Germany: Fruit Logistica success after the end of his Latin American tour 2015

The trading platform Fruit Logistica fresh produce has traveled aa Ecuador, Panama and Dominican Republic, among other countries, to develop conferences for professionals in the agricultural export sector.

The countries chosen in this campaign for the development of the different sessions were Ecuador, Panama and Dominican Republic due to the large export potential available. These countries must join previously made visits to Colombia, Costa Rica, El Salvador, Spain, Guatemala and Honduras; places where those responsible for the show have made an approach to producers or relevant institutions to encourage their participation in the international event industry frescoes.

The visits are an approximation of the fair for the sector and strengthen the organizational alliances with leading institutions, public and private, in each of these countries. Pro Ecuador, Corpei, the Ministry of Foreign Trade of Ecuador, the Ministry of Commerce and Industry of the Republic of Panama and the Center for Export and Investment of the Dominican Republic, have collaborated in carrying out these acts, focused on display international projection of the horticultural sector and the importance of innovation in the sector have led to more than 150 producers.

To report today in its target markets, has moved to Fruit Logistica Nic Jooste, Marketing Manager of the Dutch importer Cool Fresh as Frank Ocampo, head of overseas imports to the Caribbean in

the Dutch importer The Greenery, who they offered his views on the reality of the sector and the growth potential and business opportunities. Jooste has highlighted the rapid development of countries in the "European periphery" such as Moldova, Kazakhstan and Azerbaijan in addition to the possibilities offered by the countries of Eastern Europe and the Balkans.

Meanwhile, Ocampo has focused on highlighting the enormous networking platform representing Fruit Logistica, an ideal place to meet the need for importers to work with producers enclave. Not to mention the many essential qualities to become trusted supplier for the European market: continuity of production, possession of own packing, pesticide control, quality, sustainability and reliability.

On the other hand, the Director of Communications for Spain and Latin America, Silvia De Juanes, has reported the great commitment of Fruit Logistica innovation; a commitment that the event shows through cycles free and simultaneously translated conferences on various key issues of the sector. Indeed, the organization has confirmed the first of the current issues that will shape the next cycle. And it is that digitization plays an increasingly important role in retail and also affects other areas of the value chain.

After the historical recorded in the latest edition of Fruit Logistica results, in which more than 65,000 professionals dedicated to the fruit and vegetable sector, surveys completed by 2,785 exhibitors revealed that about 90% of exhibitors rated their participation positively and They cataloged the commercial success. While it not listed as a primary goal the signing of contracts, 45.3% of exhibitors said that it had conducted business operations during the event. Moreover around 90% confident that business derived from the fair will be satisfactory or very satisfactory. Consequently, 89% of exhibitors had an excellent and very positive of this edition of Fruit Logistica overall impression.

Source: Fruit Logistica