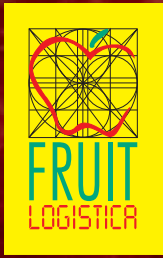


THE WORLD OF FRESH PRODUCE

FRUIT LOGISTICA

BERLIN, 8-10 FEBRUARY 2012

WWW.FRUITLOGISTICA.COM



FRUCHTHANDEL
MAGAZINE

 Messe Berlin

BE PART OF THE WORLD'S NO. 1 TRADE SHOW

Now in its 20th year, FRUIT LOGISTICA is universally acknowledged as the number one event in the international fresh produce business. With over 56,000 trade visitors and more than 2,400 exhibitors each year, there is no better platform from which to present your company to the international trade, to meet new and existing customers, and to grow your business effectively. For three days each year, FRUIT LOGISTICA is the world of fresh produce. You too should be part of it.

FRUIT LOGISTICA IS THE PERFECT OPPORTUNITY

- To present your new services and products
- To present your company to the world and promote your image
- To develop new markets and new business
- To meet new customers and suppliers
- To talk to your existing international business partners
- To see what's new on the market and what your competition is doing
- To find out about the latest trends and developments in the business

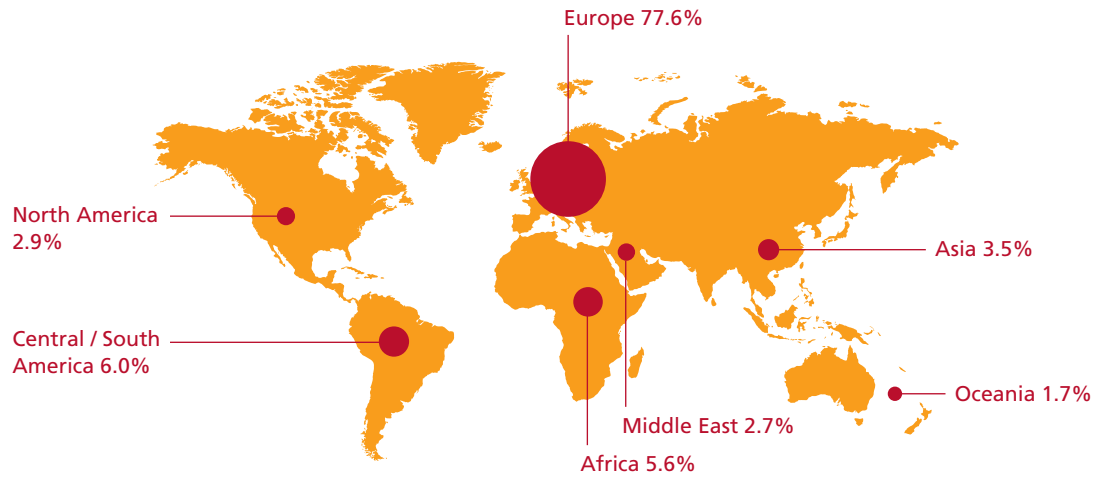
"FRUIT LOGISTICA IS A TREMENDOUS MEETING PLACE FOR ALL ELEMENTS OF THE RETAIL SECTOR AND THE FRESH PRODUCE SUPPLY CHAIN."

Alan Forrester, Univeg Direct, UK

"FRUIT LOGISTICA IS BY FAR THE MOST IMPORTANT TRADE EXHIBITION FOR THE BANANA SECTOR. HOWEVER IT ALSO GIVES US THE CHANCE TO OPEN UP MARKETS FOR OTHER PRODUCTS."

Mary-Francis Andrade, CORPEI, Ecuador





56,000 TRADE VISITORS FROM 130 COUNTRIES

With more than 56,000 highly qualified trade visitors from over 130 countries and from all five continents, there is no better place in the world to make new contacts, find new business and conquer new markets.

