

Berlin 5|6|7 Feb 2025

# MAKE FRUITFUL CONNECTIONS.

**FRUIT  
LOGISTICA**

The leading trade show for the  
global fresh produce business.

**FRUITNET**

[fruitlogistica.com](https://fruitlogistica.com)

 Messe Berlin

# THE BEST SEASON FOR GROWTH: 5 – 7 FEBRUARY 2025.

Many of us wait a whole year to be back, at last, where fruitful contacts are made. Berlin is the place to be, with a capital B. This is where you can meet friends and trade visitors from all over the world.

But the world's most important fresh produce industry trade show is not just a meeting point for old and new contacts; it is also a source of inspiration, and a driver of innovation. From planted seeds to point of sale, we cover the entire industry.

Register now for FRUIT LOGISTICA 2025. Successful growth is all about good timing – and the time to sow the seed is now.

“We make new business contacts here and meet the teams of our subsidiaries from all over the world: valuable in two respects.”

Benedikt Mangold, CEO BayWa Global Produce



Register right here  
now for 2025!

# WHAT BELONGS TOGETHER GROWS TOGETHER HERE.

Big, bigger, FRUIT LOGISTICA. The world's number one trade show offers you the greatest and fastest access to innovations, products and services. This is where the top decision-makers, leading experts, and biggest industry players meet to do business. And the numbers speak for themselves.

**84.7 %**  
of trade visitors  
are decision-makers.

More than  
**66,000**  
trade visitors  
from 145 countries.

**96 %**  
of exhibitors  
would recommend  
FRUIT LOGISTICA.

\* Taken from official FRUIT LOGISTICA 2024 survey independently certified by FKM/UFI.

# THE ROOTS OF SUCCESS START HERE.

- Benefit from our global network of foreign representatives – also in your language
- Use our comprehensive trade show service including stand construction, logistics, and catering
- Increase your media presence via our press services, with Spotlights, Sharepics, and more
- Boost awareness of your brand through targeted onsite and online advertising possibilities
- Stay visible for the entire year with the FRUIT LOGISTICA Online digital platform, event app, and official printed exhibition guide



Download our app and  
always stay up to date.



# THREE SEGMENTS, ONE GOAL: FRUITFUL RESULTS.

It's the fine details that make up the big picture. FRUIT LOGISTICA has the entire value chain covered, from producer to consumer.

Our focus is on three segments:

**FRESH PRODUCE**

**MACHINERY & TECHNOLOGY**

**LOGISTICS**



Innovation happens very quickly in all parts of the business – from new product development to transport and logistics. Our event is the perfect place for what you have offer.

**“We can present our innovations here and follow those of our competitors. It's perfect for seeing what is happening right now in the agribusiness sector.”**

Maribel Amat, Head of Communication Unica Fresh



# THE GROWTH OF TOMORROW IS PLANTED TODAY.

## FRESH PRODUCE

Fresh ideas, a breath of fresh air, and fresh produce that is not only healthy for the planet, but also the global economy. FRUIT LOGISTICA attracts international experts that share the same goal, namely to exceed expectations.

Fresh fruit and vegetables from more than 90 countries are on display here. The show brings together major retailers from all over the globe, not just European buyers. Over three exhibition days, tomorrow's trends become today's reality and build excitement for the future.

**“We use FRUIT LOGISTICA as a global trading centre. The trade fair has played a major role in increasing our export volume.”**

Gonçalo Santos Andrade, President Portugal Fresh



**Products as diverse as our visitors from all over the world.**

- Fresh fruits and vegetables
- Mushrooms
- Potatoes
- Dried fruit and nuts
- Fresh convenience products
- Fresh herbs, sprouts and spices
- Flowers, pot plants
- Organics products
- Fair trade products
- Frozen fruits and vegetables

**The Organic Route:  
This way for organics.**

Available around the world, organic produce reaches all corners of our exhibition grounds. The Organic Route highlights exhibitors and certified organic products in the show catalogue and on site, and brings organic-focused trade visitors to your stand.



# MAKE YOUR BUSINESS AS HEALTHY AS YOUR FRUIT.

## MACHINERY & TECHNOLOGY

As well as fresh produce, machinery and technology are a central part of the FRUIT LOGISTICA exhibition.

To remain at the industry's cutting edge, companies also have to look ahead and know which trends, technologies, and innovations will set the tone in future.

Whether it's high-tech machines for the food processing industry, innovations for the future of agriculture, or advanced greenhouse technology, efficient and stable solutions are required in all areas of the technological landscape.



## Processing lines

As a technology leader with state-of-the-art machines and intelligent solutions for fresh fruit and vegetable processing, show people the future of the industry: from unloading, washing, drying, peeling, coring, weighing and sorting, to storage, cooling and packing.

