

Visitor Guide



FRUIT LOGISTICA

International Trade Fair for
Fruit and Vegetable Marketing

www.fruitlogistica.com



Introduction 2

BEFORE THE EXHIBITION

Information and planning

| | |
|---|----|
| Information on the internet | 4 |
| Deciding to visit FRUIT LOGISTICA | 5 |
| Buying tickets | 6 |
| Planning travel arrangements | 8 |
| Arrival | 9 |
| Travel checklist | 13 |
| Preparing your visit to FRUIT LOGISTICA | 14 |
| Event programme | 17 |

DURING THE FAIR

| | |
|--------------------------------|-------|
| Your tour of the exhibition | 20 |
| Plan of the exhibition grounds | 20–21 |
| Links and hotline numbers | 24 |

AFTER THE FAIR

| | |
|----------------------|----|
| Follow up activities | 27 |
|----------------------|----|

Publisher Back cover

Index Back cover

Key to symbols

Useful web links 

Important tips 

Check list 



Introduction

FRUIT LOGISTICA is the leading trade fair for the international fresh produce business. A global industry forum, marketplace and source of new ideas and inspiration all in one.

This FRUIT LOGISTICA visitor guide offers tips and advice on how to make your attendance at the event even more successful when it comes to planning, taking part at and capitalising on the results of your visit to the exhibition.

The guide is divided into three sections:

Before the fair

Define your goals and decide when you are going to attend FRUIT LOGISTICA. Buy your ticket and plan your travel and accommodation. Plan in advance the most important stops on your tour of the fair and contact exhibitors in advance to make appointments.

During the fair

Visit the stands of existing and potentially new business contacts. Inform yourself about new trends and developments within the industry. Attend presentations, workshops and networking events.

After the fair

Use the contacts and observations you made at the fair effectively to grow your business, and evaluate the results of your visit carefully.



Information on the internet at www.fruitlogistica.com



For the latest information on FRUIT LOGISTICA, visit www.fruitlogistica.com. Here you will find the information and advice you need to prepare your visit most effectively.

- Access to the Online Ticket Shop
- Advice on hotel reservations and arrival arrangements
- Full details of exhibitors in the Virtual Market Place®
- Direct contact to exhibitors by using the Virtual Market Place®
- Event search functions with detailed information on the FRUIT LOGISTICA event programme



THE WORLD OF FRESH PRODUCE

FRUIT LOGISTICA

BERLIN, 8-10 FEBRUARY 2012



At a glance

- Visitor Service
- Exhibitor Search
- Events
- Press Service
- Hotel & Travel
- Exhibitor Service

Search

Welcome to FRUIT LOGISTICA 2012



Welcome to the World of Fresh Produce
FRUIT LOGISTICA 2012

The World's Leading Trade Fair for the Fresh Fruit and Vegetable Business.
FRUIT LOGISTICA is the leading international meeting place of the fresh produce trade. From **8th to 10th February 2012**, more than 2,400 companies from across the entire fresh produce value chain will be present at a single location - including

Download Centre

- ➔ FRESHDEX
- ➔ ASIA FRUIT LOGISTICA

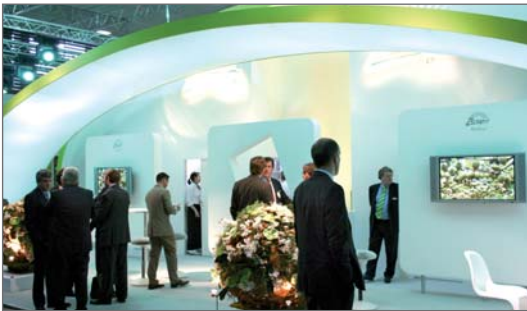
Press release
15 February 2011
Final Report
FRUIT LOGISTICA 2011: More trade visitors and billion-euro deals
FRUIT LOGISTICA 2011 has underlined its role as the world's leading trade fair for the fresh produce industry. Attended by all key industry decision-makers, the event generated business transactions worth billions and attracted a record number of exhibitors and visitors. More than 16,000 trade visitors (2010: 14,000, +6%) from 132 countries attended the event.
To read more please go to [Press Service](#) ➔ [Press releases](#)


Follow us on Twitter

With over 2,400 exhibitors from 70 countries, FRUIT LOGISTICA is the leading international trade fair for the fresh produce business, offering a unique opportunity to establish business contacts with customers, suppliers and industry colleagues from all over the world.

For three full days, you can experience the exciting world of the fresh produce business. At FRUIT LOGISTICA you will be able to gain:

- An overview of what the entire industry has to offer
- Information about new products and trends
- Information on special products and services
- New business contacts, customers and suppliers
- The opportunity to observe the market and the competition



You should think carefully about when you want to visit the fair. If you have only one day available, then Friday is a good day to come. As the final day of the trade fair, Friday is often somewhat quieter and is particularly well suited for discussions at the exhibition stands. Even if you have two days available, it is a good idea to include the Friday in your planning. 

