

TRADE FAIR GUIDES 2022



FRUIT
LOGISTICA
2022



COLEACP



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Fit For Market SPS is a COLEACP programme funded by the European union within the framework of Development cooperation with the Organisation of African, Caribbean and Pacific States (OACPS).

Every year, representatives from the African, Caribbean and Pacific countries visit international trade fairs and/or exhibit their produce at a stand. It is an opportunity for producers/exporters from these regions to meet their customers, canvas prospective customers, and find out about developments and trends in the European and international fruit and vegetables market.

This guide is for COLEACP partners who wish to participate in international trade fairs. It is intended to support exporters, both visitors and exhibitors, especially those taking part for the first time, to maximise their chances of participating successfully in the trade fair.



GENERAL TRADE FAIR INFO

TRADE FAIR AT A GLANCE

Name trade fair	Fruit Logistica https://www.fruitlogistica.com/en/
Dates	5-7 April 2022
Location	Berlin Messe, Berlin, Germany
Format of the fair	Physical with digital elements
Years of existence	29 years
Product range	Fresh products, technical systems, logistics, and services
Size of the fair	<i>Trade fair data¹</i> <ul style="list-style-type: none"> • 142,578 square meters of exhibition space • 72,704 visitors from 135 countries • 3,334 exhibitors from 91 countries
Target audience	Fruit and vegetable industry professionals involved in production, import/export, wholesale, retail trade, industry, packaging and transport/handling. <i>Visitor data²</i> <ul style="list-style-type: none"> • EU: 50.4% • Europe – Non-EU: 17.1% • Central and South America: 10.4% • Africa: 7.6% • Middle East: 5.2% • Asia: 5% • North America: 3.7% • Oceania: 0.7%
Exhibitor database	Exhibitor list 2022: https://www.fruitlogistica.com/en/trade-visitors/exhibitor-search/
COVID-19 protocols	Only vaccinated, recovered, or tested exhibitors and trade visitors can enter the fair. The identity of the persons named on the verifications will be checked against photo identification. Furthermore, ticket sales and gift card redemption are conducted solely online, which ensures quick, contact-free admission to the event premises. Fruit Logistica is developing a hygiene and safety concept and includes practical tips for stand construction for exhibitors

¹ Based on 2020 data

² Based on 2020 data

	https://www.fruitlogistica.com/en/exhibitors/exhibitor-faq/# - NOTES ON THE CORONA TOPIC.
Visa requirement (if needed)	Information regarding visa application for entering Germany could be found here: https://www.fruitlogistica.com/en/about/travel-hotel/visa/

HOW TO GET THERE?

- **Plane:** Berlin Brandenburg Airport (BER) is located 18 kilometres to the South-East of the city centre, connected to the rail and road network. The Airport Express and regional trains together run four times an hour from the station under Terminal 1 to Berlin Central Station. In addition, the S9 and S45 S-Bahn trains travel from T1/T2 into Berlin city centre. Fruit Logistica provides shuttle-bus services for transfer from the airports. Discounted travel is possible through Lufthansa Group Partner Airlines, which offer a comprehensive global route network linking major cities around the world. For special prices and conditions for participants, visitors and exhibitors, refer to the Fruit Logistica website (<https://www.fruitlogistica.com/en/about/travel-hotel/arrival/> - PLANE).
- **Train:** Messe Berlin GmbH has partnered with Deutsche Bahn to create an exclusive deal that allows visitors to travel conveniently to and from Fruit Logistica, available for the connection from every Deutsche Bahn station to Berlin. The ticket at discounted rate can be bought on the Fruit Logistica website (<https://www.fruitlogistica.com/en/about/travel-hotel/arrival/> - TRAIN).
- **Public transportation:** The Berlin ExpoCenter City exhibition site is integrated into the city's public transport network. Taxi stations, underground/railway stations (U-Bahn/S-Bahn) and bus stops are located near the fair's entrances. An integrated route planner to plan trips with various public transport options can be found on the Fruit Logistica website (<https://www.fruitlogistica.com/en/about/travel-hotel/arrival/> - PUBLIC TRANSPORT).

TRADE FAIR PROFILE

IMPORTANCE OF THE FAIR – WHY SHOULD YOU ATTEND?

Fruit Logistica is the largest and best-known trade event for fresh fruit and vegetables. It is the leading international meeting place of the fresh produce trade, illustrated by the high number of international trade visitors and exhibitors from abroad. The exhibition covers every segment

of the fresh produce business, features players from all the world's markets, and offers a complete overview of the market for all products and services at every level.

