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ASIA FRUIT LOGISTICA gearing up as fresh produce trade forum in Shanghai, 27-28 May, 2024

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ASIA FRUIT LOGISTICAâ??s new roadshow of Asia Business Meet-Ups reaches a grand finale with its China Business Meet Up on 27-28 May in Shanghai. Held at Shanghai World Expo Exhibition & Convention Center (SWEECC), the China Business Meet Up is the largest-scale edition of ASIA FRUIT LOGISTICAâ??s series of
content-backed networking events in key markets across Asia.

ASIA FRUIT LOGISTICA has joined forces with three of Chinaâ??s top wholesale markets â?? Guangzhou Jiangnan, Shanghai Huizhan and Hebei Sunhola â?? to cohost the China Business Meet Up. The two-day event features an information packed programme of talks and discussions on the fast-moving China market with
esteemed industry leaders organised by ASIA FRUIT LOGISTICAâ??s knowledge partner, Asiafruit Magazine.

Speakers include Peter Zhu, Pagoda senior VP; Jae Chun, Driscollâ??s VP and Asia-Pacific GM; Amelia Li, marketing VP of Greater China at Zespri; David Smith, Bloom Fresh China GM; Andy Zhang, Dole Food Asia market representative; Dani Geng, Joy Wing Mau product director; Marc Evrard, BFV commercial director, and many more. Hear industry experts from top global companies share valuable insights on China market trends and the latest updates.

for the new season. Plus, find out whatâ??s next for key fruit categories such as durians, blueberries and pears. With a bustling B2B expo and diverse networking formats, the China Business Meet Up is designed to forge meaningful connections and promote knowledge sharing. Sponsor booths have already sold out for the event, with more than 60 leading companies set to showcase their products and services, including
Reemoon, Zespri, Joy Wing Mau, Goodfarmer, Pagoda, Blue Whale, Sunkist, Pengsheng, Golden Boy, and numerous others.

The China Business Meet Up is a unique opportunity to deep dive with the top players in Chinaâ??s fresh produce business, discover new products, and gain expert insights on the latest market trends and industry innovations. Industry professionals can now secure their complimentary visitor registration to the
event. Register here!

ASIA FRUIT LOGISTICA is looking forward to welcoming trade visitors from all over the world to its China Business Meet Up, including leading suppliers, buyers, retailers, logistics companies and providers of technology and services throughout the supply chain. â??Weâ??re delighted to partner with Chinaâ??s top wholesale markets to organise this major industry gathering and we warmly welcome our partners and colleagues to join us as we gear up for ASIA FRUIT LOGISTICAâ??s return to Hong Kong this September,â• said David Axiotis, managing director of Global Produce Events, which organises ASIA FRUIT LOGISTICA.

â??This is the first time that three major markets in north, south and central China have come together in a regional networking and trade event. This type of in-depth activity with strategic partners is key to further extending the reach of ASIA FRUIT LOGISTICA, and it underlines our commitment to promoting communication and cooperation in the fresh fruit and vegetable business.â•

ASIA FRUIT LOGISTICA has launched the series of Business Meet-Ups to deepen its connections in key markets across Asia and build even greater momentum for the trade showâ??s return to Hong Kong on 4-6 September 2024.

The Shanghai event is the final station in the roadshow series, following the success of earlier Business Meet-Ups in Jakarta (Indonesia), Mumbai (India) at Fresh Produce India and Bangkok (Thailand).

For more information on ASIA FRUIT LOGISTICAâ??s China Business Meet Up and visitor registration, please visit: CHINA Business Meet Up | Asia Fruit Logistica