012.

Excerpts from the official Conditions of Entry

- ✓ The product entered for the competition must belong to one of the official exhibition product categories (see Appendix A).
- ✓ Entry for the competition is free of charge.
- ✓ The entrant must own the legal rights to the product (patent, copyright, intellectual property, registered trade mark), or be authorised in writing by the legal owner to take part in the competition.
- ✓ Only one product may be entered by each company or group of companies.
- ✓ The product must have been first commercially available on the market in the period from 1 November 2010 to 31 October 2011 (not as prototype or test product).

Important: Entries are subject to written acceptance of the full Conditions of Entry.

The Organisers
1.8.2011