

Asia Fruit Logistica 2025 – Australian Pavilion

Expressions of Interest



Hort Innovation invites you to join the unified Australian horticulture presence participating in Asia Fruit Logistica 2025.

We are seeking Expressions of Interest from industry stakeholders to collectively participate and increase our impact on the networks attending Asia Fruit Logistica. Hort Innovation is providing a Hort Innovation Frontiers™ funding model specifically for this event, allowing participants to amplify their investment and presence.

Tradeshows like Asia Fruit Logistica rank among the top influences on customers' purchasing decisions in business-to-business (B2B) markets and are second only to direct sales in their importance to market development. By participating, exhibitors can enhance their capabilities in strategic export markets, creating greater value for the industry.

Hort Innovation aims to deliver a highly effective event that benefits both exhibitors and visitors. Key investment objectives for exhibitors include:

- Opportunities to participate in special events and presentations
- Identification of future trends and new customers
- Relationship building opportunities with existing clients
- Conducting industry intelligence and problem-solving with customers.

Event production specialists will be available to provide operational expertise, ensuring a smooth and memorable experience for all participants.

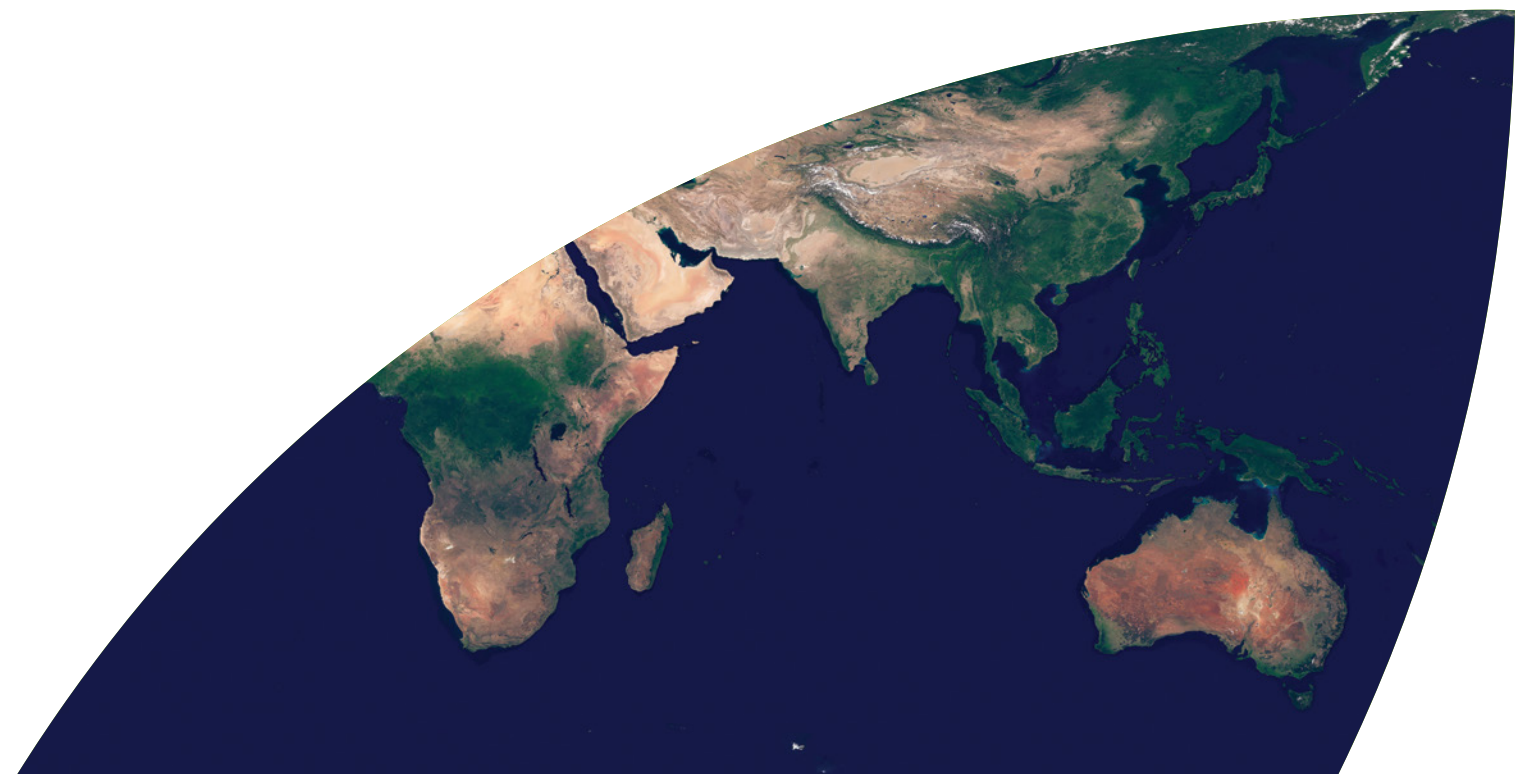
The on-ground team will be available to support you throughout the event, working to achieve your market development objectives with tailored packages based on your level of investment.

