May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | FRUIT LOGISTICA | Mar

May-August
- Collect information on the fair
- Decide on participation
- Plan budget (tickets, travel, accommodation)

August-January
- Buy entry ticket online!
- Make hotel reservations
- Plan travel arrangements

November-January
- Apply for visa (if necessary)
- Finalise travel arrangements
- Contact exhibitors to set up meetings (use VMP)
- Plan trade fair visit
- Research important exhibitors, plan meetings, events and tour of the fair accordingly

Day before the fair
- Fresh Produce Forum

FRUIT LOGISTICA
Wednesday – Thursday – Friday
Three days for valuable business contacts
- Meetings at stands
- Tour of the fair
- Market research
- Visit Hall Forum and other events

Event review
- Assess contacts and documents, circulate within the company
- Follow-up activities
- Summarise and evaluate market research and analysis of competitors