Last chance to reserve space on the British pavilion at Fruit Logistica

The Commercial Horticultural Association (CHA) will be hosting a group of UK exhibitors at Fruit Logistica, 7-9 February 2024 in Berlin.

Fruit Logistica covers every single sector of the fresh produce business and provides a complete picture of the latest innovations, products and services across the international supply chain. The fair covers the entire spectrum of the value chain - from producer to consumer and a raft of product areas, including fresh fruit and vegatables, dried fruit and nuts, packaging and labelling, transport and logistics systems, produce handling and storage, tech solutions and cultivation systems.

The 2023 edition included 2,600 exhibitors and 63,000 visitors from 140 countries.

Companies booked into the UK pavilion so far include Botanicor, Primafruit and Bedfordshire Growers, with several other suppliers about to confirm.

“We offer fully built exhibition stands in a prime location in a prominent area of the show. We simplify the process of exhibiting, to help our exhibitors prepare for and make the most of the show,

promote the British group presence and make exhibiting a turnkey experience," commented Lydia Stubbs, Events Manager for the CHA.

"We are working with the UK Department for Business and Trade (DBT) in Germany to organise a webinar and market research.

"There is also an opportunity for introductions to the DBT team's external partners who can organise B2B meetings. This extra support will be invaluable for our exhibitors so that they are well briefed and prepared to do business in this market," Lydia continued.

A few final spaces remain on the UK pavilion, which can accommodate small starter exhibiting packages as well as space for larger companies.