



“ The relocation to AsiaWorld-Expo enabled us to accommodate our biggest and best show yet. ”

*Mr. Gérald Lamusse, Managing Director of event organiser
Global Produce Events*

Top show in record-breaking relocation to AsiaWorld-Expo

Asia's only annual international trade expo of its kind, ASIA FRUIT LOGISTICA focuses on providing added-value across the region's fresh produce markets. In addition to unprocessed fruits and vegetables, goods on display at the show's debut at AsiaWorld-Expo included plants, flowers and organics. With representatives of leading logistics and related companies also exhibiting, the September event was a must-attend for fruit and vegetable specialists region-wide.



**ASIAFRUIT
CONGRESS**

A shrewd move in every sense

Held at AsiaWorld-Expo between 5-7 September 2012, ASIA FRUIT LOGISTICA's sixth edition was the biggest and best yet, attracting more visitors and exhibitors than ever before. In all, a record-breaking 5,700 visitors from 64 countries attended the event – a 7% increase on the figure for 2011.

“There were more booths and the scale was bigger this year,” said Hong Kong visitor, Ms. Karen Lee of Wellcome of The Dairy Farm Company. “The show was a great opportunity for us to communicate with all our suppliers and catch up,” she added. Exhibitor numbers also surged to 341 exhibitors from 30 countries.



“ ASIA FRUIT LOGISTICA’s average per exhibitor stand size for 2012 has grown over 2011. We were delighted with the number, quality and international scope of buyers and trade visitors this year ”

Mr. Gérald Lamusse, Managing Director of event organiser, Global Produce Events



“ We had a lot of people come by; I would say around 10 per cent of them were new clients ”

Mr. Gurdip Singh, exhibitor from India company, BGP International

ASIA FRUIT LOGISTICA’s move to AsiaWorld-Expo also saw its organisers play host to a record number of 18 national pavilions. In addition to regulars such as Argentina, Australia, Chile, China, Egypt, New Zealand, Peru, South Africa and the United States, first timers included Mexico, Greece and Portugal. “We were delighted with the number, quality and international scope of buyers and trade visitors this year. Such a high calibre of participants remains a key factor in the continued strong business outcomes for our participants”, said Mr. Gérald Lamusse, Managing Director of event organiser Global Produce Events (GPE).

Jointly hosted with ASIA FRUIT LOGISTICA, Asiafruit Congress at AsiaWorld-Expo was marked by the pioneering of several attendee-friendly developments within an already packed programme of events. Key amongst them was specifically-themed breakout sessions. With an incredible array of meeting rooms catered for 100 to 670 people, the venue again proved itself to be an ideal choice when it came to satisfying the unique needs of organisers, exhibitors and participants alike.

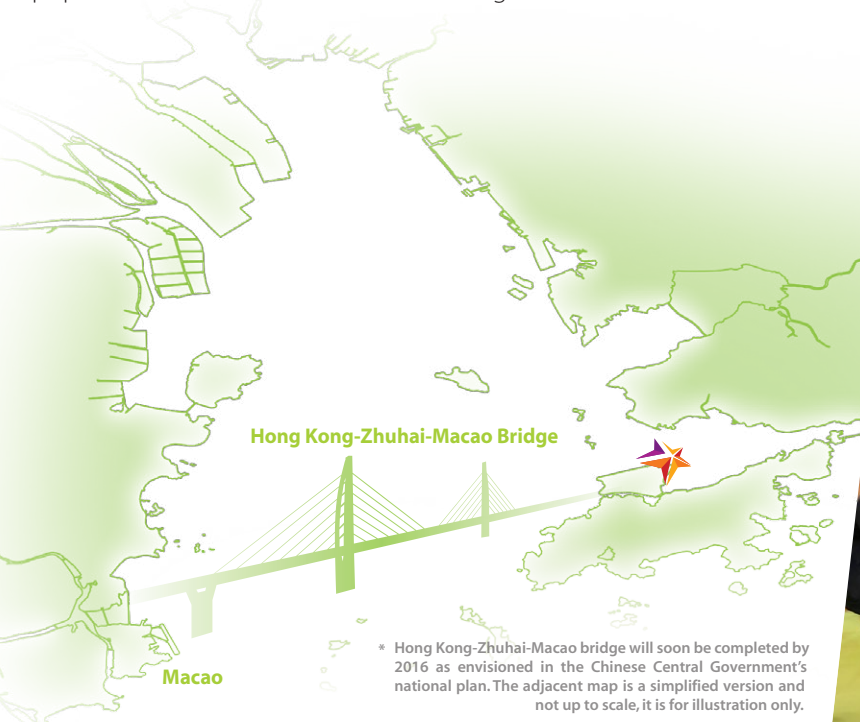


A perfect launchpad for sustainable market growth

The event's steady expansion since its first launch has resulted in a strong need for a scalable venue capable of accommodating the organisers' ambitious long-term expansion plans.

"ASIA FRUIT LOGISTICA's average per exhibitor stand size for 2012 has grown over 2011," said GPE's Mr. Lamusse. "Such expansion demonstrates attendees' growing commitment to the Asian market as a whole," he added.

Fully integrated with Hong Kong International Airport, AsiaWorld-Expo provides unrivalled convenience for overseas visitors who can immediately visit events the moment their flights touch down. Other advantages include the facility's strategic location at the heart of the soon-to-be-connected Hong Kong-Zhuhai-Macao bridge network and just an hour away from Mainland China's vastly populous Pearl River Delta manufacturing hub.



“ It was our largest presence at the show to date. We’re now considering taking an even bigger area next year ,”

Mr. Victor Sarabia Molina, exhibitor of PromPeru

AsiaWorld-Expo’s superb meeting and expo facilities and support services played an equally vital role. Offering some 70,000 sq. m. of column-free space under one roof, the venue provides event organisers with a choice of uniquely flexible and hassle-free solutions to their unique needs. The AsiaWorld-Expo team’s signature warm hospitality and appetising array of F&B services are other big pluses when it comes to guaranteeing exhibitors and visitors a perfect stay during multi-day events.



Mr. Victor Sarabia Molina, exhibitor of PromPeru was one of many ASIA FRUIT LOGISTICA attendees who were greatly impressed by the show’s debut at AsiaWorld-Expo, “It was our largest presence at the show to date. We’re now considering taking an even bigger area next year,” said Mr. Molina.

A further example of the many high-profile expos which have now made AsiaWorld-Expo their home, ASIA FRUIT LOGISTICA looks forward to achieving even greater achievements at the venue in autumn 2013. With its convenient location, superb facilities and incredibly wide industry-specific track record, AsiaWorld-Expo is already making that happen.



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