

Guangzhou 8|9 Sep 2025

CHINA MEET UP AFL鲜果会

**ASIA FRUIT
LOGISTICA**

Asia's fresh produce trading hub

Knowledge Partner
知识合作伙伴

亚洲水果

ASIAFRUIT

Organizer
主办单位

 **MESSE BERLIN**
China

Co-hosts
联合主办



CHINA MEET UP AFL鲜果会



ASIA FRUIT LOGISTICA 2025 announces exciting events in China: the **CHINA MEET UP**, **CHINA STUDY TOUR**, and **AFL Fresh Produce Golf Cup**. These offer excellent networking opportunities, industry insights, and support for local charities.

The second **CHINA MEET UP** will take place on 8-9 September 2025 at **Nan Fung ICEC, Guangzhou**. Co-hosted with top wholesale markets Guangzhou Jiangnan and Shanghai Huizhan, the event will feature a content-rich program by Asiafruit Magazine.

The **CHINA STUDY TOUR** (6-7 September) will provide an in-depth look at China's fresh produce sector. Additionally, the inaugural **AFL Fresh Produce Golf Cup** will combine business and charity through a friendly golf tournament.

亚洲国际果蔬展正式揭晓2025年**AFL鲜果会**、**AFL鲜果考察团**以及**AFL鲜果会高尔夫邀请赛**的日程，这些盛会旨在为业界精英搭建桥梁，促进商务合作，同时助力慈善事业发展。紧随亚洲国际果蔬展之后，一系列精彩活动将轮番上演，为国际参与者持续开启商机之门。

备受瞩目的第二届**AFL鲜果会（CHINA MEET UP）**将于2025年9月8-9日在**广州南丰国际会展中心**举办。与广州江南和上海辉展市场共同打造，亚洲水果杂志将提供丰富的信息内容。

在9月6-7日，AFL鲜果考察团将深入探索中国的果蔬行业，关注商业策略和市场趋势。与此同时，首届**AFL鲜果会高尔夫邀请赛**将于同一时间举行，将商业交流与友好的高尔夫比赛结合，并支持本地慈善事业。



Highlights of ASIA FRUIT LOGISTICA Meet-Ups 2024

- 70 Leading speakers
- 2,100 High-quality industry professionals
- 60+ Top sponsors
- 30+ Countries and regions
- 4 Stations around Asia

2024年亚洲国际果蔬展路演活动亮点

- 70 位重量级演讲嘉宾
- 2,100 名果蔬行业专业人士
- 60+ 行业赞助商
- 30 多个国家和地区
- 4 个亚洲城市

Why to exhibit?

- Connect with Top Chinese buyers—Wholesale markets, importers and distributors
- Maximize your exposure, and establish new high-level contacts
- Showcase your brand and latest product to thousands of Top Chinese buyers
- Develop new business opportunities with leading Chinese companies
- Discover how to grow in this key market

Why to visit?

- Join the local professional industry community in China to connect with decision makers for 2 days of high-quality networking
- Strong Chinese presence with growers from across the country
- Maximize the effectiveness of your visit to China and meet key growers and exporters
- Direct business and access to the heart of Chinese fresh produce industry

为何预定展位?

- 与AFL亚洲国际果蔬展联动，共享来自70多个国家和地区的上万名专业买家
- 结识国际进口商与采购商，拓展国际业务
- 与中国果蔬行业的专家和买家建立稳固联系
- 分析季末成果，并基于数据预测主要产品的未来走向
- 全年亚洲巡回路演，共享亚洲水果市场的人脉与商机

为何参观?

- 展示来自全球的新鲜农产品及其完整产业链
- 与中国在内的全球供应商和出口商建立国际业务关系
- 分析季末成果，并基于数据预测主要产品的未来走向
- 全年亚洲巡回路演，共享亚洲水果市场的人脉与商机
- 通过《亚洲水果》杂志的信息丰富活动，紧跟中国果蔬行业的新趋势和热点主题

CONFERENCE BY 内容详实的大会

亚洲水果
ASIAFRUIT

Join leading industry experts for an exciting program of talks and insights on the fast-evolving China market!

诚邀您共同探讨中国市场发展形势，以及多品项水果的新季动态！

Hot topics

Don't miss the chance to dive into pre-season forecasts and post-season results, while connecting directly with growers/importers to seal key deals for the months ahead!

Chilean Cherries,
Blueberries &
Pears

Chinese Apples,
Pears & Citrus

French
Apples

USA Oranges &
Grapes

Peru
Grapes

Greek
Kiwis

Chinese
Ginger & Garlic

South African
Pears

Italian
Kiwis

热点话题

不要错过直接与种植者/进口商交流并为即将到来的几个月达成重要交易的机会！

智利樱桃、
蓝莓和梨

中国苹果、
梨和柑橘

法国苹果

美国橙子和葡萄

秘鲁葡萄

希腊猕猴桃

中国生姜和大蒜

南非梨

意大利猕猴桃

DINNER RECEPTION 晚宴

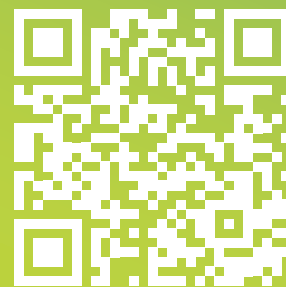


The dinner reception on the first evening of China Meet Up offers an unparalleled opportunity to network with over 400 professionals in a relaxed and welcoming environment. It's the perfect setting to connect with industry leaders while enjoying great food, conversation, and a vibrant atmosphere. Don't miss this key networking event in 2025!