Buying tickets



Tickets for FRUIT LOGISTICA are available online at www.fruitlogistica.com from August onwards. Choose from the following options:

- One-day ticket to FRUIT LOGISTICA
- Permanent ticket for all three days of the fair
- Full access permanent ticket for all three days of the fair plus participation at the Fresh Produce Forum held the day before the fair



A permanent ticket offers a maximum of flexibility in planning your visit and making appointments during the fair.

The ticket price includes the FRUIT LOGISTICA exhibition catalogue and access to the Hall Forums (see page 17). FRUIT LOGISTICA tickets are also valid for FRESHCONEX, the international trade fair for fresh produce convenience, which is held on the same dates.



Prices and further information on tickets are available from August onwards at www.fruitlogistica.com > Visitor Service > Tickets & Registration.

| FRUIT LOGISTICA 2012 | | |
|--|-----------|----------------------|
| Please choose your tickets: | | |
| <input checked="" type="checkbox"/> Trade visitor pass (1 day), 08 - 10/02/2012 | 25.00 EUR | Book |
| <input checked="" type="checkbox"/> Trade visitor pass (permanent pass), 08 - 10/02/2012 | 55.00 EUR | Book |
| <input checked="" type="checkbox"/> Trade visitor pass (permanent pass) + Fresh Produce Forum, 08 - 10/02/2012 | 85.00 EUR | Book |

E-Mail:
Order number: [OK](#)

Do you have a voucher?
Enter the voucher code to get your ticket.
[Store info](#)

Voucher: [OK](#)

Print a test ticket
This ticket shop allows you to **directly print your tickets at home**, on your personal printer (black & white or color). [Store info](#)
Adobe Reader must be installed on your



Buying tickets in your own country

Our local representative in your country can offer preferential rates on entry tickets and will be happy to assist you in all other aspects of your visit.



You will find contact details for our representatives in your country under "Contact" at www.fruitlogistica.com. If there is no FRUIT LOGISTICA representative in your country, please contact the FRUIT LOGISTICA team in Berlin for assistance.



Online tickets – simple, safe and fast



You can purchase your ticket in advance from the FRUIT LOGISTICA Online Ticket Shop at www.fruitlogistica.com. An online ticket allows you to go straight into the exhibition without any delays or further registration formalities.

Advantages of online ticket purchasing

- Cheaper than purchasing a ticket on arrival
- No waiting or registration on arrival
- Simple, fast and safe (SecuTix)

All you need is a credit card and a printer. All it takes are three easy steps.

Step 1

Go to the Online Ticket Shop at www.fruitlogistica.com > Visitor Service > Tickets & Registration and select your ticket.



Step 2

Enter your registration and credit card information and complete the payment process.

Step 3

Print your ticket.

Bring the ticket with you to FRUIT LOGISTICA. It will also serve as a badge with your name and company details. Plastic badge holders are available at the entrances. No further registration is necessary at the fair and this saves you time and money.



Online voucher registration

If you have received a ticket voucher from an exhibitor, you can redeem your voucher by registering yourself online in the Online Ticket Shop, and get your entry ticket in advance to save time on arrival. Vouchers are valid for a one-day ticket to the fair.

Step 1

Go to the Online Ticket Shop at www.fruitlogistica.com > Visitor Service > Tickets & Registration.



Step 2

Enter the code from your voucher in the special field in the right hand column.

Step 3

Print your ticket.


Ticket orders by post, fax, or on arrival

You can also purchase your ticket directly at the FRUIT LOGISTICA registration desks on-site or send a written order to MB Capital Services GmbH, a subsidiary of Messe Berlin. Addresses and further details can be found at www.fruitlogistica.com > Visitor Service > Tickets & Registration. Please note that the special prices for online tickets do not apply to written orders, and you may experience delays at the ticket counters if you buy your ticket on arrival. For your convenience we recommend that you buy your ticket online.



Planning travel arrangements

Hotel reservations

Reserve your hotel accommodation early so that you can be assured of a room in your favourite hotel during the exhibition. Our partner  will be happy to assist you with hotel bookings and other travel arrangements. You will find a link to visitBerlin at www.fruitlogistica.com under Hotel & Travel > Travel & Hotels




We particularly recommend the hotels in Berlin's western downtown area, many of which are serviced by our hotel bus shuttle. The hotels on the shuttle route are listed at www.fruitlogistica.com under Hotel & Travel > Shuttle Services. A shuttle schedule will be posted there from September onwards.





