Logistics Hub, the newest of FRUIT LOGISTICA 2016

Logistics Hub is the new cycle of events that will present FRUIT LOGISTICA 2016, between days 3 and 5 February. The current ten sessions will address the supply chain issues. This is where producers, exporters and marketers find the information they need to make the right decisions in terms of logistics, when transporting their goods.

The supply chain is expanding and becoming more complex to encompass several continents. The right choice in logistics services can be decisive in whether the game fresh produce can be sold or not. The handling and logistics fresh produce are two essential sides of the same coin. If costs are not clear, it is impossible to set a price.

"Time to market" is a practical way of measuring logistics efficiency but there is more. Shipments of fresh products are made by sea, air, road and, in some cases, by train. It is important to ensure that the process of delivering fresh produce from the farm to the point of sale is adapted to the respective means of transportation.

Logistics Hub organization has been assigned to Alex von Stempel, independent consultant experienced in the logistics of fresh produce. Von Stempel will moderate the event, which will take place between 3 and 5 February in CityCube of Messe Berlin (Hall B, Stand C-04).

Source: FRUIT LOGISTICA 2016