

# Programme

## Tuesday, 2 February 2010

11 am – 12 pm	<b>Opening Press Conference FRUIT LOGISTICA 2010</b>	ICC Berlin, Hall 4/5	Press
2 pm – 5.30 pm	<b>29th Fresh Produce Forum</b>	ICC Berlin, Hall 15.2	Fresh Produce Forum

**"Top image but low returns. Does fresh produce need a relaunch?"**

What strategies are needed to offer consumers a healthy range of fresh produce at prices that are also satisfactory to growers and suppliers? How can the expectations of today's consumers – sustainability in terms of economic, ecological, social and ethical aspects – be brought in line with fair prices? What can suppliers and retailers do to remedy the problem? How can downward price trends be stopped?

The „FRUCHTHANDEL MAGAZIN Retail Award 2010. Germany's Number 1 Retailer for Fresh Produce“ and "Grüner Merkur" award to recognise outstanding achievements in the fresh produce trade will be presented by Fruchthandel Magazine during the 29th Fresh Produce Forum.

Keynote Speaker

**Prof. David Hughes**, Imperial College London, Großbritannien

Panel

**Andreas Allenspach**, Marketing Frische, LCM Früchte und Gemüse, Migros, Schweiz

**Rudolf Deitert**, GfK Nürnberg, Germany

**Dr. Michael Loschelder**, Sozietät Loschelder Köln, Germany

**Henning Schmidt**, Landgard eG, Germany

**Hein Deprez**, Univeg Group, Belgium

Moderator

**Kaasten Reh**, Fruchthandel Magazin Düsseldorf

Contact person: Kaasten Reh, [kr@fruchthandel.de](mailto:kr@fruchthandel.de)

The participation fee of EUR 85 includes a 3-day ticket to FRUIT LOGISTICA and FRESHCONEX 2010.

6 - 7 pm	<b>FRUIT LOGISTICA Opening Ceremony</b>	ICC Berlin, Hall 2	Messe Berlin
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Official opening of FRUIT LOGISTICA 2010 by

**Ms Ana Graciela Aguilar Antuñano**, Chief Executive Director of ASERCA (Apoyos y Servicios a la Comercialización Agropecuaria), Mexico

**Mr Emmanuel Jacquin**, Head of the European Commission Fresh Produce Unit

Keynote presentation

**Oliver Weidner**, Director International Quality Management, Lidl, Germany

Welcoming address

**Dr. Christian Göke**, COO, Messe Berlin GmbH

Simultaneous translation in English, French, German, Italian and Spanish

By special invitation only.

Followed by an official reception kindly sponsored by the official partner country