Visa

Please make sure you check the visa requirements for your visit to Berlin in advance. Although visitors to Germany generally require a visa, the visa requirement has been waived for citizens of many countries for visits of up to three months in a six-month period. Citizens of EU countries do not require a visa to enter Germany.

Our representative in your country will be happy to assist you in applying for a visa. Contact details can

be found at www.fruitlogistica.com. Or contact the German diplomatic mission (embassy or consulate general) in your own country. 

You will find a list of visa requirements for citizens of various countries at www.fruitlogistica.com under Hotel & Travel (Important Links – Do I need a Visa for Germany?) 

Important: Depending on the country, the visa application process can take up to six weeks. Submit your application early, at the latest by the beginning of December. 



Arrival

The exhibition grounds are extremely well connected to Berlin's excellent public transport network. You can reach the trade fair grounds quickly and easily, whether by air, rail or road (see the city map on the inside back cover).

Airports

Many international airlines fly directly to Berlin's two main airports Tegel and Schönefeld. An airport shuttle for FRUIT LOGISTICA visitors departs every 30 minutes for the exhibition grounds and back.

Schönefeld Airport (SXF)

- Located in the south east of Berlin
- Distance to the exhibition grounds: ca. 20 km
- Free airport bus shuttle to FRUIT LOGISTICA
- Public transport: S-Bahn train S9 in the direction of Pankow. Change at "Ostkreuz" station and take S-Bahn train S3 in the direction of Spandau to "Messe Süd" station
- Taxi: 25-35 minutes (depending on time of day and traffic conditions), fare EUR 30.– to EUR 40.–

Tegel Airport (TXL)

- Located in the north west of Berlin
- Distance to the exhibition grounds: ca. 10 km
- Free airport bus shuttle to FRUIT LOGISTICA
- Public transport: Buses X9 or 109 to the "Jungfernheide" S-Bahn station. From there take the S-Bahn "Ringbahn" train S42 to "Messe Nord/ICC" station
- Taxi: 15-25 minutes (depending on time of day and traffic conditions), fare ca. EUR 25.–

Please note that traffic congestion is common especially during exhibitions.



Berlin airports information hotline

Tel +49 (0)180-5 000 186, www.berlin-airport.de

Public transport (buses and trains)

The exhibition grounds are easy to reach from Berlin's international airports and train stations by public transport, especially the S-Bahn city trains and the underground/subway (U-Bahn). Tickets are available from vending machines at every station. Depending on the tariff zone, a one-way ticket will cost at most EUR 3.– and a one-day ticket a maximum of EUR 7.–.

With the "Berlin Welcome Card" you can use all public transport for 48 or 72 hours and will also receive discounts at more than 130 tourist attractions and cultural highlights in Berlin and Potsdam. The Welcome Card is available at all Berlin airports as well as at railway stations and "Berlin infostores" (Tourist Information) in both Berlin and Potsdam. The 48-hour Welcome Card costs EUR 19.– for the transport zones ABC. The 72-hour card costs EUR 25.–.



Service Center Tel +49 (0) 30-25 00 25

www.berlin-welcomecard.com

• North Entrance (Halls 8-24)

Underground U2 in the direction of Ruhleben to "Kaiserdamm" or "Theodor-Heuss-Platz" station

S-Bahn "Ringbahn" (S41 or S42 depending on the direction) to "Messe Nord/ICC" station

Bus lines X34, X49, M49, 104, 139

• South Entrance (Halls 1-7, 25)

S-Bahn S3 and S75 in the direction of Spandau to "Messe Süd" station

Contacts/timetable information:

Berliner Verkehrsbetriebe (underground/subway, bus):
Tel +49 (0)30-19 449, www.bvg.de



S-Bahn Berlin (city trains):

Tel. +49 (0)30-2974 3333, www.s-bahn-berlin.de



Hotel Bus Shuttle

FRUIT LOGISTICA provides a free hotel bus shuttle service from selected hotels and stops in Berlin's western downtown area. On exhibition days, the bus shuttle leaves every 15 minutes in the morning and brings passengers to the exhibition grounds. For shuttle bus stops, see the city map on the inside back cover. In the afternoon, the bus shuttle is available to take passengers back to their hotels from the exhibition grounds.

The hotels included in the shuttle route are listed on www.fruitlogistica.com > Hotel & Travel > Shuttle Services. A shuttle bus schedule with a list of hotels served is available for download from September.



Taxi

You can also take one of Berlin's many taxis to the exhibition grounds. Please note that traffic congestion occurs frequently near the exhibition grounds, especially during major trade fair events. We therefore recommend using public transport, especially the city trains (S-Bahn) or underground/subway (U-Bahn), or the FRUIT LOGISTICA hotel bus shuttle.

