

Join the debate at Asiafruit Congress

Fruitnet.com Staff | 15 July 2010

The countdown is on to the leading event for Asia's fresh produce industry in Hong Kong on 8-10 September

Asiafruit Congress 2010, Asia's leading fresh produce conference, promises crucial discussion over the latest issues and trends happening within the busy markets of Asia.

Convening at the Hong Kong Convention and Exhibition Centre on 8-10 September, the event boasts an impressive international programme, focusing on issues such as marketing to Muslim consumers, the challenge of doing direct business in China and the Philippines' rise as an exporter and consumer market.

Bringing together some 600 of the fresh produce world's top decision makers, organiser Asiafruit Magazine offers delegates an exclusive 20 per cent saving on registration fees made online at www.asiafruitcongress.com by 6 September, with further savings available for groups wishing to attend.

Programme updates

Recent additions to the Asiafruit Congress programme include Karen Lee (Wellcome Supermarkets, Hong Kong), who joins Thomas Vadeboncoeur in discussion over food safety for retailers in Asia, and Felipe Juillerat (Chilean Blueberry Committee), an addition to the supplier spotlight session on Chile with Ronald Bown (ASOEX, Chile).

The roster also includes Thue Barfod (Maersk Line, Hong Kong), David Cope (Purfresh, USA) and Chris Groot (Enza Zaden, the Netherlands) discussing supply chain innovation and new solutions in Asia, John Wang and Jim Provost of Lantao China, and Kingson Chan (Elite Fruit Marketing, the Philippines).

Unique networking opportunities

Taking place alongside ASIA FRUIT LOGISTICA, Asia's leading trade show for the international fresh fruit and vegetable industry, the networking opportunities available at Asiafruit Congress make it a must-attend event for anyone involved in the fresh produce industry.