# Programme

## Wednesday, 3 February 2010

11 am – 12 pm	<b>Fruchthandel Magazine Hall Forum</b>	Kleiner Stern	Hall Forum
<p><b>"The retail trade in Europe – making the most of the crisis"</b></p> <p>2009 has not been an easy year for the international food retail trade. What is the outlook in Germany, Europe and the rest of the world? How are the different retail formats positioned? What will the future bring? How can the retail trade score points? What will the trends be in the coming years? How do suppliers fit in? How can the fresh produce trade take part?</p> <p>Speaker  <b>Dr. Jürgen Elfers</b>, European Retail Research, Commerzbank Corporates &amp; Markets, Germany</p> <p>Moderator  <b>Kaasten Reh</b>, Fruchthandel Magazine Düsseldorf</p> <p>Contact person: Kaasten Reh, <a href="mailto:kr@fruchthandel.de">kr@fruchthandel.de</a></p> <p>The participation fee for the Hall Forum is included in the entrance fee.</p>			
11 am – 12 pm	<b>Press Conference</b> GLOBALGAP TRIAL – Introducing Revision 4	Hall 6.3, Room B	Press
12 pm	<b>Press Conference</b> German Apple	Hall 6.3, Room B	Press
12 – 2 pm	<b>Press Conference</b> Multi-way Measurably sustainable!	Foyer Hall 2.2, Room Ulm	Press
<p><b>Multi-way – Measurably sustainable!</b>  <b>Presentation of a Tool that Measures and Compares Environmental Effects on the Transportation of Fruit and Vegetables in Europe</b></p> <p>The foundation presents an Internet tool with the help of which emissions caused by the transportation of fruit and vegetables in various packing systems can be compared. This tool was developed on the basis of the results of the ecological-balance surveys from the year 2009, in which the reusable plastic crate system for fruit and vegetables was compared with the one-way systems utilizing wood and carton. The study "On the sustainability of Packing Systems for the Transportation of Fruit and Vegetables in Europe" covered the 5 most important producing countries (Spain, Italy, France, The Netherlands, and Germany) and the 4 largest purchasing countries (France, The Netherlands, Great Britain, and Germany).</p> <p>The results confirmed that the reusable system was currently the most ecologically beneficial and favourably-priced system. With the help of the new "Environmental Impact Calculator" the savings potential can now be clearly shown – for the individual user in particular, and for the EU Market as a whole.</p> <p>The tool and several calculations will be presented to you by:  <b>Former State Secretary Clemens Stroetmann</b>, Managing Director of the Foundation for Reusable Systems  <b>Eva Leonhardt</b> (Honours Graduate) Deputy Managing Director of the Foundation for Reusable Systems</p> <p>The press conference will be held in German and simultaneously translated to English.</p>			
2 – 3 pm	<b>Press Conference</b> Brasil – Ibrafr Brazilian Fruits: Trend and Business	Hall 6.3, Room B	Press



# Programme

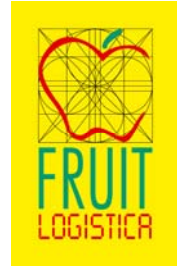
2.30 pm	<b>Press Conference</b> Spreading the WOW experience: Pink Lady® harvests its successes to build its future	Room Sydney, Großer Stern	Press
3 pm – 4 pm	<b>Fruchthandel Magazine Hall Forum</b>	Kleiner Stern	Hall Forum
	<p><b>"Mexico – a partner with great potential"</b></p> <p>Mexico, the official FRUIT LOGISTICA 2010 partner country, has played an important and extremely valuable role in the global fresh produce trade for many years. The country can look back at a long tradition as one of the most significant fruit and vegetable producing nations in Latin America. With decades of experience in production as well in trading on international markets, Mexico is well-prepared for the future. In this forum, specialists from the production and export sector will present the latest developments and show what customers from around the world can expect from Mexico in the coming years.</p> <p>Speakers</p> <p><b>M. Ignacio Rivera</b>, Undersecretary of Rural Development</p> <p><b>Fabricio Blanco</b>, Fresh Kampo Internacional-Exporter</p> <p><b>Philippe Binard</b>, Freshfel Europe</p> <p>Contact person: Kaasten Reh, <a href="mailto:kr@fruchthandel.de">kr@fruchthandel.de</a></p> <p>The participation fee for the Hall Forum is included in the entrance fee.</p>		
3 – 4 pm	<b>Press Conference</b> The new Italian export-oriented fruit and vegetable Cluster: an innovative network of producers, suppliers and service providers in south-eastern Sicily targeting international markets	Hall 6.3, Room B	Press
5.30 pm	<b>Le Crunch, Dachkampagne für Äpfel aus Frankreich:</b> Prämierung des besten Apfelrezeptes von SOS-Kinderdorf und große Scheckübergabe im Rahmen des Aussteller-Cocktails von Interfel	Hall 22, Stand C-17	Press
5.30 – 7.30 pm	<b>"Mexican Garlic, the Ingredient of Your Life" sampling cocktail party.</b>	Room Sydney, Großer Stern	Exhibitor Event

Besides being one of the most-used condiments in the kitchen, garlic is considered to be one of the plants with the most curative properties, preventing and curing different illnesses.

Worldwide, garlic is used in gastronomy and in medicine due to its high nutritional and therapeutic content.