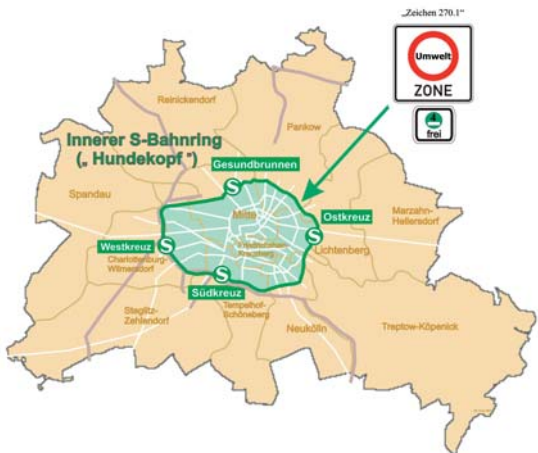
For short trips of less than 2 km with a taxi in the downtown area, we recommend the less expensive "kerb price". If you hail a moving cab from the kerb, tell the driver that it is a short trip, "Kurzstrecke" in German. This special reduced price does not apply to longer trips, or to taxis ordered by phone or waiting at taxi stands.



Car

The exhibition grounds are immediately adjacent to the Berlin city motorway network and readily accessible by car. A limited amount of parking is available in the vicinity of the exhibition grounds. However, we recommend using public transport as traffic congestion is common, especially during major trade fair events.

- ❗ The centre of Berlin has an environmental zone, which only cars with a special disc or "sticker" may enter. For information on the boundaries of the environmental zone and on how to obtain a "sticker", consult the FRUIT LOGISTICA website under Hotel & Travel > How to get to FRUIT LOGISTICA, or go to www.berlin.de/umweltzone. The exhibition grounds themselves are situated outside the environmental zone, however. If you drive to the exhibition via the motorway and do not intend to visit the city centre, you will not need a special "sticker" for your car.

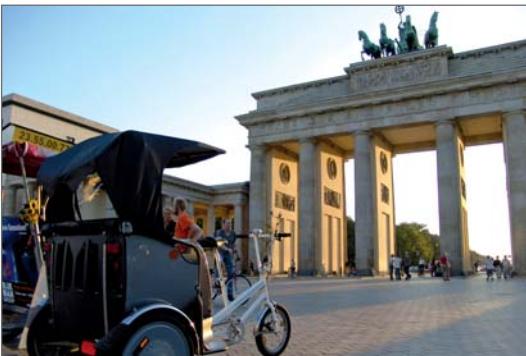


- ❗ **The city of Berlin**
Plan to spend a few days in Germany's exciting capital before or after FRUIT LOGISTICA. A good source of information and links to interesting sights, cultural highlights and current events are our Berlin tips at www.fruitlogistica.com > Hotel & Travel > Berlin.

Weather

The weather in Berlin in February is relatively unpredictable. Average daytime temperatures generally vary between 1° and 9° Celsius and average nighttime temperatures range from -5° to +5° Celsius.

-
- Schedule and route plan for your trip prepared?
- Hotel reservations booked in advance?
- Passport/identity card still valid?
- Visa applied for if necessary?
- Air or train reservations booked? Hire car booked?
- One-day ticket/permanent ticket purchased in advance?
- Can you combine your visit with other appointments on route?
- Coordination with others travelling from your company?
- Bus shuttle schedules under www.fruitlogistica.com > Hotel & Travel > Shuttle Services
- If arriving by car: environmental badge purchased? (Information available under www.fruitlogistica.com > Hotel & Travel > How to get to FRUIT LOGISTICA)
- Business cards and documents prepared?
- Appointments arranged with exhibitors? (see page 14)
- Most effective route round the halls planned? (see page 14)
- Fresh Produce Forum, Hall Forum and other networking events planned?



Preparing your visit to FRUIT LOGISTICA

The days and weeks in the run-up to the exhibition will give you an opportunity to prepare your visit to FRUIT LOGISTICA thoroughly and get the most out of your stay. Plan your personal tour of the fair, make appointments and decide which events you want to attend.



Your personal tour of the fair

Find out in advance about exhibitors and products at FRUIT LOGISTICA.

- ! Use the Exhibitor Search function at www.fruitlogistica.com. This will take you to FRUIT LOGISTICA's Virtual Market Place® (VMP) where, starting in November, you will find detailed information on exhibitors and products at the next FRUIT LOGISTICA. You will also find other helpful functions there to help you plan your visit to the exhibition.


List the hall and stand numbers of your contacts and plan your tour through the exhibition halls according to this list.

- ! Choose the most suitable entrance to begin your visit.
 - **North Entrance for Halls 8-24**
 - **South Entrance for Halls 1-7 and 25**

Use the free fairground bus shuttle to move quickly and easily between the halls.

