FRUIT LOGISTICA 2024: the fresh produce industry's heartbeat grows stronger

FRUIT LOGISTICA which takes place from 7 to 9 February 2024, recorded a major increase in requests for exhibition space at its upcoming event.

And while there is still time for late exhibitor registrations, next year's stand bookings have already exceeded this year's result. A hopeful sign, it seems, that the global economy has started to recover.

Demand from fresh produce suppliers in Africa and Asia is especially strong: Kenyan companies, for example, have booked twice as much exhibition space as they did in 2023; while China has doubled its presence to more than 1,000 sq ft.

The fruit and veg industry continues to face cost pressures and distribution challenges around the globe. For FRUIT LOGISTICA director Kai Mangelberger, this explains why interest in technological and logistical solutions is even higher.

"This is something reflected in our increasing exhibitor registrations in the Logistics, Machinery &

Technology segments," he comments. "The logistics segment in Hall 26 in particular has seen an increase in international exhibitors."

In the show's Machinery & Technology segment, the topic of Controlled Environmental Agriculture (CEA) continues to gain importance, Mangelberger adds. "So, in Hall 3.1, the Greenhouse and SmartAgri areas provide space for these exciting new technologies."

> The FRUIT LOGISTICA 2024 Ticket Shop is now open, providing more time for those who need to obtain a visa in order to attend the show.