

Busy first day at Asia Fruit Logistica in Hong Kong

Today, September 4, marked the first exhibition day of Asia Fruit Logistica in Hong Kong. More than 600 exhibitors from 38 different countries are coming together this week to showcase a wide array of fruit and vegetable products. It was a good and busy start to the show with China standing out as the largest exhibiting country and the number of Chinese exhibitors increased with 12 percent compared to last year. Despite an increase in exhibitors from China, the country's economic downturn is being felt by countries around the world exporting to China. In addition to the economic downturn, many countries are still waiting to get protocols to export to China, further complicating exports.



Other Asian markets seem to be doing well. For India, exporting grapes to Europe has been challenging due to the Red Sea situation, but the country has found a good alternative in Russia. With less grapes making their way over to Russia from other countries, it was a good market for India. Some Italian apple and pear exporters said demand from China and Asia as a whole is good, but the Red Sea challenges prevent them from sending fruit.

Exporters from Latin America continue to see opportunities to expand in Asia. For the Asian market, quality and appearance of the products are key, including size, shape, color, and flavor. Certifications on the other hand, as required in Europe and the U.S., are less important.



Vaihav Vedak, Country Manager India for Salix Fruits.



The Aartsen mascot is entertaining visitors at the stand.



Alejandra Sandoval and Vladimir Kocerha of Clavet Peru.

Tasting is key

On display at the show were lots of exotic fruit and vegetable items. For the Asian market, it is very important potential buyers get to taste the different products. As a result, most companies brought samples, and exhibitors were busy getting the displays in their booths ready and making sure their products appealed to the audience.

Apart from exotic produce items on display, this year's exhibition also stands out for the presence of companies specializing in seeds, variety research and development, breeding technology, and nursery cultivation. Many exhibitors are showcasing their cutting-edge innovations in the fruit and vegetable seed industry.



Different exotic produce items on display.

All in all, exhibitors from China as well as other countries reported a strong start of the trade show with considerable interest for their products from across Asia. Several companies said they were satisfied with potential customer leads and new orders they had already received.

Publication date: Thu 5 Sep 2024

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