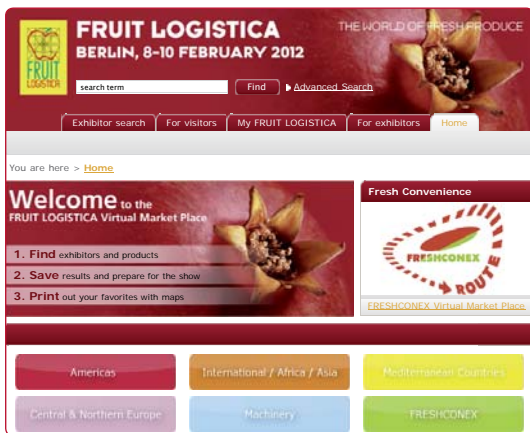
Follow the layout of the halls and see all that FRUIT LOGISTICA has to offer while keeping your appointments. This will make the best use of your time and give you a good overview of all that FRUIT LOGISTICA has to offer. You will find a plan of the exhibition grounds with the route of the free bus shuttle service on pages 20-21. You can also download it at www.fruitlogistica.com under Visitor Service.



The Virtual Market Place® offers a concise list of FRUIT LOGISTICA exhibitors for download as a PDF or Excel file. Go to www.virtualmarket.fruitlogistica.com > For visitors > Exhibitor List. 

The Virtual Market Place® also gives you the opportunity to select specific exhibitors and print out a list together with a plan of the exhibition halls. To do this, set a tick mark next to the exhibitors in the search results and select "Print" in the menu at the bottom of the page under "Select activity".

The VMP also includes an interactive plan of the exhibition grounds showing the exact location of the exhibitors you have selected.



The screenshot shows the homepage of the FRUIT LOGISTICA Virtual Market Place. At the top, it features the event title "FRUIT LOGISTICA BERLIN, 8-10 FEBRUARY 2012" and the tagline "THE WORLD OF FRESH PRODUCE". A search bar with a "Find" button and a link to "Advanced Search" is present. Below the search bar is a navigation menu with tabs for "Exhibitor search", "For visitors", "My FRUIT LOGISTICA", "For exhibitors", and "Home". The main content area includes a "Welcome to the FRUIT LOGISTICA Virtual Market Place" message, a list of three steps: "1. Find exhibitors and products", "2. Save results and prepare for the show", and "3. Print out your favorites with maps". To the right, there is a "Fresh Convenience" section with the FRESHCONEX logo and a link to "FRESHCONEX Virtual Market Place". At the bottom, there are six category buttons: "Americas", "International / Africa / Asia", "Mediterranean Countries", "Central & Northern Europe", "Machinery", and "FRESHCONEX".

Making appointments

The entire world of fresh produce is present at FRUIT LOGISTICA. This makes it the ideal opportunity to meet a great number of important industry contacts within the space of just a few days.

To be sure that exhibitors have enough time to talk to you at their stand, it is advisable to make appointments with them before FRUIT LOGISTICA begins. The appointment function at the Virtual Market Place® under www.fruitlogistica.com > Exhibitor Search is an excellent way to do this. Your enquiry and appointment request will be forwarded directly to the exhibitor's contact address.  

You may also want to use the trade fair to develop your existing business contacts. Think about who you want to meet and ask if your business contacts will be exhibiting at the fair. If so, make an appointment to talk to them in person at FRUIT LOGISTICA.

! Leave adequate time between your appointments and always allow time to cover the distances between the stands.

Your business documents

Prepare the documents and information which you plan to give to your contacts well in advance. These may include brief presentations and information material. Your business card is also important. Make sure that you have enough for your visit before you leave.

Arrangements with colleagues

In many cases, several representatives from the same company attend FRUIT LOGISTICA. Coordinate your visit with your colleagues so that you can cover as many business contacts as possible.



FRUIT LOGISTICA provides exhibitors and visitors with an excellent programme of seminars and conferences, offering valuable information on important new topics and developments in the industry.



Fresh Produce Forum

The Fresh Produce Forum is held every year on the Tuesday afternoon directly preceding the official opening reception. It is organised in cooperation with FRUCHTHANDEL MAGAZINE and has been one of the leading conference events in the European fresh produce calendar for more than 30 years. International experts look at important developments in the fresh produce business from the perspective of traders, suppliers and producers and take a close-up look at the challenges and opportunities facing the industry. The congress is regularly attended by more than 300 leading representatives of the international fruit trade. Presentations are simultaneously translated in English, French, German, Italian and Spanish.

Admission tickets to the Fresh Produce Forum include full access to FRUIT LOGISTICA and can be purchased online at www.fruitlogistica.com > Visitor Service > Tickets & Registration.



