



Asia Fruit Logistica

Hong Kong
September 4-6, 2019

Asia Fruit Logistica is where every link of the international fresh fruit and vegetable supply chain meets face to face each year to make contacts and do business. Held in Hong Kong, Asia Fruit Logistica is the gateway to business in China and the entire Asian market. For the 2017 Edition, Asia Fruit Logistica attracted more than 13,000 top decision-makers from 76 countries to Hong Kong, which is a growth of 16% compared with 2016. Exhibitor numbers increased by more than 150 on the 2016 edition. A total of 813 exhibitors from 43 different countries took part, while 24 national pavilions featured at the event.

Hong Kong is a dynamic export market for U.S. agricultural products. In 2017, the total U.S. agricultural exports reached US\$4.4 billion, ranking Hong Kong as the 6th largest market for U.S. food and agricultural exports. In terms of U.S. consumer orientated exports, Hong Kong ranked 4th in 2017. Specifically, fresh fruits have gained strong momentum in the market as Hong Kong has no local production of fresh fruit, making it strongly dependent on its imports in order to feed the large appetite for these products. In 2017, U.S. was the third largest supplier to Hong Kong, accounting for 15% of the overall fresh fruit imports. Specifically, expensive and premium fruits are increasingly sought after by consumers as they are considered fresher, cleaner and safer.

Participation Fee: \$2,748 (if you register and pay before April 4, 2019);
\$2,948 (if you register after April 4, 2019)

Fee Includes:

- Booth Space and standard furniture package
 - Marketing Briefing and Tour
 - Up to \$500 reimbursement for shipping product samples with proper documentation. *
- *Fresh/frozen/chilled products may be subject to separate allowances.

Registration deadline: July 15, 2019 (No refunds for cancellation after June 4, 2019)

INDUSTRY FOCUS: Organic, Produce

PRODUCT DESCRIPTION (suitable products for event): Fresh Fruits and Vegetables, Herbs, Nuts & Dried Fruit, Edible Flowers, Organic and Fair Trade Products, Sweet potatoes

50% CostShare: Apply now for SUSTA's 50% CostShare to request 50% reimbursement of participation fee, travel costs for up to two company representatives (flight, hotel, meals and incidentals), promotional giveaway items, point of sale materials and more!

Activity Managers:

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