FRUIT LOGISTICA IS THE IDEAL PLACE TO PRESENT YOUR COMPANY

- 86% of exhibitors at FRUIT LOGISTICA recommend you to join them in Berlin
- More than half of them present new products and services each year
- 84% say they are satisfied or more than satisfied with their experience at FRUIT LOGISTICA
- 86% say they plan to exhibit again at FRUIT LOGISTICA next year

With more than 2,400 exhibitors from 84 countries and from every sector of the business, from small companies to multinational trading organisations and national pavilions, you will be in excellent company. Take a look at the FRUIT LOGISTICA Virtual Market Place at www.fruitlogistica.com > Exhibitor Search to find out who already exhibits in Berlin.



MORE THAN 56,000 TOP LEVEL VISITORS ARE LOOKING FORWARD TO MEETING YOU IN BERLIN NEXT YEAR!

- 88% are closely involved in buying products and services for their company
- 74% hold senior management positions in their organisations
- 83% want specifically to find out about new products and ideas
- 86% say they gain an effective overview of the market at the exhibition
- 97% say they are satisfied or more than satisfied with their visit
- 97% recommend others to visit FRUIT LOGISTICA

www.fruitlogistica.com > At a glance

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



"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

WHY YOU SHOULD EXHIBIT AT FRUIT LOGISTICA

THE BEST WAY TO SAVE TIME, MONEY AND EFFORT

At FRUIT LOGISTICA in Berlin you and your team can meet customers and other leading decision-makers from over 130 countries in one place, make hundreds or even thousands of new contacts, present your products effectively, and be back in your office in less than a week! One flight, one hotel, one exciting location. It can be that easy.

The alternative? Just consider the time, expense and energy which is otherwise necessary to arrange international sales tours to a range of different destinations. It is never easy to set up a complicated itinerary, to coordinate international flights and hotels and agree convenient appointments. Will your contacts be there when you are? Can you take your products with you and present them effectively? Will you be able to answer all the questions yourself? How long will you be away from the office? What does it all cost in terms of time, trouble and money? FRUIT LOGISTICA is the effective answer to these and many other challenges.

TEN MORE REASONS WHY FRUIT LOGISTICA MAKES SOUND BUSINESS SENSE

- Three days of uninterrupted exhibition time from 9.00am to 6.00pm
- More professional, top quality visitors from more different countries than any other fresh produce event
- Over 2,400 exhibitors representing every sector of the international fresh produce business and its service industries from more than 80 different countries in all five continents
- Over 1,000 trade journalists, TV and radio reporters from 50 different countries
- A programme of networking events and seminars on key issues affecting the international fresh produce business today, many of them with free entry
- Two specialised exhibitions, one for fresh fruit and vegetables and one for fresh produce convenience products, under one roof at the same time
- An extensive worldwide marketing campaign to promote the exhibition through advertising, mailings, press coverage and other activities
- A network of FRUIT LOGISTICA representative offices in over 120 countries to attract new visitors from all over the world and help you to make the most of your presence in Berlin
- A support team of designers, stand construction companies, equipment suppliers and everything else that will be necessary for you to make the most of your participation at the exhibition
- Berlin is an international capital with excellent transport facilities, a wide choice of hotels in all price ranges, a host of top tourist attractions and after-hours entertainment to suit all tastes

"IN A WORD, FRUIT LOGISTICA IS SIMPLY FANTASTIC. AT THIS YEAR'S FRUIT LOGISTICA WE MET WITH MORE TRADE VISITORS AT OUR STAND THAN EVER BEFORE."

Willem Baljeu, FrugiVenta, Netherlands



www.fruitlogistica.com > At a glance

TARGET GROUPS

IMPORTERS
EXPORTERS
GROWERS
WHOLESALEERS
DISTRIBUTORS
RETAILERS
CATERING
ASSOCIATIONS
INSTITUTIONS

FRESH FRUIT AND 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



EXHIBIT AT FRESHCONEX
FOR FRESH PRODUCE CONVENIENCE
PRODUCTS, EQUIPMENT AND SERVICES



HAPPY EXHIBITORS, SATISFIED VISITORS

POSITIVE FEEDBACK FROM EXHIBITORS AT THE LATEST FRUIT LOGISTICA



EXHIBITORS AT FRUIT LOGISTICA GET THE RESULTS THEY ARE LOOKING FOR



SATISFIED VISITORS FIND WHAT THEY ARE LOOKING FOR



TOP LEVEL VISITORS ARE LOOKING FORWARD TO MEETING YOU!