## Production technology

Present your innovations in the field of fruit and vegetable cultivation here: from harvesting machinery, tree shakers, ploughs, mowers, and specialised field robots, through sensors and irrigation tech, to climate systems, post-harvest treatments, and new storage solutions.

## Greenhouse technology

Display your groundbreaking concepts and solutions for greenhouses and vertical farms – from turnkey installations to individual pieces of equipment.

## Smart Agri

As an industry innovator, show off your digital solutions for pest control or climate and soil monitoring, AI technology to estimate yields, decision support systems, autonomous flying robots that can harvest fruit, software platforms for precision farming, and much more.



# YOUR FRUITS GROW ON THEIR OWN. TRAVELLING IS WHAT THEY LEARN HERE.

## LOGISTICS

Plane, train, or automobile – getting to FRUIT LOGISTICA is easy. But how does fresh produce get around the world these days? The logistics involved must be coordinated perfectly. When it comes to fruits and vegetables, a delay doesn't just put you in a bad mood – it leaves them in bad condition.

**“FRUIT LOGISTICA is a great opportunity to showcase how we partner with fruit exporters to deliver smart, end-to-end supply chain solutions without risk to perishable shelf lives.”**

Raul Saca, VP Global Vertical Perishables  
DP World Logistics



**Logistics keep the world moving. And these topics move us.**

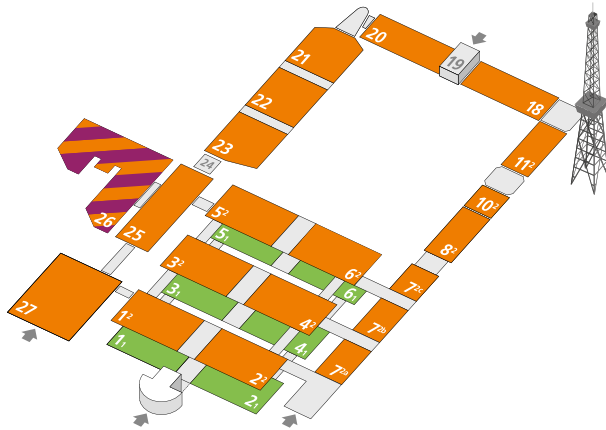
- Classic logistics segments
- Innovative products: robotics, AI, cargo drones
- Digital, real-time data systems
- Adaptable solutions for global trade
- Worldwide transportation services
- Ports



# THE MOST FERTILE GROUND FOR YOUR BUSINESS IS HERE.

Success can be measured very easily. Through visibility. FRUIT LOGISTICA turns every square metre of exhibition space into a stage for fresh produce industry experts.

## The perfect plan for 2025:



## Awards: FLIA and FLIA Technology.

We reward excellent ideas and visions. The FRUIT LOGISTICA Innovation Award (FLIA) has become the industry's most important prize. All exhibitors can apply in advance free of charge for the 'fruit trade Oscars'. The eventual winner is decided on site by the trade fair audience.



## A lot to offer, in just a few words.



### FRESH PRODUCE FORUM\*

You can depend on what we have to offer, and you can count on our numbers: the Fresh Produce Forum analyses the industry's hot topics and presents solutions to current challenges.



### FUTURE LAB\*

In the Future Lab, there is only one direction: forwards. Here you can find innovative products, groundbreaking solutions, and concepts that point towards future success.



### TECH STAGE\*

The stage is set for your ideas: on the Tech Stage, you can present innovative, practical ideas and technical solutions in the fields of machinery and technology. Everything is included in the price and accessible free of charge.



### FARMING FORWARD >>

Part of the Smart Agri Area, here you can present digital solutions for sustainable open-field production, as well as revolutionary technologies for controlled environment agriculture.



### LOGISTICS HUB

Everything you need to know about the current big themes in the perishable logistics sector.



### STARTUP AREA AND STAGE

The perfect start to the day begins here – a platform for any startup that has developed an intelligent solution to improve efficiency and sustainability in the fresh produce industry. Curious to know more? Then register now.

\* Simultaneous translation in five languages.  
Talks will be available as video on demand right after the fair.



# HOME TO 145 NATIONS: FRUIT LOGISTICA.



Fruitful results require good planning.  
Get in touch with your foreign  
representative directly here.

EARN MORE,  
DON'T PAY MORE:  
**STAND RENTAL  
REMAINS  
UNCHANGED  
AT 216 €/m<sup>2</sup>**

**ASIA FRUIT  
LOGISTICA**

Also visit our overseas event in Asia,  
**ASIA FRUIT LOGISTICA:**  
4-6 September 2024 in Hong Kong.

**FRUIT  
LOGISTICA**

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