Hall Forum

Organised by FRUCHTHANDEL MAGAZINE, the FRUIT LOGISTICA Hall Forum is located in the heart of the exhibition and accommodates some 200 people. The individual Hall Forum workshops explore many of the key topics in the fresh produce trade. Speakers and industry experts discuss the latest trends in the sector and look at new developments in individual supplier countries, in consumer demand, in trading patterns and innovative products.

Presentations generally last one hour and are simultaneously translated in English, French, German, Italian and Spanish. Entrance to the Hall Forum is included in the price of admission to FRUIT LOGISTICA.

Exhibitor Forum

The Exhibitor Forum gives exhibitors the opportunity to present their products and company to visitors in a workshop format. Entrance to the Exhibitor Forum is included in the price of admission to FRUIT LOGISTICA.

Detailed information about the FRUIT LOGISTICA programme of conferences and seminars is available at www.fruitlogistica.com > Events.

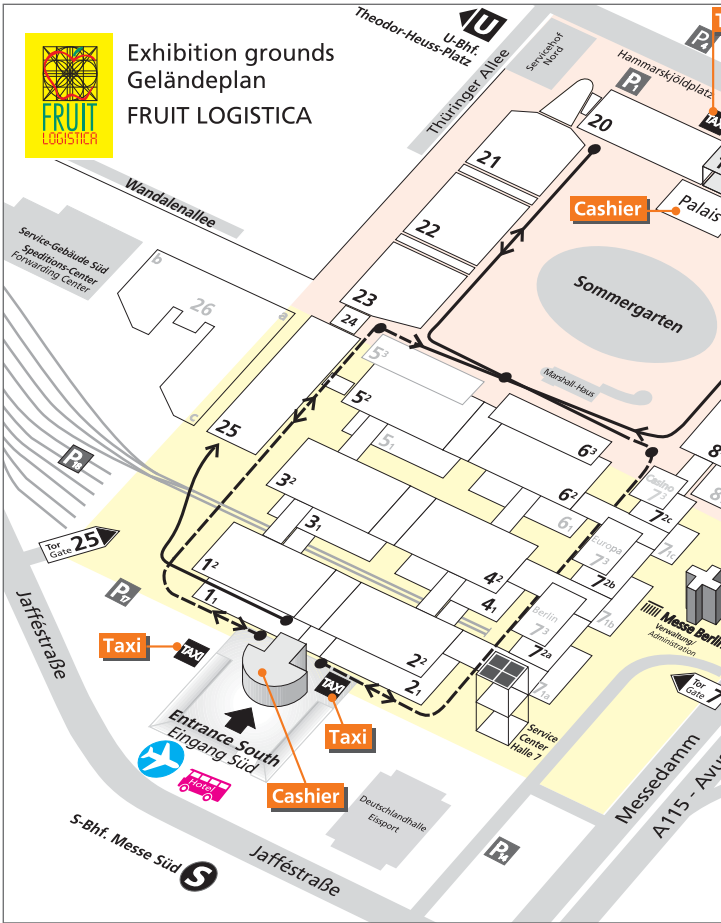


FRESHCONEX

International trade fair for fresh produce convenience

The FRESHCONEX exhibition takes place alongside FRUIT LOGISTICA and focuses on every aspect of fresh-cut convenience products, the new growth sector in the fresh produce trade. FRUIT LOGISTICA tickets are also valid for admission to FRESHCONEX.





Entrances



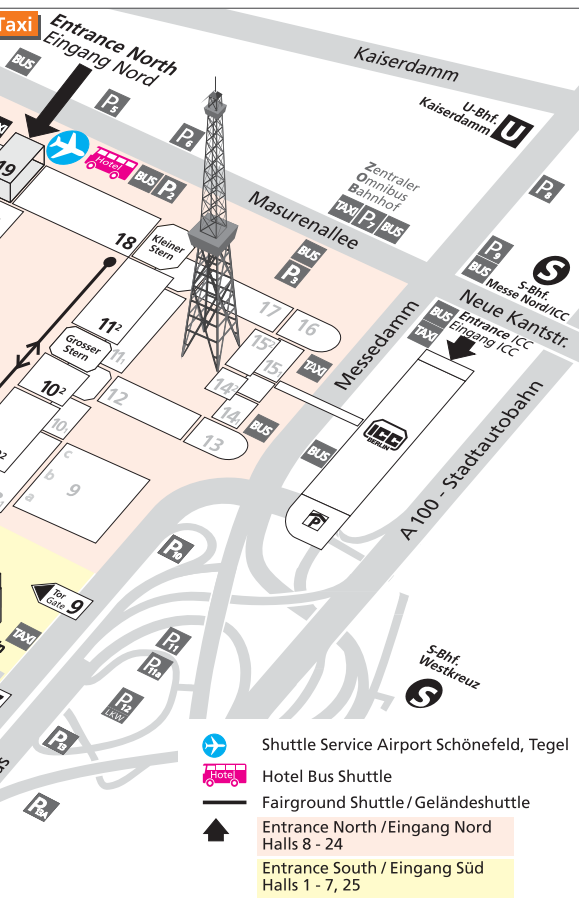
Plans of the FRUIT LOGISTICA exhibition grounds are available for download at www.fruitlogistica.com. They show the quickest and most convenient main entrances to get to each exhibition hall.