88% of visitors are directly involved in decisions to buy products and services



74% of visitors hold senior positions in their companies or organisation



www.fruitlogistica.com > At a glance

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

David McCann, Fyffes plc, Ireland

"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



EVENTS, NETWORKING AND INFORMATION



FRUIT LOGISTICA offers a comprehensive programme of events and seminars on subjects affecting the international fresh produce business today. Many are free.

OPENING RECEPTION – This important networking event takes place on the evening before the first day of the exhibition. It is an excellent opportunity to meet and talk to a large number of key decision-makers in relaxed surroundings.

FRESH PRODUCE FORUM – More than 300 top industry representatives meet to learn about and discuss the latest developments in the international fresh produce business.

FRUCHTHANDEL MAGAZINE Hall Forum – A series of one-hour workshops on important topical issues.

For full details of the complete event programme go to

 www.fruitlogistica.com > Events

FRUIT LOGISTICA INNOVATION AWARD

THE IDEAL WAY TO LAUNCH YOUR NEW PRODUCT

The FRUIT LOGISTICA Innovation Award is the most important and sought-after prize in the whole of the fresh produce industry and attracts enormous attention in the press. The award is open exclusively to exhibitors at FRUIT LOGISTICA and the winner is chosen by the visitors to the fair.

Submit your latest innovation for the award and take advantage of the massive extra exposure for your new products.

 www.fruitlogistica.com > Exhibitor Service > FLIA Award



EVEN MORE SERVICE FOR EXHIBITORS



MARKETING AND ADVERTISING

- Full details of your company and your products are presented online at the FRUIT LOGISTICA Virtual Market Place 365 days a year
- You can advertise your company, products and stand information in the Virtual Market Place®, in the official exhibition catalogue and at key locations on the exhibition grounds during the exhibition
- We carry out advertising, press activities and direct marketing campaigns throughout the year on all five continents to promote the exhibition
- We offer a whole range of other services to help you promote your presence in Berlin effectively

 www.fruitlogistica.com > Exhibitor Service

PRESS SERVICES AND SUPPORT

- Over 1,000 journalists from press, television and radio from around 50 countries visit the FRUIT LOGISTICA exhibition each year to report on the event
- We can offer you a whole range of support services to use press and public relations to promote your presence at the fair

 www.fruitlogistica.com > Press Service

PRESENTATIONS AND PRESS CONFERENCES

- Make a special impact at the exhibition by sponsoring events and conferences
- Enter your product innovation for the FRUIT LOGISTICA Innovation Award and benefit from massive press coverage and public attention
- Make your own presentations in the exclusive Exhibitor Forum or organise your own press conference in the official press centre
- Your event can be publicised in the official FRUIT LOGISTICA event programme

 www.fruitlogistica.com > Exhibitor Service

STAND DESIGN AND EQUIPMENT

- We can provide you with all the technical support and equipment you need to realise your exhibition stand and displays in Berlin – from stand design and construction to logistical services, technical equipment, furniture and graphic design
- We can also provide you with a full range of additional support services including stand hostesses, interpreters and catering services

 www.fruitlogistica.com > Exhibitor Service

HOTELS AND TRAVEL

- Through our service partners , we can arrange hotel accommodation, make travel arrangements, arrange incoming services and provide local tourist and business information as required

 www.visitBerlin.com

Our worldwide network of representatives and service companies can help you at every stage with the planning, design and construction of your stand, no matter what the size or how large or small the budget.

 www.fruitlogistica.com > Contact

“VISITOR TRAFFIC WAS SIMPLY ENORMOUS FOR THE WHOLE DURATION OF THE EXHIBITION. WE HAD VISITORS FROM EVERY CONTINENT AND MADE MANY INTERESTING NEW BUSINESS CONTACTS.”

