

The international marketing magazine for fresh produce buyers in Europe

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Fruit Logistica launches digital industry platform



Exhibitors and visitors can use Fruit Logistica Online to prepare for their visit to Berlin on 5 -7 April 2022

Fruit Logistica has launched a new **digital industry platform** to help exhibitors and visitors prepare more efficiently for their visit to the world-leading fresh produce trade fair.

Fruit Logistica Online, which has been unveiled eight weeks before the event takes place in Berlin on 5-7 April 2022, will also be available after the event and throughout the year.

This will enable industry professionals to follow up on contacts made during the show and stay in touch year-round.

Fruit Logistica Online replaces the event's previous online system Virtual Market Place. With a focus on industry networking and communication, it allows users to compile personalised lists of favourites, and offers a variety of new functions in addition to the usual exhibitor and product overviews.

Kai Mangelberger, Fruit Logistica project director, is excited with the new

development. "Key players from the global fruit and vegetable industry are convening at Fruit Logistica in Berlin. Our new industry platform, Fruit Logistica Online, helps with networking and direct communication between companies, decision makers, and customers. It also provides information on new products and innovative solutions in the fresh fruit industry."

Fruit Logistica Online lets users create detailed profiles, maintain a list of contacts to establish a personal network, plan appointments, and interact with other users on a variety of channels. As a digital expansion of Fruit Logistica, it serves as the central online platform for the fresh fruit industry year-round.

People who sign up for **Fruit Logistica Online** can get an overview of the various events, watch live streams, and view videos on demand after Fruit Logistica is over.

Before the trade show commences, the **Fruit Logistica Online**

app will be available for download so participants can get acquainted with the show's format.

Fruit Logistica is the leading trade show for the global fresh produce business, and represents the entire value added chain for the fresh produce industry from producer to point of sale. More than 3,300 exhibitors from 91 countries presented their products, services and technical solutions at Fruit Logistica 2020. Around 73,000 vendors and trade visitors from 135 countries took part in the event.

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