- North Entrance for Halls 8-24
- South Entrance for Halls 1-7 and 25



Admission and tickets

Purchase your ticket in advance from our Online Ticket Shop and take advantage of the special rates. You can print out your ticket immediately. This means that you can go straight into the exhibition without further registration or waiting in line at the ticket counters.



The FRUIT LOGISTICA representative in your own country offers preferential rates on admission tickets. For contact details please go to "Contact" at www.fruitlogistica.com.



You can also purchase your ticket directly at the exhibition grounds. Ticket booths and registration facilities are located at both entrances to FRUIT LOGISTICA.

Visitor information and the visitor bag

On arrival at FRUIT LOGISTICA you can collect your visitor bag which contains the official catalogue and other useful information. Visitor bags can be collected at the exhibition entrances.

Exhibition catalogue

The official FRUIT LOGISTICA exhibition catalogue provides details of all exhibitors as well as other very useful service information. It will also tell you among other things where to find the following:

- **ATMs/cash machines**
- **Cloakrooms**
- **First aid facilities**
- **Left luggage office**
- **Lost and found**
- **Office services**

The catalogue is included in the price of admission.

Orientation

Exhibitors at FRUIT LOGISTICA are generally organised according to countries. Several halls are devoted entirely to one particular country or region, and exhibitors from one area are often represented on a single large joint stand. Exhibitors of packaging and processing technology can be found in the dedicated machine hall.





Opening hours for visitors

Wednesday to Friday from 9.00 – 18.00 hrs.

The Fresh Produce Forum takes place on the day before the fair opens from 15.30 – 19.00 hrs.

Restaurants and catering

Restaurants and snack bars are located at several points on the exhibition grounds and in the Funkturm (Radio Tower). Our "Catering Guide" can be found in the visitor bag and is also available for download at www.fruitlogistica.com from mid-January. You will also find detailed information in the exhibition catalogue.



Internet/WLAN

Visitors can use wireless internet connections to send email and surf the web by purchasing an access code. T-Mobile hotspots are available in all passageways on the exhibition grounds. To use these WLAN connections, choose "Messe Berlin" from your list of wireless networks and open your internet browser (e.g. Internet Explorer, Firefox). Enter your data to open the WLAN account. The services provided by T-Mobile can be purchased directly online by credit card.

A plan of all hot spots/access points available for visitors of FRUIT LOGISTICA is provided at www.fruitlogistica.com > FAQ > WLAN/WIFI.



Office services

The FRUIT LOGISTICA Business Center is located in Hall 7. It offers visitors the opportunity to use a PC, make photocopies, send faxes and make phone calls, or recharge their mobile phones. Details of individual services and price lists for the Business Center are available at www.fruitlogistica.com.





- Airports** +49 (0)180-5000186, www.berlin-airport.de
- Ambulance** +49 (0)30-310031 or 112
- Berlin Tourist Marketing** www.visitberlin.de
- Berlin Welcome Card** www.berlin-welcomecard.com
- Bus shuttles** www.fruitlogistica.com > Hotel & Travel
- Car hire** www.budget.com, www.europcar.com,
www.avis.com, www.hertz.com, www.e-sixt.com
- Entrance tickets** www.fruitlogistica.com > Contact
(for our representative in your country)
- Environmental badge for cars** www.berlin.de/umweltzone
- Event programme** www.fruitlogistica.com > Events
- Exhibitor information** www.fruitlogistica.com >
Exhibitor Search
- Fire brigade** 112
- FRESHCONEX** www.freshconex.com
- Hotel reservations** www.fruitlogistica.com
> Hotel & Travel > Travel & Hotels > visitBerlin
- Lost and found Berlin** +49 (0)30-7560 3101
- Medical emergencies** +49 (0)30-310031 or 112
- FRUIT LOGISTICA representatives in your country**
www.fruitlogistica.com > Contact
- Plan of the exhibition grounds** www.fruitlogistica.com > Visitor Service
- Police** 110
- Public transport in Berlin (U-Bahn, bus)**
+49 (0)30-19449, www.bvg.de
- Rail services (DB)**, +49 (0)30-11861, www.bahn.de
- Red Cross** +49 (0)30-850055
- S-Bahn (city trains)** +49 (0)30-2974 3333,
www.s-bahn-berlin.de
- Taxi**
- Funk Taxi Berlin +49 (0)30-261026
- City Funk +49 (0)30-210202
- Würfelfunk +49 (0)30-210101
- Taxi-Funk-Berlin +49 (0)30-443322
- Quality Taxi +49 (0)30-263000
- Tickets** www.fruitlogistica.com > Visitor Service
- Tourist information** www.fruitlogistica.com
> Hotel & Travel > Berlin
- Traffic control center** www.vnzberlin.de
- Virtual Market Place®** www.fruitlogistica.com >
Exhibitor Search,
www.virtualmarket.fruitlogistica.com
- Visa information** www.auswaertiges-amt.de
- Visitor services** www.fruitlogistica.com
- Website** www.fruitlogistica.com