A special exhibition area highlights innovative machinery, digitalisation, automation, and network technology. There will be a special focus on pioneering concepts for greenhouses and modern cultivation techniques.

International awards with industry-wide impact are awarded each year, such as the Fruit Logistica Innovation Award. This award is open to all exhibitors offering pioneering innovations in the entire fruit and vegetable supply chain from production to the point of sale.

PRODUCT RANGE

The fresh products offered include fresh fruit, fresh vegetables, mushrooms, potatoes, nuts, dried fruit, fresh convenience products, fresh herbs, sprouts and spices, flowers, organic products, fair trade products, and frozen fruits and vegetables. Other product groups include technical systems, logistics and services. The presentation focus is on fresh fruit, fresh vegetables, technical services, packaging and potatoes. Visitors who want to meet with exhibitors of certified organic products and fresh convenience products can take the Organic and Convenience Routes. The exhibitors are highlighted with an icon logo on the floor map and on the (online) exhibitor list. As an exhibitor of organic products, ensure that you are located on this route with your stand.

TARGET AUDIENCE

Fruit Logistica is a B2B trade fair. At Fruit Logistica you will find producers, traders, growers of fresh produce, importers, exporters, growers' associations, seed companies and marketing organisations. Visitors are mainly interested in fresh fruit, fresh vegetables, packaging, technical services and packaging machinery.³ More than 75% of the trade visitors hold a leading management position.⁴ Around 83% of trade visitors are involved in the purchasing and procurement decision-making process within their company.⁵

NETWORKING/LEARNING OPPORTUNITIES

As part of Fruit Logistica, a large number of events will take place live on site, providing a complete picture of the latest innovations, products and services at every link in the international supply chain. Key areas for networking/learning:

³ Based on 2020 data

⁴ Based on 2020 data

⁵ Based on 2020 data

- **Fruit Logistica Innovation Award 2022 (FLIA):** FLIA is presented annually at FRUIT LOGISTICA SPECIAL EDITION in Berlin. It honours outstanding innovations in the entire fruit and vegetable supply chain from production to the point of sale.
- **Start-up day (7 April 2022, Hall 9):** young companies with future-oriented businesses. (Conference language is English)
- **FRUITNET World of Fresh Ideas:** a multimedia event on the day before the trade fair presenting trends and innovations in the global fresh fruit business. International experts present and examine innovations from production, packaging, transport and logistics to the point of sale.
- **Fresh Produce Forum (5-7 April 2022, Hall 27):** the stage for top themes and trends in today's fresh produce business such as digitalisation and packaging. International experts will analyse supplying countries, export markets and the potential of individual countries in ten one-hour sessions. (Simultaneous translation into German, English, French, Italian, and Spanish)
- **Future Lab (5-7 April 2022, Hall 2.2):** presentations on solutions to different future challenges covering digital solutions, new varieties and products, state-of-the-art technology and entirely new concepts. In eight half-hour sessions, solutions will be presented that will drive the market in the next few years and contribute significantly to improvements along the entire supply chain. (Simultaneous translation into German, English, French, Italian, and Spanish)
- **Tech Stage (5-6 April 2022, Hall 9):** The Tech Stage is an open forum and accessible to all trade visitors free of charge from 05. - 06.04.2022. On all days of the fair, you will be presented with practical new ideas and technical solutions for the entire supply chain. Trade visitors of FRUIT LOGISTICA 2022 will also have the opportunity to access the event program via stream. (Simultaneous translation into German, English, French, Italian, and Spanish)
- **Logistics Hub (5-7 April 2022, Hall 26):** presentations on key issues affecting logistics, sea freight, road transport, air cargo and rail transport. (Conference language is English)

To facilitate your participation in networking at Fruit Logistica, we are preparing to release a list of **importers with main contacts of each organization and booth planning** at Fruit Logistica 2022 in **Late-March**. Stay tuned!

DIGITAL OPTIONS

FRUIT LOGISTICA has been offering its exhibitors the opportunity to digitally extend their on-site trade fair participation beyond the duration of the exhibition with the Media Package.

This digital presence is now being strengthened with the new FRUIT LOGISTICA Online Platform with innovations in the areas of interactivity and networking. In addition to exhibitor and product presentations with a modern look and feel, both exhibitors and trade visitors now have extensive opportunities to select potential business partners in preparation for their visit to the trade fair, arrange appointments with them in advance or conduct an initial meeting via chat or video calls.

