

Asia Fruit Logistica 2026 – Australian Pavilion

Partnership prospectus



2025/2026

Hort
Innovation

About Asia Fruit Logistica

Hort Innovation invites you to join the Australian Pavilion at Asia Fruit Logistica 2026, taking place in Hong Kong, 2-4 September 2026.

This is your chance to showcase premium Australian produce under the trusted *Grown in Good Nature Australia* identity and connect with influential buyers across Asia's dynamic fresh produce markets.

Across this three-day event, you'll have the opportunity to build relationships with key decision-makers and distributors, gain valuable insights into emerging trends and market opportunities, and position your brand in front of Asia's most influential fresh produce buyers.



What to expect

For 2026, we're introducing tiered exhibitor packages designed to provide:

- **Structure and clarity** – choose a level that suits your objectives and budget
- **A smoother experience** – streamlined processes for planning and participation
- **Enhanced support** – resources to help you maximise your presence.

Highlights

Asia Fruit Logistica is Asia's leading fresh produce trade show, drawing thousands of buyers and exhibitors from across the globe. It's an influential platform where deals are made and partnerships begin.

As Asia's premier fresh produce trade show, in 2025, the event attracted more than 14,000 trade visitors and 760 exhibitors from 43 countries. It remains the leading B2B platform, second only to direct sales in influencing purchasing decisions.

 <p>Australia</p> <p>Elevated Australian brand presence</p> <p>A unified pavilion strengthens Australia's reputation for quality, sustainability, and reliability.</p>	 <p>Direct access to key buyers</p> <p>Engage with decision-makers from 20 major Asian markets, including importers, distributors, wholesalers, and retail category buyers.</p>	 <p>Global exposure</p> <p>Position your brand among international leaders and leverage unparalleled networking opportunities.</p>
 <p>Exclusive hospitality area</p> <p>Connect through chef demonstrations, tasting sessions, and curated networking events that showcase the best of Australian produce.</p>	 <p>Industry insights and knowledge</p> <p>Pavilion exhibitors gain insights from the Asiafruit Knowledge Centre, that provides essential market trends, innovations and growth strategies</p>	 <p>Marketing and promotional support</p> <p>From pre-event marketing to on-site promotion and post-event engagement, the pavilion amplifies brand exposure.</p>

Your investments going further

Hort Innovation is committed to creating opportunities that help Australian horticulture thrive in global markets. One way we do this is through Hort Innovation Frontiers™.

For exhibitors, Frontiers offers a model that creates greater impact for participation in a more cohesive pavilion.

This shared investment approach makes it easier to showcase your business internationally and maximise your presence at one of Asia's most influential trade shows.

While R&D levies (already matched) and marketing levies (not matched) cannot be co-contributed, industries can still use these funding streams to participate – ensuring flexibility and value for your investment.



Tailored packages for every business goal

For Asia Fruit Logistica 2026, we've introduced tiered exhibitor packages to provide a more structured approach to participation. Each tier offers a clearly defined set of inclusions, giving participants the opportunity to align their presence with their objectives and investment level.



This new model is designed to enhance the overall value of exhibiting, create consistency across the Australian Pavilion, and ensure every participant can showcase their brand in a way that maximises impact.

Key benefits for exhibitors

- Co-exhibitor listing and branding under Grown in Good Nature pavilion
- Dedicated meeting spaces scaled to your package tier

- Pre and on site operational support from event specialists
- Access to Asiafruit Knowledge Centre for market insights
- Comprehensive marketing and promotional support before, during, and after the event
- One-on-one meetings facilitated by Hort Innovation and Austrade with international executives and government officials.



Platinum package

Premium presence

Ideal for major brands seeking maximum visibility and influence

Booth size

54–60 sqm booth space

Co-exhibitor listing

Branding

6 wall graphics prints, fascia signage

Meeting room

1x 12 sqm meeting room with table and 8 chairs

Furniture

1x 2m wide info counter with 1 high stool

4 high tables with 12 stools

Display

2 freestanding produce display units

1x 2m wide wall-mounted wide display unit

Television

1x 42" LCD screen

Lighting and power

12 spotlights, 4 power outlets

Marketing and promotion

Featured in pavilion marketing collateral

Passes

4 exhibitor passes

Extras

Access to hospitality area and coffee station

Operational support

Dedicated event specialist for planning and on-site assistance

Add-ons

A full furniture catalogue is available (fridges, screens, storage) at additional cost