Follow up activities

After your visit to FRUIT LOGISTICA you should assess and evaluate your impressions and meetings for your future activities. We recommend that you:

- Carefully evaluate your contacts and discussions and follow them up quickly while you are still fresh in the memories of the people you met.
- Inform your staff and colleagues about the results of your visit.
- Send brochures and information materials and make sure additional information is provided where necessary.
- Write letters to your business contacts expressing your thanks and documenting the results of your talks in writing.
- Arrange additional appointments and act quickly on what has already been agreed upon. Send proposals and follow-up letters.
- Compile a trade fair report and evaluate your notes.
- Begin preparing your next FRUIT LOGISTICA visit now. Which contacts do you want to develop? How can you plan your visit more effectively next time?

We wish you every success for your visit to FRUIT LOGISTICA. You can always find the very latest information on the exhibition under Visitor Service at www.fruitlogistica.com. If you have any further questions, please contact our representative in your country. Details and addresses can be found under "Contact" at www.fruitlogistica.com.





Publisher

FRUIT LOGISTICA
Messe Berlin GmbH
Messedamm 22 • 14055 Berlin • Germany

www.fruitlogistica.com
fruitlogistica@messe-berlin.com
Tel +49 (0)30 3038 2045
Fax +49 (0)30 3038 2020

Management board: Raimund Hosch (Chairman),
Dr. Christian Göke
Chairman of the supervisory board:
Hans-Joachim Kamp
Registered at Amtsgericht Charlottenburg HRB 5484 B

The publishers and its legal representatives and authorized agents affirm that they have used all reasonable care and attention in the preparation of this guide. Neither Messe Berlin nor its legal representatives or authorized agents can be held responsible or made liable in any way for errors or omissions. Unauthorized publication, copying or distribution in any form of all or part of the content of this guide is expressly forbidden without the prior written permission of the publisher and are only allowed for private and not for commercial purposes.

Place of fulfilment and place of jurisdiction is Berlin.

Copyright © Messe Berlin GmbH 2011
All rights reserved. Printed in Germany.

| | |
|---|------------------------|
| Airports | 9–10 |
| Arrival in Berlin | 9–13 |
| Badge | 6 |
| Berlin city map | Inside back cover |
| Bus shuttle services | 8, 11 |
| Buses (public transport) | 10 |
| Car, arrival by | 12 |
| Cash machines/ATMs* | 22 |
| Catalogue | 21, 22 |
| Cloakrooms* | 22 |
| Contact | 8, Inside back cover |
| Emergency numbers | 24 |
| Entrances | 20 |
| Entrance tickets | 6–7 |
| Environmental zone | 12 |
| Events | 4, 17, 18 |
| Exhibitor Forum | 18 |
| Exhibitor information | 15 |
| First aid assistance* | 22 |
| Fresh Produce Forum | 17 |
| FRESHCONEX | 18 |
| Hall Forum | 17 |
| Hotel bus shuttle | 8, 11 |
| Hotel reservations | 8 |
| Hotlines | 24 |
| Internet/WLAN | 23 |
| Left luggage* | 22 |
| Links | 24 |
| Lost and found* | 22, 24 |
| FRUIT LOGISTICA representatives in your country | 8, 9, 21 |
| Office services | 23 |
| Online registration/tickets | 6 |
| Opening times | 23 |
| Parking facilities | 12 |
| Plan of the exhibition grounds | 20–21 |
| Public transport | 10, Inside front cover |
| Restaurants and catering* | 23 |
| S-Bahn city trains | 10, Inside front cover |
| Taxis | 11 |
| Ticket sales | 6–7 |
| Ticket vouchers | 7 |
| Timeline | Inside front cover |
| Tourist information | 12 |
| Travel checklist | 13 |
| Underground/subway/U-Bahn | 10, Inside front cover |
| Virtual Market Place® | 14–15 |
| Visa information | 9 |
| Weather | 12 |
| www.fruitlogistica.com | 4 |

* For further information, see the exhibition catalogue

