

## Spotlight, tool of FRUIT LOGÍSTICA for the diffusion of its next releases and premieres



**Professional visitors and journalists who attend the edition of [FRUIT LOGISTICA 2018](#), which will take place in Berlin on 7th, 8th and 9th February, have the opportunity to prepare their visit better thanks to the [Spotlight](#) tool. Designed so that exhibitors and co-exhibitors can present their launches and new products and services that will lead to this edition.**

All Spotlight articles are available on the FRUIT LOGISTICA website in several languages ??(German, English and Spanish and this year, as a novelty, also in Italian).

Of the 68 novelties included in Spotlight, 23 are global launches and 11 European presentations, highlighting in this way the privileged position enjoyed by FRUIT LOGISTICA as a platform for innovation in the sector

Wilfried Wollbold, Global Brand Manager of FRUIT LOGISTICA states: "*In addition to its unbeatable position as a business and information support, FRUIT LOGISTICA has also demonstrated its leadership as a showcase for innovation with the Spotlight tool. We are delighted that our exhibitors consider FRUIT LOGISTICA as the ideal place to present their releases and news. For professional visitors, Spotlight offers the possibility of obtaining a broad vision before the fair, so they can prepare for it in a more efficient way*".

With the Spotlight tool, together with the [FRUIT LOGISTICA Innovation Award \(FLIA\)](#), FRUIT LOGISTICA gives visibility to the products and services launched in the market in the last twelve months

In a complementary way, with its [Future Lab](#) tool, FRUIT LOGISTICA offers exhibitors and visitors the opportunity to attend presentations of projects that will enrich the fruit and vegetable sector with more innovations, in a period of between two and five years.

The Spotlight tool is a free service aimed at exhibitors, professional visitors and specialized journalists, *which is within the FRUIT LOGISTICA website, the press service, visitors and the [Virtual Market Place®](#).*

**Source: FRUIT LOGISTICA**

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