

PRESS RELEASE

January 22, 2019

"Spotlight" with many more world premieres – FRUIT LOGISTICA underscores its status as an innovation platform

Berlin, 22 January 2019 – Trade visitors can now use "Spotlight – Premieres and Innovations at FRUIT LOGISTICA 2019" to prepare for the leading fair for the global fresh produce trade. FRUIT LOGISTICA takes place from 6 to 8 February 2019 in Berlin. More than half of the 83 reports published in "Spotlight" focus on world premieres. That's 20 more than last year. This significant increase impressively underscores the status of FRUIT LOGISTICA as an innovation platform. The 83 "Spotlights" will be presented by exhibitors from 18 different countries on four continents.

Madlen Miserius, FRUIT LOGISTICA Senior Product Manager: "The significant increase in "Spotlight" world premieres shows a growing industry interest in using FRUIT LOGISTICA as a **visionary forum** to present world premieres and innovations."

Together with the FRUIT LOGISTICA Innovation Award, the Future Lab and the newly created Start-up Day, "Spotlight" clearly reflects the industry's innovative strength. "Spotlight" offers the trade media and visitors exciting insights into the latest trends and products. "Spotlight" is available in German, English, Italian and Spanish in the "Press" section on the FRUIT LOGISTICA website.

"Spotlight – Premieres and Innovations at FRUIT LOGISTICA 2019" can be found [here](#).



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