Hort Innovation and Austrade will also facilitate one-on-one meetings with international industry executives and government officials along with networking opportunities with global importers, distributors, wholesalers, and retail category buyers from leading supermarket chains.

Through the Frontiers™ model, we're committed to creating and supporting impactful trade events.

For exhibitors, Frontiers™ offers co-contribution on your proposed expenditure to exhibit your business at the Asia Fruit Logistica 2025 Australian Pavilion reducing your overall expenditure and adding value.

While R&D levies (already matched) and marketing levies (not matched) cannot be co-contributed to, industries still can participate using these funding streams.





Why exhibit at Asia Fruit Logistica 2025?

Asia Fruit Logistica returns to Hong Kong's AsiaWorld-Expo from September 3-5, 2025, providing a premier platform to showcase the best of Australia's horticulture industry under the distinguished Brand Australia umbrella. Join the Australian Pavilion at Asia's leading fresh produce trade show to connect with top buyers, grow your business, and position your brand as an industry leader.

Key benefits of the Australian Pavilion

Elevated Brand Australia presence

The Pavilion, leveraging the trusted Brand Australia identity, ensures high visibility across key Asian markets. This unified approach reinforces the reputation of Australian produce for quality, sustainability, and reliability, positioning exhibitors at the forefront of the trade show.

Direct access to key buyers

Asia Fruit Logistica attracts more than 13,000 trade visitors from more than 70 countries, including decision-makers from 20 key Asian markets. The Pavilion's co-ordinated presence connects exhibitors with influential buyers, expanding their reach and impact in the region.

Broad international exposure

As a top exhibiting nation, Australia joins 760 exhibitors from 42 countries, creating unparalleled networking and partnership opportunities within the global fresh produce industry.

Exclusive hospitality area

With support from the Frontiers™ model, the Pavilion has expanded to include a hospitality area, featuring sponsored chef demonstrations and networking events. This interactive space attracts more visitors, allowing exhibitors to showcase Australian produce in engaging ways.

Access to industry knowledge and insights

Pavilion exhibitors gain insights from the Asiafruit Knowledge Centre, including exclusive content from the Asiafruit Congress, Asiafruit Business Forum, and Asiafruit Showcase. These events provide essential market trends, innovations, and growth strategies.

Comprehensive marketing and promotional support

From pre-event marketing to on-site promotion and post-event engagement, the Pavilion amplifies brand exposure through Hort Innovation's coordinated efforts, maximising participant impact and visibility.

Participating in the Australian Pavilion at Asia Fruit Logistica 2025 offers exhibitors premium access to Asia's premier fresh produce trade show as part of a powerful Australian presence. Together, we showcase the excellence of Australian horticulture, foster industry connections, and drive growth in a unified approach that elevates Australia's status as a provider of high-quality, sustainable produce.

Expressions of Interest

Please provide some information about yourself:

Name:

Email:

Select which best describes your business:

- Agent ☐
- Association/Institution ☐
- Exporter ☐
- Grower/Producer ☐
- Importer ☐
- Manufacturer ☐
- Marketing organisation ☐
- Packaging ☐
- Press/Media ☐
- Research organisation ☐
- Government ☐
- Technical services ☐
- Wholesale/Distributor ☐

Select your estimated budget per tradeshow:

- \$3,000 ☐
- \$5,000 ☐
- \$5,000 ☐
- \$15,000 ☐
- \$30,000 ☐
- \$60,000 ☐
- \$100,000 ☐
- Other ☐

After receiving your Expression of Interest, Hort Innovation will provide details on package inclusions tailored to your contribution level, with flexibility to adjust based on your specific needs. Once your package is confirmed, we will share a project timeline to support your planning for success at Asia Fruit Logistica.

Please submit your response by February 28, 2025.

Please note, if you would like to be listed as a co-exhibitor with the Asia Fruit Logistica organisers (website / attendees' brochures etc.) there will be an additional charge of AUD\$600.



Find out about Hort Innovation at www.horticulture.com.au
and Frontiers™ at www.frontiers.au