



European Buyer Mission to Fruit Logistica

*Berlin, Germany
February 3-5, 2027*

Fruit Logistica is known as the biggest worldwide event for the fresh produce sector, presenting a wide display of the newest innovations, products, and services throughout the global supply chain. Thus, it offers superb networking and contact opportunities to the key decision-makers in every sector of the industry. Fruit Logistica does not only cover the large German market for fresh produce but other countries within Europe, and the Middle East as well.

This targeted European buyer mission brings selected and prequalified fresh produce buyers from across Europe to Fruit Logistica 2027, the world's leading international trade show dedicated exclusively to fresh fruits and vegetables. Fruit Logistica attracts decision-makers from retail, wholesale, foodservice, and distribution who are actively sourcing fresh produce and building seasonal supply programs. Meetings are fully integrated into the trade show environment and take place at exhibitor booths, in the SUSTA lounge, and where appropriate in shared U.S. pavilion or U.S. lounge areas during the show.

Participation Fee: Complimentary

Fee Includes:

- Pre-arranged matched one-on-one meetings with key buyers, importers, distributors, and/or brokers from Europe

Registration Deadline: November 4, 2026

Product Samples: All participants are required to provide samples of their products at the event; if there is a reason you cannot sample your products, you must contact SUSTA's Global Events (events@susta.org) team upon registration.

Industry Focus: Fruit and Vegetable

Product Description: (Suitable products for this event): Fresh Fruit and Vegetables, Nuts, Dried Fruit, Fresh Convenience Products, Fresh Herbs, Sprouts, Spices, Flowers, Plants, Organic Products, Fair Trade Products, Frozen Fruits And Vegetables

Activity Managers

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If you have a question about an event, feel free to contact us at events@susta.org

SUSTA encourages you to enroll in the [Smart Traveler Enrollment Program \(state.gov\)](https://www.state.gov/smart-traveler)
and monitor the [Travel Advisories \(state.gov\)](https://www.state.gov/travel-advisories) webpage before traveling.

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