Support for fresh produce storage on site is available at additional cost

Investment level

\$100,000 AUD



High impact

Ideal for businesses looking for strong visibility and networking

Booth size

40–48 sqm booth space

Co-exhibitor listing

Branding

4 wall graphics prints, fascia signage

Meeting room

1x 10 sqm meeting room with table and 6 chairs

Furniture

1x 2m wide info counter with 1 high stool

3 high tables with 9 stools

Display

2 freestanding produce display units

Television

1x 42" LCD screen

Lighting and power

10 spotlights, 3 power outlets

Marketing and promotion

Featured in pavilion marketing collateral

Passes

4 exhibitor passes

Extras

Access to hospitality area and coffee station

Operational support

Dedicated event specialist for planning and on-site assistance

Add-ons

A full furniture catalogue is available (fridges, screens, storage) at additional cost

Support for fresh produce storage on site is available at additional cost

Investment level

\$75,000 AUD



Solid presence

Ideal for growing businesses seeking exposure and connections

Booth size

18–24 sqm booth space

Co-exhibitor listing

Branding

2 wall graphics prints, fascia signage

Furniture

1 info counter with 1 high stool

2 round tables with 6 chairs

Display

2 wall-mounted produce display units

Television

1x 42" LCD screen

Lighting and power

6 spotlights, 2 power outlets

Marketing and promotion

Featured in pavilion marketing collateral

Passes

3 exhibitor passes

Extras

Access to hospitality area and coffee station

Operational support

Dedicated event specialist for planning and on-site assistance

Add-ons

A full furniture catalogue is available (fridges, screens, storage) at additional cost

Support for fresh produce storage on site is available at additional cost

Investment level

\$36,000 AUD



Bronze package

Entry level

Ideal for first-time exhibitors or smaller businesses

Booth size

9–12 sqm booth space

Co-exhibitor listing

Branding

1 wall graphic print, fascia signage

Furniture

1 info counter with 1 high stool

1 round tables with 4 chairs

Display

1 wall-mounted produce display units

Lighting and power

3 spotlights, 1 power outlets

Marketing and promotion

Featured in pavilion marketing collateral

Passes

2 exhibitor passes

Extras

Access to hospitality area and coffee station

Operational support

Dedicated event specialist for planning and on-site assistance

Add-ons

A full furniture catalogue is available (fridges, screens, storage) at additional cost

Support for fresh produce storage on site is available at additional cost

Investment level

\$15,000 AUD

Explore your package options

Feature	Platinum package	Gold package	Silver package	Bronze package
Booth size	54–60 sqm	40–48sqm	18–24 sqm	9–12 sqm
Branding	6 graphic prints, fascia signage	4 graphic prints, fascia signage	2 graphic prints, fascia signage	1 graphic print, fascia signage
Co-exhibitor listing	Yes	Yes	Yes	Yes
Furniture	Large info counter, 4 tables, seating for up to 12	Large info counter, 3 tables, seating for up to 9	Info counter, 2 tables, seating for up to 6	Info counter, 1 table, seating for up to 4
Meeting room	12 sqm meeting room with table and 8 chairs	10 sqm meeting room with table and 6 chairs	N/A	N/A
Produce display units	2 premium freestanding, 1 wall-mounted	2 premium freestanding	2 wall-mounted	1 wall-mounted
TV screen	1x 42" LCD screen	1x 42" LCD screen	1x 42" LCD screen	N/A
Lighting and power	12 spotlights, 4 power outlets	10 spotlights, 3 power outlets	6 spotlights, 2 power outlets	3 spotlights, 1 power outlet
Exhibitor passes	4	4	3	2
Marketing and promotion	Featured in pavilion marketing collateral including brochure, video promotion and social media coverage			
Operational support	Dedicated event specialist for preplanning and on-site assistance.			
Cost	\$100,000 AUD	\$75,000 AUD	\$36,000 AUD	\$15,000 AUD

Disclaimer

All package details and costs provided may be subject to change.

Branding elements, including wall graphics and signage, may vary depending on the final booth area confirmed.

Additional customisations or adjustments will incur extra charges.

Packages limited to one per participant.

Packages cannot be combined, and multiple purchases to circumvent tier benefits are not permitted.