CONAJO (Mexican National Garlic Product System Committee) is present at this Fair and seeks to spread awareness of the way Mexican fields are being managed and especially the application of GAP and GMP in garlic cultivation, the current product offer as well as the special organoleptic properties of Mexican garlic. So, we are inviting importers, distributors and anyone who is interested in finding out more about this product and its commercialization to a sampling session featuring typical Mexican dishes. There will also be opportunity to interact directly with suppliers and opinion leaders in this agricultural sector.

Limited capacity



# Programme

## Thursday, 4 February 2010

10 am – 11am	<b>Fruchthandel Magazine Hall Forum</b>	Kleiner Stern	Hall Forum
<p><b>"Agribusiness – partnerships in the produce food chain"</b></p> <p>Agribusiness – partnerships in the produce food chain refers to the close cooperation between production, the agricultural industry and the retail trade. The objective is to ensure top quality at all levels – from seeds to the POS. Innovative products are aimed at strengthening the competitive position of growers and retailers. It is important to ensure consumers are guaranteed maximum product safety. Agricultural technology plays a key role in achieving today's goals. Further potential for optimisation will be explored in this forum by experts from the produce food chain.</p> <p>Speakers  <b>Dr. Andreas Brügger</b>, DFHV, Germany  <b>Michael Kester</b>, Syngenta, Spain  <b>Dave Marris</b>, BASF plc, Agricultural Division, Great Britain  <b>Dr. Horst Lang</b>, Globus</p> <p>Opening  <b>Kaasten Reh</b>, Fruchthandel Magazine</p> <p>Moderator  <b>Dr. Andreas Brügger</b>, DFHV, Germany</p> <p>Contact person: Kaasten Reh, <a href="mailto:kr@fruchthandel.de">kr@fruchthandel.de</a></p> <p>The participation fee for the Hall Forum is included in the entrance fee.</p>			
10.30 am	<b>Press workshop</b> Mr. Fruitness and the School Fruit Scheme. Programmes and activities to promote fruit consumption in Europe and protect health	Piazza Italia, Hall 2.2, Stand A-03	Press
11 am – 12 pm	<b>Press Conference</b> 1908 Puerto de Motril - Container Reefer line Spain-North Europe	Hall 6.3, Room B	Press
11 am	Steiermark <b>Press Breakfast</b>	Hall 20, Stand A-10	Press
12 – 2 pm	<b>Almeria Award Ceremony</b>	Grosser Stern, Hongkong	Exhibitor Event

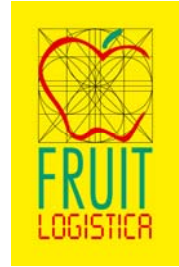
Event in which the Province of Almeria acknowledges the careers and dedication of people, institutions and companies working in support of the sector.

Speaker  
**Almeria Chamber of Commerce, Industry and Navigation**

Moderator  
**Almeria Chamber of Commerce, Industry and Navigation**

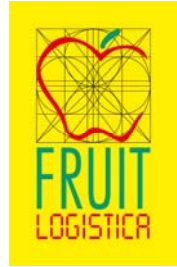
Contact: **Simón Carrillo** [scarrillo@camaradealmeria.es](mailto:scarrillo@camaradealmeria.es)

