

The image shows a large, modern exhibition booth for Australia Premium Produce at the Asia Fruit Logistica 2024 tradeshow. The booth is constructed with light-colored wood and green panels. A large digital screen in the center displays a landscape of terraced fields with the text "To make sure that we're using water efficiently, Water is a big part of farming, so we need to look after that resource." Above the screen is a sign that reads "PREMIUM PRODUCE GROWN IN GOOD NATURE". To the left, a sign for "FRUIT GROWERS TASMANIA" is visible. In the foreground, there are several white plastic chairs and small round tables, some with potted plants. The background shows other exhibition booths and the high ceiling of the tradeshow hall.

# 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.**



# Budget breakdown

Items	Description	Budget (AUD)
Global Produce Events Co. Ltd	540 sqm of space rental for the Australian Pavilion	\$376,474.38
AsiaWorld Expo Management Ltd	Provision of rigging points, installation & dismantlement for 3-day event	\$3,210.30
Pico Total Brand Activation	Build of the Australian Pavilion	\$380,000
Pico Total Brand Activation (extra)	Miscellaneous expenses billed post-event	\$17,405
Pico International (HK) Ltd	Electric power supply for 3-day event	\$2,051.03
AMC (Exhibits) Ltd	Build of the Costa Group Pavilion	\$60,557.78
Tasting Kitchen Ltd	Management of the cooking demonstrations and menus creation	\$15,766.03
FOX COFFEE COMPANY	Rental of the coffee machine + staff	\$3,262.52
Walton Possesion Ltd	Rental of the slushie machines	\$3,234.87
Lowe Rental Ltd	Rental of electric appliances, freezers, water dispensers...	\$5,602.48
Other marketing collaterals	Claw machines, printing of marketing collaterals, fluffy toys, tote bags...	\$14,819.37
World Business Travel	Travel expenses for Hort Innovation staff	\$3,306.52
Project management	Coordination of the project, payment of invoices, on-the-ground assistance...	\$30,000
<b>TOTAL</b>		<b>\$915,690.28</b>

# Chef cooking demonstrations – Planning

Chef cooking demonstrations		
Wednesday 4 <sup>th</sup>	Thursday 5 <sup>th</sup>	Friday 6 <sup>th</sup>
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 5 <sup>th</sup>
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.



# Exhibitors' feedback and recommendations

**There was an overall satisfaction rating of AFL 2024.**

However, emphasis was placed on better planning, communication, and a focus on enabling more Australian companies to participate, with the goal of promoting Australian-grown fruits and vegetables effectively.

Which included suggestions of enhanced use of meeting spaces, improved booth design, clearer delineation in the pavilion layout, cost concerns regarding waste and expenses, and equitable cost -sharing among exhibitors.





# AFL 2024 – Survey Summary

## Events attended & feedback:

- The first two days were busy for exhibitors, with opportunities to taste different foods.
- There were significant delays with drink and food orders during the IFPA and Costa/Perfection events, suggesting a need for better service from external contractors. More timely communication regarding recipes would also be beneficial.
- More meeting spaces needed to fully utilise the hospitality area. These should be reserved for business-related activities rather than casual visits, enhancing its utility for exhibitors.
- While there was good foot traffic from buyers, visits from key industry representatives, particularly from Hort Innovation, were limited.
- A trade show app from organisers would have been useful.
- Issues included missing tables (resolved on the first morning), and inadequate beverage options at the coffee stand.

## Overall design and layout:

- Photos above stands should better represent the industry.
- Having coffee available successfully drew customers to the pavilion. A mascot, like a koala or kangaroo, could further promote the Australian brand.
- There is a desire for more visually appealing booths, going beyond just a single light board photo.
- The layout of the pavilion was generally satisfactory, but clearer delineation of the Australian zone and more inward -facing stands could create a stronger community feel & stage and microphone for addressing crowd and speeches.
- While the overall design was good, there were concerns about the high costs and waste generated at the end of the event. A call for more cost - effective solutions was noted, especially regarding shared spaces that could benefit all exhibitors.
- There were frustrations regarding cost -sharing dynamics, as some exhibitors felt the financial burden was unevenly distributed, benefiting a few without contributing to the overall expenses.

# AFL 2024 – Survey Summary

## What improvements were suggested for 2025:

- Some exhibitors expressed a desire for better integration within the pavilion, noting that being positioned at the back made them feel isolated.
- There is interest in exploring structured networking events and improved food options for attendees.
- Understanding the funding process and accessing information about it was identified as important for participants.
- The Hort Innovation team received positive feedback for their support and responsiveness during the conference.
- Suggestions for improving stand layouts and making them more cost-effective were noted, along with a call for better communication from the venue and external providers.
- There is a desire to attract more international media to enhance the profile of Australian produce, with ideas for creating visually impactful displays to generate social media interest.



# Australian Pavilion

















**Hort  
Innovation**

**Thank you!**