Exhibitors prepare to overcome global challenges at FRUIT LOGISTICA 2023

Already 25 per cent more space booked than 2022. The leading trade show for the global fresh produce FRUIT LOGISTICA business will take place in Berlin from 8 to 10 February 2023. Last call for exhibitors to book their stands.

Spend better, save more. For exhibitors at FRUIT LOGISTICA 2023, it's an essential mantra in the face of a global cost crisis that challenges everyone in the fruit and vegetable business.

Innovative companies from across the world – and from all parts of the value chain – are ready to share their solutions to those challenges at the leading trade show for the global fresh produce business, which **takes place in Berlin from 8 to 10 February 2023.**

That's why FRUIT LOGISTICA's own motto this time is "All in One". And, at a time when efficiency is even more essential, the opportunity to reach the largest possible audience in a single location is all the more valuable.

FRUIT LOGISTICA director Kai Mangelberger says demand for exhibition space at next year's event is strong. "Exhibitors have already booked 25 percent more space than they did for the 2022 event, which shows that FRUIT LOGISTICA is not only the place to learn about new, cost-conscious innovations, but also to present them to the rest of the industry. In Berlin, exhibitors can reach as many people as possible and the right people in one place."

For many in the business, water and energy supplies are under intense pressure. And the costs of those inputs, as well as vital services like logistics and packaging, have increased dramatically over

the past few months. But exhibitors at FRUIT LOGISTICA 2023 have answers to those challenges.

Take Mavuno Technologies, which will make its FRUIT LOGISTICA debut. The German startup is on a mission to help cashew farmers in Tanzania to increase their yields. It gives them access to affordable organic crop protection, as well as a dependable crop forecast system that incorporates satellite imagery and machine learning technology. Those innovations make their commercial model more sustainable and less susceptible to poor conditions.

Many of FRUIT LOGISTICA's exhibitors will also use the event to show how they have reduced not only their costs but also their impact on the environment. "Thanks to the agronomic practices we promote, our fruit is produced using 55 per cent less water than traditional irrigation techniques," says Rita Biserni, marketing manager at leading Italian cooperative Alegra, which returns to the event in February 2023.

Now is the last chance to register as an exhibitor **for FRUIT LOGISTICA.**

The stand registration forms are available here.