

Threat of Super Typhoon Yagi impacts second day of Asia Fruit Logistica

Super Typhoon Yagi is nearing the city of Hong Kong and as a result, opening hours of the second day of Asia Fruit Logistica were adjusted. Doors opened an hour early in order to provide exhibitors and attendees more time to meet up as it was uncertain how the day and the remainder of the week would unfold. Ironically, during Asia Fruit Logistica's 2023 event, the worst rainstorm in 150 years hit Hong Kong and prevented the event from opening its doors on day three.

As a result of the nearing storm, the second day of the show started with lots of uncertainty. However, as the day progressed it became clear that the storm would hit early in the evening. To protect the safety of residents and properties, authorities will issue the No. 8 signal – one of the highest-level warnings - at 6:20 pm local time today. Many exhibitors and visitors left the show floor early to give themselves enough time to be back at the hotel before the worst of the storm hits. Exhibitors are worried about a repeat of last year, but at the same time hopeful the typhoon will pass during the evening/night without causing too much damage. At the time of writing, it is unknown if the show will open its doors on Friday.



Many exhibitors left the show floor early.

Asia is key market for many continents

Chinese exhibitors noted a higher visitor turnout compared to previous AFL editions. In fact, numbers exceeded expectations and, in some cases, exhibitors were faced with a shortage of tables and chairs at their booths to hold customer meetings. The recent drop in shipping costs has stimulated import and export trade with importers holding high hopes for the upcoming southern hemisphere season. Despite the hustle and bustle, exhibitors also expressed their concerns about a potential exhibition cancellation due to the nearing typhoon.



Chinese booths saw lots of visitors.

Asia Fruit Logistica is a key event for Latin America. Chile sends about 90 percent of their cherries to China and with a record crop expected for the upcoming season, networking with (potential) customers is invaluable. Chilean cherries are a popular item to gift for Chinese New Year and Chinese consumers are willing to pay a good price for high quality fruit.



Lenoardo Marchant, Gianluca Bartolini and Sofia Jeanneret are exporters of cherries, grapes, citrus, avocados, and blueberries from Chile.

Asia is also an important market for Australia and New Zealand. New Zealand cherry and apple growers are optimistic for a better season after a cyclone and wet weather made for a couple of tough years. Australian vegetable growers have seen a good winter season with ideal growing conditions in most places. Fruit exporters are looking at China again as relations between the two countries continue to improve. In addition to China, Australia will also continue to grow their markets in Southeast Asia.

In the European section of the show, many French apple and pear growers said they are happy with the demand for their fruit across Asia with India and China particularly showing. The Belgian pavilion had a lot of fruit on display with tastings delighting visitors. The South African pavilion was packed with visitors as many exporters were meeting with buyers from Asia. Some were reviewing and closing the citrus season while others were discussing programs for the coming table grape season. Exhibitors from North America also reported it is a successful event for them. U.S. growers mainly have grapes, citrus, apples, dates, and potatoes on display. From the U.S., California is particularly well represented. Canadian growers and exporters promoted cherries, apples, and blueberries and hope to increase exports to Asia.



Bard Valley Natural Delights (left) and World Fresh Exports (right) are present from the U.S. and Canada respectively. Altogether, the two countries were represented by about 40 companies.



A busy South Africa pavilion.

FreshPlaza will provide an update as more news about Super Typhoon Yagi becomes available.

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