Didier Crabos, Association Pink Lady Europe, France

“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 ON THE WEB

RESERVE SPACE NOW!
 REGISTER ONLINE AT
WWW.FRUITLOGISTICA.COM
 > EXHIBITOR SERVICE

INFORMATION 365 DAYS A YEAR AT
WWW.FRUITLOGISTICA.COM

- Application forms to reserve a stand
 - Information, statistics and a complete range of services for exhibiting companies
 - Entry forms for the FRUIT LOGISTICA Innovation Award "FLIA 2012"
 - Hotel, travel and visitor information
 - Latest details of conferences, workshops and other networking events
 - Ticket purchasing and registration
 - Transport and shuttle services to the exhibition
- and much, much more

Visit www.fruitlogistica.com regularly for all the latest service and contact information.

ALL YEAR ROUND - THE FRUIT LOGISTICA VIRTUAL MARKET PLACE
www.fruitlogistica.com is also home to the FRUIT LOGISTICA Virtual Market Place, a unique service for the exclusive benefit of registered exhibitors. It also serves as the official online catalogue of the exhibition.

- Company entries in the Virtual Market Place® usually feature in the top ten results of major internet search machines such as Google
- Display your products and services to more than 450,000 online visitors each year (over 5.2 million pageviews), 24 hours a day, 7 days a week
- User-friendly, step-by-step data entry system and a multilingual helpline
- Update your entry at any time at no extra cost
- Your Virtual Market Place® entry will automatically be used as your entry in the official printed catalogue
- Visitors can arrange meetings or ask for more detailed information from you at the click of a mouse

For further information on the Virtual Market Place® contact:
content@virtualmarket.fruitlogistica.de

BERLIN, THE BEST PLACE TO DO BUSINESS

During your stay, you should also take time to explore Berlin, one of the most exciting and interesting cities in the world. Berlin offers

- Entertainment, cultural and sightseeing opportunities which only a capital city steeped in history can offer
- Restaurants, bars, and exciting locations for private events
- A vast choice of hotel accommodation to suit all tastes and pockets
- Excellent public transport connections to the exhibition and all parts of the city
- Two international airports with direct flights from all over the world
- Excellent connections to the European motorway and rail networks

For more information go to  www.visitBerlin.com



FRESHCONEX




"IN OUR OPINION, NO OTHER TRADE FAIR OFFERS SUCH A CONCENTRATED FOCUS ON THIS MARKET AS FRESHCONEX."

Scott Woolfert, Sealed Air Ltd., UK

FRUIT LOGISTICA takes place together with FRESHCONEX, Europe's leading trade exhibition and business platform for the international fresh produce convenience sector. FRESHCONEX is closely integrated into FRUIT LOGISTICA and attracts specialists in the convenience sector from all over the world. Visitors are able to visit both exhibitions with one entrance ticket.

Find out more about FRESHCONEX at  www.freshconex.com



RESERVE SPACE NOW!
REGISTER ONLINE AT
WWW.FRUITLOGISTICA.COM
> EXHIBITOR SERVICE

DATES

FRUIT LOGISTICA
Wednesday to Friday
8–10 February 2012
Open daily 9.00 – 18.00 hrs
Halls 1–25

31ST FRESH PRODUCE FORUM
Tuesday, 7 February 2012
15.30 – 19.00 hrs, ICC Berlin

OPENING RECEPTION
Tuesday, 7 February 2012
19.00 hrs, ICC Berlin

FRESHCONEX
Wednesday to Friday
8–10 February 2012
Open daily 9.00 – 18.00 hrs
Halls 7.2a-c

FURTHER INFORMATION

For the latest information on the fair, exhibitor application forms as PDF files in six different languages, details of all support services for exhibitors and visitors, the event programme, the Virtual Market Place® and much more, visit  www.fruitlogistica.com > Exhibitor Service

or contact the FRUIT LOGISTICA team at fruitlogistica@messe-berlin.com
Tel +49 (0) 30-3038-2044, -2336, -2363
Fax +49 (0) 30-3038-2020, -2063

Our network of overseas representatives also provides information and a full range of support services in your own language
 www.fruitlogistica.com > Contact

**HOTEL RESERVATIONS
AND TOURIST INFORMATION**

visitBerlin
reservation@visitBerlin.de
Tel +49 (0) 30-2500 2360
Fax +49 (0) 30-2500 2424
 www.visitBerlin.com