Brand new this year is the FRUIT LOGISTICA app! It is the smart companion for on-site visits. Favorites and networking contacts are seamlessly synchronized between the online platform and the app. The interactive hall plans will also be integrated into FRUIT LOGISTICA Online and in the app. The app will be available for download in the app stores from mid-March at the latest.

Media package⁶ – includes a listing in the printed exhibition guide and online entry on the digital platform

EUR 519 for primary exhibitors, EUR 99 for co-exhibitors

PLATFORM FEATURES

Common digital trade fair features	Available at this trade fair
Direct messaging	✓
Direct (video) calling	✓
Meeting calendar	✓

FAIR COSTS

VISITORS

You can buy tickets in the online ticket shop here: <https://www.fruitlogistica.com/en/trade-visitors/tickets/>. Tickets cost EUR 85 for a permanent ticket (all three days) and EUR 45 for a day pass.

EXHIBITORS

The registration for main exhibitors & co-exhibitors at Fruit Logistica 2022 has CLOSED in January 2022. For your preparation of Fruit Logistica 2023, we have collected the current rate for your information.

Note: The prices cover the duration of the event. All prices are subject to 19% VAT. Detailed package consists of the following elements

1. Stand rental (4 shapes as follows, stand size here refers only to floor space not including any stand construction yet and minimum stand size: 12 m²)

⁶ Additional costs are charged for advertisements in the exhibition guide and on the digital platform, and additional product entries

<p>Row stand, one side open⁷</p>		<p>EUR 206 / sq.m.</p>
<p>Corner stand, two sides open</p>		<p>EUR 220 / sq.m.</p>
<p>Peninsula stand, three sides open</p>		<p>EUR 234 / sq.m.</p>
<p>Island stand, four sides open</p>		<p>EUR 248 / sq.m.</p>

2. Power consumption

The electricity connection is subject to a charge. Please order in the BECO Webshop.

3. Water consumption


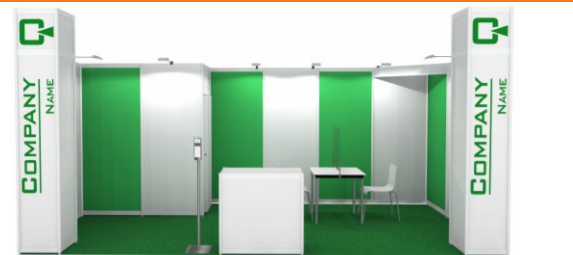

The water connection is subject to a charge. Please order in the BECO Webshop.

4. Exhibitor passes

- Up to 20 m² of rental space 4 passes

⁷ Pictures from previous editions Fruit Logistica, for editorial purposes only: <https://press.messe-berlin.com/fotoweb/archives/5019-Fruit-Logistica-Fotoarchiv/?507=Exhibition>

- For every additional 10 m² 1 additional pass
- 5. Media Package (compulsory) see also **Digital Options**
- Primary exhibitors 519.- EUR
- Co-exhibitors 99.- EUR (invoiced to the primary exhibitor)
- 6. Association of German Trade Fair Industry (AUMA) fee: 0.60 EUR/m²
- 7. Complete stand (In the following you will find an overview of the included services of:)

Complete stand Basic ⁸		EUR 123 / sq.m.
Complete stand Classic ⁹		EUR 160 / sq.m.
Complete stand Special ¹⁰		EUR 220 / sq.m.

For example, if your company/organization is willing to select a 12 m² row stand, one side open and a complete stand “basic version” as a main exhibitor, the total cost will be 4474.20 EUR including:

- Complete stand: 1476.00 EUR
- Basic space cost: 2472.00 EUR
- Association of German Trade Fair Industry (AUMA) fee: 7.20 EUR
- Media Package: 519.00 EUR

⁸ https://www.fruitlogistica.com/FRUIT-LOGISTICA/Downloads-Alle-Sprachen/Standanmeldung/Standanmeldung-ENG/EN-Complete-stand_basic.pdf

⁹ https://www.fruitlogistica.com/FRUIT-LOGISTICA/Downloads-Alle-Sprachen/Standanmeldung/Standanmeldung-ENG/EN-Complete-stand_classic.pdf

¹⁰ https://www.fruitlogistica.com/FRUIT-LOGISTICA/Downloads-Alle-Sprachen/Standanmeldung/Standanmeldung-ENG/EN-Complete-stand_special.pdf



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GROWING PEOPLE

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