

The image shows a large, modern exhibition booth for Australia Premium Produce at the Asia Fruit Logistica 2024 tradeshow. The booth features a prominent wooden sign at the top left that reads "PREMIUM PRODUCE GROWN IN GOOD NATURE". Below this, a green sign identifies "FRUIT GROWERS TASMANIA". A large digital screen in the center displays a landscape of terraced vineyards with the "Avocados Australia" logo in the top right corner. Below the screen, a sign for "BUDOU FARMS" is visible. The booth is furnished with several small round tables and white chairs, and is decorated with green plants in wooden planters. In the background, other exhibition areas are visible, including one for "AUSTRALIAN AVOCADOS" and another for "NORTHERN TERRITORY". The overall design is clean and professional, reflecting the high standards of the horticulture industry.

Asia Fruit Logistica tradeshow 2024

Asia Fruit Logistica is a premier platform for showcasing the best in the horticulture industry, and this year under the umbrella of Brand Australia.

October 2024

ASIA FRUIT LOGISTICA wraps up stellar show

Asia Fruit Logistica underlined its status as the premier international trade platform for Asia's fresh fruit and vegetable business on 4-6 September 2024 with another high-energy, sell-out show in Hong Kong.

More than 13,000 trade visitors from over 70 different countries and regions attended the AFL trade show this year. They were able to take in an outstanding array of leading-edge products and services from more than 760 exhibitors from 42 countries and regions.

The first and second days of Asia Fruit Logistica were very busy. The organisers extended the hours on the second day in advance of a storm warning that delayed the opening of the third and final day of the trade show. But the extended hours at AsiaWorld-Expo on the final day (to 19:00hrs) enabled exhibitors and visitors to continue successful meetings.

China was the single-largest exhibiting nation at ASIA FRUIT LOGISTICA again this year, with exhibitor numbers increasing by 12 per cent compared with 2023. Also in the top five exhibiting countries were Australia, the USA, Egypt, and New Zealand.

Chef cooking demonstrations – Planning

Chef cooking demonstrations		
Wednesday 4 th	Thursday 5 th	Friday 6 th
Summerfruit Australia (10am-12pm)	AUSVEG (10am-12pm)	Department of Industry, Tourism & Trade – Northern Territory (10am-12pm)
The Avolution (12-2pm)	Perfection Fresh Australia (12-2pm)	Perfection Fresh Australia (12-2pm)
WA Farm Direct (2-4pm)	IFPA (2-4pm)	
Berries Australia (4-5pm)		

Networking
Thursday 5th
International
Fresh Produce
Association (IFPA): 3-
5pm

Chef cooking demonstrations – Photos



Chef cooking demonstrations – Photos



Avocados Australia won the 'Marketing Campaign of the Year' award

Australian Avocados has clinched 'Marketing Campaign of the Year' at the Asia Fruit Awards – presented at Asia Fruit Logistica – celebrating an extraordinary campaign and trade development efforts that reached seven countries. The campaign engaged more than 30 retail chains throughout Asia Pacific and the Middle East and made a significant impact with top importers and other key stakeholders as well as leading online platforms.

Asiafruit Magazine editor John Hey said Australian Avocados had been selected as the winner for its extensive international marketing campaign across Asia in 2023/24.



Australian Pavilion









**Hort
Innovation**

Thank you!