Free Entry



# Programme

12.30 pm	Steiermark <b>Champagne Reception</b>	Hall 20, Stand A-10	Press
2 – 3 pm	<b>Press Conference</b> Introducing SureTech Chile, a joint venture of NSure and TransFresh Chile	Hall 6.3, Room B	Press
2 pm – 3.30 pm	<b>Bayer Crop Science</b>	Grosser Stern, Sydney	Exhibitor Event
<p><b>“Food Chain Partnership Mexico: An innovative approach to improve farmers’ business through strategic alliances”</b></p> <p>Bayer CropScience has developed an integrated offering for the fresh produce sector through its Food Chain Partnership concept. In recent years, Bayer CropScience has demonstrated the success of this concept with numerous fruit and vegetable projects all over the world, and especially in Mexico. In Mexico it is clear that the levels of exported fresh produce have been rising and at the same time, quality improvement and food safety are very important issues to retailers and consumers. Mexican growers, certification bodies and traders understand the need to establish alliances in order to face the challenges of the agro export markets. Recognizing this important reality, Bayer CropScience has established important alliances with major certification entities such as Mexico Calidad Suprema, a recognized non-profit body which aims to support farmers through training and advice. This partnership among many others has been designed to boost the competitiveness of Mexican fruit and vegetable growers.</p> <p>Speakers</p> <p><b>Jose Gil Cuevas</b> (Bayer CropScience Mexico)</p> <p><b>Lisette Quintero</b> (Mexico Calidad Suprema)</p> <p>Moderador</p> <p><b>Ronald Guendel</b></p> <p>The participation is included in the entrance fee.</p>			
2.30 – 3.30 pm	<b>Press talk:</b> BASF Ökoeffizienzanalyse am Beispiel von biologisch und herkömmlich produzierten Äpfeln	Hall 21, Stand A-12	Press



## Programme

3 pm – 4 pm

*Fruchthandel Magazine Hall Forum*

Kleiner Stern

Hall Forum

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***"New marketing norms in Europe – How is the trade coping?"***

Since 1st July 2009, 27 specific marketing norms for fruit and vegetables have been withdrawn in the EU. In some cases, new norms have been adopted. How will this affect the retail trade? What has taken place thus far? Which issues need to be addressed immediately? A panel of experts will bring forum participants up to date and answer questions.

Speakers

***Frederic Rosseneu***, Freshfel Europe, Belgium

***Ulrike Bickelmann***, BLE, Germany

***Wolfgang Ahlers***, Univeg Deutschland, Germany

Moderator

N.N., Fruchthandel Magazin Düsseldorf

Contact person: Kaasten Reh, [kr@fruchthandel.de](mailto:kr@fruchthandel.de)

The participation fee for the Hall Forum is included in the entrance fee.

3 pm – 4.30 pm

***ALL LEMON Official Presentation Lunch***

Grosser Stern, Room  
Hong Kong

Exhibitor Event

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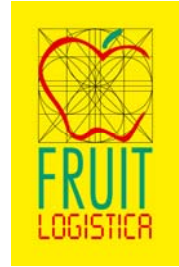
The Best lemons worldwide, that are grown in the North of Argentina, are now marked with a quality seal: ALL LEMON – Tested & Certified For Export.

The following are the companies promoting this quality seal: Argenti Lemon S.A., Citrusvil, Citromax, Expofrut, F.G.F Trapani s.r.l., Frutucuman S.A., Ledesma, La Moraleja, Latin Lemon, Pablo Padilla and San Miguel.

Contact:

Martina Delacroix, [mdelacroix@estudiocomunicacion.com.ar](mailto:mdelacroix@estudiocomunicacion.com.ar)

By special invitation only.



## Programme

4.15 pm – 5.15 pm

**BASF Crop Protection**

Großer Stern, Sydney

Exhibitor Event

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*"Is organic food eco-friendly? Perspectives for a more sustainable agriculture"*

Organic products are all the rage. Consumers increasingly visit the organic shelves to do the right thing for their health and the environment. But is organic farming really more sustainable than conventional agriculture? What challenges and opportunities arise for retailing and industry from the changing demands of consumers? And how can all partners along the value chain act sustainably and also convey this to the consumers? These questions are the focus of the panel discussion in which representatives of retailing, farming, journalism and BASF will take part.

Speakers

**Rudolf Behr**, vegetable farmer with organic and conventional operations

**Dr. Ludger Breloh**, Divisional Head Strategic Purchasing REWE Group

**Michael Ceranski**, Head of BASF Crop Protection Germany, Austria, Switzerland, Benelux

**Michael Miersch**, Agricultural Journalist

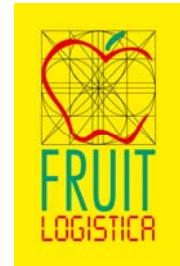
Moderation

**Olaf Deininger**, Agricultural Journalist

Contact person: Bettina Temath, BASF SE, [bettina.temath@basf.com](mailto:bettina.temath@basf.com)

The presentation is translated simultaneous into English, French and Spanish.

