

Fruit Logistica: Berlin 2017 - and beyond

Feedback by Anton Kruger, CEO of the Fresh Produce Exporters Forum (FPEF).

The Fresh Produce Exporters Forum (FPEF) in conjunction with the South African Department of Trade and Industry (the dti), again participated in Fruit Logistica: Berlin from 8 to 10 February 2017.

The participation was in the form of a National Pavilion consisting of 22 booths, primarily for FPEF members who had been approved as “co-exhibitors”, as well as two general meeting areas, an enclosed meeting room and reception desks.

The reception desks, which is a crucial element of such a pavilion as it is the first contact point, was again jointly managed by staff of the FPEF, the PPECB, the dti, FruitSA and the South African Embassy in Berlin. Although the “traffic” on the pavilion was less than previous years, due to the location of the pavilion, feedback from our members was that it was still functional.

The dti’s Chief Financial Officer, Mr. Shaber Khan visited the pavilion for the first time and he was impressed by the professional conduct of the staff as well as our members (who conducted business on the pavilion). The opportunity was also utilised to engage with him on our industry and the importance of our presence at international events such as Fruit Logistica. ***It was confirmed that the dti will fund South Africa’s participation in Asia Fruit Logistica in Hong Kong in September this year, as well as Fruit Logistica: Berlin 2018!***

Another important visitor was Minister Mohamed Cassimjee (second-in-command) at the South African Embassy in Berlin. As was the case with Mr Khan, it was also his first exposure to Fruit Logistica: Berlin, and following his interaction with our members on the pavilion, the FPEF’s CEO was invited to a meeting at the Embassy the following

day where information on our industry was shared. It was agreed that the FPEF will again, as in the past, provide material for the South African National Day celebrations on 27 April; this will consist of some of the pictures which could have been “salvaged” from the pavilion as well as fruit which will then be in season. This is annually an important event to promote our industry further on international level.



Picture: Mr Anton Kruger CEO of FPEF, Minister Mohamed Cassimjee from the SA Embassy in Berlin, Mr Shaber Khan Chief Financial Officer of the dti and Ms Konanani Liphadzi from FruitSA.

The annual cocktail reception, hosted by the FPEF (with sponsorships of our members), was also attended by Max MacGillivray, a member of the *Great Fruit Adventure* team who have travelled more than 18 000 km through 18 countries from London to Cape Town on motorbikes to promote fresh fruit consumption. Their journey concluded in Cape Town on 1 February, after which Max travelled to Berlin (by air!) and have shared some of his experiences with the people attending the cocktail reception.

We believe that all the interaction on the pavilion was of value and we will continue with our efforts to promote South African fresh fruit.