New concept for Fruit Logistica Special Edition 2021

FRUIT LOGISTICA is announcing further details of its new event format called FRUIT LOGISTICA SPECIAL EDITION which takes place on 18-20 May 2021.

“The FRUIT LOGISTICA SPECIAL EDITION 2021 gives the global fresh produce business the first opportunity in almost 18 months to meet face-to-face in a safe, COVID-secure environment,” explains Madlen Miserius, Senior Product Manager at FRUIT LOGISTICA. “Our new format helps our exhibitors to grow their business and to better manage their future strategy. It also gives them the chance to showcase their latest product innovations and business solutions that will determine the immediate future of the fresh produce business.”

FRUIT LOGISTICA SPECIAL EDITION 2021 brings together every part of the fresh produce value chain in a brand new way. The new compact format is divided into **seven segments or product areas**: Fresh Produce, Packaging, Logistics, Seeds & Fertilizers, Machinery & Technology, Greenhouse Technology, and Cultivation Equipment. Every exhibitor is placed in the segment or product area relevant to their business. This makes it easier to get around the trade show by reducing the distance between meetings for visitors, and allowing everyone to benefit from a dedicated event programme for their particular area.

FRUIT LOGISTICA SPECIAL EDITION 2021 aims to bring together as many international exhibitors from right across the fresh produce value chain in a more compact format. This approach enables the organisers to offer a series of **turn-key exhibitor packages** that both guarantee flexibility and help exhibitors to lower their risk. Three pre-defined stand sizes (18, 36, and 54 square meters) and three pre-defined stand shapes (1 side open, 2 sides open, and 3 sides open) include stand space, turn-key stand construction, digital package, as well as a hi-speed internet connection. The modular stand construction means stand decisions can be made easily and cost-effectively. The cancellation policy has also been revised to give exhibitors more flexibility, allowing them to cancel free of charge up to four weeks before the event.

FRUIT LOGISTICA SPECIAL EDITION 2021 is an exclusive event where the right exhibitors can meet with the right visitors. That’s why the organisers are creating a brand new **Buyer Programme** which includes a free and exclusive business lounge for food retailers and manufacturers to meet onsite or online with their fresh produce supplier partners. For the onsite meetings buyers are provided with an 18 square metre COVID-secure lounge area equipped with everything a buyer needs for business meetings. The buyer programme also offers free use of

online tools for matchmaking, and free access to all relevant onsite and online conference programming.

FRUIT LOGISTICA SPECIAL EDITION 2021 also showcases the latest innovations in one central space on the fairground at Messe Berlin. Every innovation at every part of the value chain is highlighted within an exclusive area called **“The Innovation Club”.** The new format consists of two areas: The Innovation Zone, and Innovation Insights & Awards. **The Innovation Zone** includes dedicated exhibitor stands for innovative companies which want to showcase live their new product or solution. **The Taste Space** features sampling of new fresh fruit and vegetable lines in a safe space according to the latest health, safety, and hygiene regulations. **Innovation Insights & Awards** features every nominee of the FRUIT LOGISTICA Innovation Award (FLIA) and honours outstanding fresh produce innovations from farm gate to supermarket shelf that have gone to market in the 12 months before the event. **Spotlight** highlights the latest product launches and premieres featured at FRUIT LOGISTICA SPECIAL EDITION (research can be done online ahead of the event and then found on the individual participating exhibitor stands). **The Future Lab** is an event programme of expert presentations about the future of the industry and focuses on the next products and solutions to hit the market before 2025 (onsite presentations will be streamed online after the event).

FRUIT LOGISTICA SPECIAL EDITIONis a compact on-site exhibition that is supported by a series of **online tools** to help participants better plan their visit, connect with key players of the industry, and strengthen business relationships. This new digital package includes online scheduling of business meetings, online presentation of participating companies, and online viewing of the full event programme. It is targeted at trade professionals and buyers who can’t take part onsite due to travel restrictions so they can connect with exhibitors onsite.

FRUIT LOGISTICA SPECIAL EDITION 2021 is **COVID-secure** in its hall planning too. It is designed to give the highest practical level of protection for everyone. It means much wider passageways in the halls as well as a clear booth grid that meets strict social distancing guidelines. Companies that were not previously registered, but want to register, will be able to do it after 20 November should there be space still available.