The participation is included in the entrance fee.



# Programme

## Friday, 5 February 2010

10 am – 11 am	<b>Fruchthandel Magazine Hall Forum</b>	Kleiner Stern	Hall Forum
<p><b>"Improving sourcing through product coding and standardisation"</b></p> <p>Electronic media are rapidly making inroads into the fruit and vegetable business. More and more of today's sourcing activities are managed electronically. This not only leads to lightening-fast transactions and more transparency, it also lowers costs compared to conventional methods. At the same time, it is essential to ensure that business participants all speak the same "language". This requires global product coding. With Global Product Classification (GPC) and the Global Trade Item Number (GTIN, formerly EAN), GS1 Germany has developed a global coding system to clearly identify products and services. In this Hall Forum, GS1 representatives will explain the new standards and applications. Wholesale and retail experts will offer insights into everyday practice.</p> <p>Speakers  <b>Thomas Fuchs</b>, GS1 Germany, Germany  <b>Hansjörg Lerch</b>, CIO-Office, Retail Standards and Industry Cooperation, Metro AG, Germany</p> <p>Opening  <b>Kaasten Reh</b>, Fruchthandel Magazin</p> <p>Moderator  <b>Thomas Fuchs</b>, GS1 Germany, Germany</p> <p>Contact person: Kaasten Reh, <a href="mailto:kr@fruchthandel.de">kr@fruchthandel.de</a></p> <p>The participation fee for the Hall Forum is included in the entrance fee.</p>			
11 am	<b>Press Conference</b> Apulia's Products, Prodotto di Puglia trade brand	ICE-Stand in Hall 2.2 Stand C-10	Press
1 pm – 2 pm	<b>Fruchthandel Magazine Hall Forum</b>	Kleiner Stern	Hall Forum

### **"Innovation in the fresh produce business – new trends in packaging"**

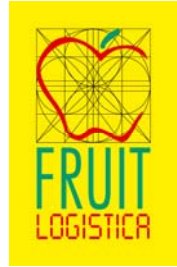
Innovations drive business, attract attention, strengthen sales and boost profits. The focus is not only on the product. Packaging also plays an important role when it comes to success or failure on the shelf. Packaging brings a product into the spotlight. In this Hall Forum, experts take a close-up look at the packaging trends in 2010, from the small packs at the POS, to fresh-cut products and other special product groups. The forum topics include logistic issues and packaging costs.

Speakers  
**Massimo Bellotti**, Nespak Imballaggi, Italy  
**Jean-Marie Salaun**, La Tour Cooperative

Moderator  
N.N., Fruchthandel Magazine

Contact person: Kaasten Reh, [kr@fruchthandel.de](mailto:kr@fruchthandel.de)

The participation fee for the Hall Forum is included in the entrance fee.



## Programme

1 – 2 pm	<i>Press Conference</i> HDE - Rückstandsmonitoring für Pestizide in Obst & Gemüse des HDE	Hall 6.3, Room B	Press 3
2.30 – 3 pm	<i>FRUIT LOGISTICA Innovation Award 2010</i>	Foyer, Halls 20/21	FLIA

### *“Presentation of the FRUIT LOGISTICA Innovation Awards 2010”*

The top innovations in the fresh produce trade will be honoured at FRUIT LOGISTICA 2010. Messe Berlin and FRUCHTHANDEL MAGAZINE (Dusseldorf) will present the FRUIT LOGISTICA Innovation Awards (FLIA) for the fifth time. These prizes are awarded for outstanding innovations in the fresh produce sector and associated service industries. The goal is to show recognition for new products and services that have clearly added new drive to the market.

The participation fee for the FLIA Presentation is included in the entrance fee.