All costs are exclusive of GST.

Your investments going further

Enhance your participation at AFL 2026 with exclusive hospitality and networking experiences designed to amplify visibility and create meaningful connections.

Sponsored chef demonstrations

Showcase Australian produce in action with live culinary experiences that deliver memorable brand moments and engage visitors in a dynamic, interactive way.

Curated networking sessions

Connect directly with key buyers and decision-makers in a premium, relaxed setting – perfect for building relationships that go beyond the exhibition floor.

These add-ons provide a powerful way to stand out beyond your booth, drive engagement, and leave a lasting impression.





Chef cooking demonstrations

Only 3 remaining



Bring your products to life with live culinary theatre in the Australia Pavilion hospitality area. These 2-hour sponsored sessions are designed to highlight your Australian produce in an engaging and dynamic way, creating memorable experiences for visitors.

Each slot includes:

Exclusive use of the hospitality area for 2 hours, complete with kitchen facilities, fridges, high tables, and chairs

Custom menu creation featuring 2 signature canapes, approx. 80 servings each (Excludes cost of produce)

Giant LED screen for promotional content

Professional staffing support:
1 chef and 2 culinary assistants
1 bilingual MC
2 floor staff

Investment level
\$2,500 AUD



Networking demonstrations

Only 1 available

Step beyond casual introductions with curated networking hours that put you face-to-face with key decision-makers. These 1-hour sessions are tailored for meaningful engagement with importers, distributors, and retail buyers in a relaxed, premium setting. It's an opportunity to strengthen relationships, explore partnerships, and accelerate business growth in Asia's most influential fresh produce market.

Each slot includes:

Exclusive use of the hospitality area for 1 hour, complete with kitchen facilities, fridges, high tables, and chairs

Professional staffing support:
1 chef and 2 culinary assistants
2 floor staff

Giant LED screen for promotional content

Custom menu creation featuring 2 signature canapes, approx. 80 servings each (Excludes cost of produce)
Excludes cost of beverages and glassware

Investment level
\$2,000 AUD

Frequently asked questions

What's new for AFL 2026 compared to previous years?

We've introduced a tiered package structure for clarity and flexibility, enhanced pavilion branding, earlier exhibitor outreach, dedicated meeting zones, and expanded hospitality experiences including chef demonstrations and networking sessions.

How do the tiered packages work?

Each package clearly outlines booth size, branding, meeting space, entitlements, and exhibitor passes. This transparency helps you select the level that best suits your objectives and budget.

What support will Hort Innovation provide before and during the event?

You'll receive pre-departure briefings, operational guidance, and marketing coordination. On-site, our team will assist with logistics, hospitality scheduling, and introductions to key buyers and government officials.

How do I book a chef demonstration or networking session?

These are add-on opportunities available on a first-come basis. Chef slots include full hospitality setup, professional staff, and custom menus. Networking sessions provide curated access to importers, distributors, and retail buyers.

Will the pavilion design be different in 2026?

Based on feedback, we're adding more colour and visual storytelling, signage, and improved layouts for better traffic flow and meeting space utilisation.

How significant is AFL for industry participants?

Survey results show AFL is a major strategic focus for most exhibitors, delivering strong ROI through lead generation, brand visibility, and international engagement.

Can I customise my booth or add extra furniture?

Yes. A furniture catalogue and optional add-ons (e.g., fridges, screens, plinths) will be available for all tiers.

What is the deadline for Expressions of Interest?

EOIs must be submitted by 28 February 2026 to secure your preferred package and add-ons.

How do I confirm my booth location and artwork requirements?

Once your package is confirmed, we'll provide detailed specifications for booth design, artwork deadlines, and build requirement.

What are the payment terms and cancellation policy?

Payment schedules and cancellation terms will be outlined in your participation agreement.

Will there be hospitality throughout the event or only during demonstrations?

The hospitality area will feature chef demonstrations at scheduled times, plus a welcoming space for informal networking and meetings during the entire event.

How do I measure ROI from participation?

We recommend tracking leads, meetings, and follow-up conversions.

What is included in the Frontiers co-contribution model?

Frontiers offers matched funding on eligible expenditure to reduce costs and amplify your presence. Details will be provided during EOI confirmation.

Get in touch and partner with us in 2026

Submit your expression of interest by completing this [form](#)

For any questions, contact us at:

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