AFL鲜果会首晚的晚宴招待会为您打造了一个绝佳的交流平台，在轻松愉悦的氛围中与400多位行业精英深入互动。这不仅是与行业决策者建立联系的黄金机会，更是享受美食、畅谈与活力氛围的完美时刻。把握2025年这一不容错过的行业盛会，拓展您的专业网络！

STAND PACKAGES 展位套餐

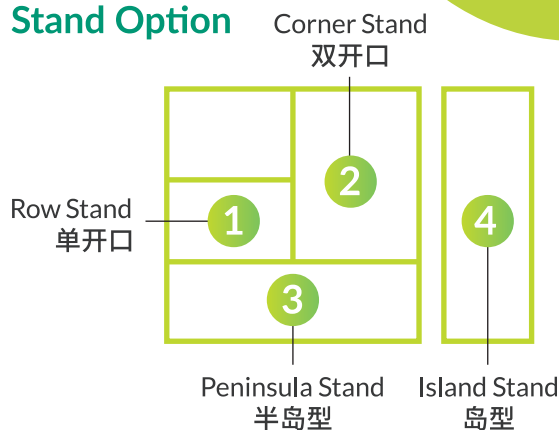
Become an exhibitor



Premium Complete Stand



Stand Option



Complete Stand Prices 搭建展位套餐

9 sqm	1 Row 单开口	Starting Price 17,000 CNY 17,000元起
18 sqm	2 Corner 双开口	Starting Price 35,000 CNY 35,000元起
	3 Peninsula 半岛型	

*Price Include both construction furniture, lighting and electricity.
价格包含标准展具, 照明及用电。

Raw Space Stand Prices 光地展位价格

18 sqm	2 Corner 双开口	Starting Price 33,000 CNY 33,000元起
	3 Peninsula 半岛型	
36 sqm	3 Peninsula 半岛型	Starting Price 72,000 CNY 72,000元起
	4 Island 岛型	
72 sqm	4 Island 岛型	Starting Price 152,000 CNY 152,000元起

15% discount for AFL exhibitors AFL参展商可享八五折

NEW!

Country Packages 国家展区套餐

36 sqm	90,000 CNY
72 sqm	180,000 CNY

Benefits

- Online Presence/Advertising
- Onsite Presence/Advertising
- Gala dinner VIP Table
- Conference Opportunity
- Visitor Guide
- VIP Opening Tour
- And so much more!

福利

- 在线展示/广告
- 现场展示/广告
- 晚宴VIP桌席
- 会议发言机会
- 观众指南
- VIP开幕巡展
- 以及更多精彩内容!

CHINA STUDY TOUR AFL鲜果考察团

Why You Can't Miss the CHINA STUDY TOUR?

• Explore Industry Leaders

You will visit **Guangzhou Jiangnan Wholesale Market**, a key hub in China's fresh produce trade, and explore its unique strengths. The itinerary also includes **one of China's busiest container ports** and leading **premium fruit supply chain providers**. Stay tuned for more exciting updates!

• Gain Insights into China's Fresh Produce Industry

Discover how top companies are shaping the future of China's fresh produce sector, from supply chain innovations to retail trends, and learn how the market is evolving.

• Network with Key Decision-Makers

Connect with executives, experts, and industry professionals to build valuable relationships and explore new business opportunities.

为什么你不能错过AFL鲜果考察团？

• 探索行业领导者

您将参观中国新鲜果蔬产品交易的重要枢纽——**广州江南市场**，深入了解其在行业中独具特色的运营模式与核心优势。此外，行程还将带您走进**中国繁忙且技术领先的集装箱港口**以及探访国内知名**的高端水果供应链服务商**。更多精彩活动安排，敬请联系我们的团队获取详情！

• 深入了解中国果蔬行业

探索行业优质企业如何引领新鲜果蔬产品的未来趋势。从供应链革新到零售新策略，本次深度之旅将揭示中国果蔬市场蓬勃增长的奥秘与发展动向。

• 与关键决策者建立联系

与高管、业内专家及各界精英相聚一堂。这是拓展宝贵业务联系、发掘全新合作契机的绝佳时机。



Register here if you would
like to participate
如果您想参加请在此处注册

All-Inclusive Packages &
CHINA MEET UP Access:
We've got you covered!

一站式套餐 & AFL鲜果会：
我们为您提供全面服务！

AFL FRESH PRODUCE GOLF CUP

AFL鲜果会高尔夫邀请赛

Why You Shouldn't Miss This Event?

- **Celebrate the Spirit of the Industry**
Immerse yourself in the camaraderie of the global fresh produce community, sharing a passion for golf while strengthening industry bonds.
- **Exclusive Experience**
Indulge in an all-inclusive package that includes transportation, gourmet meals, and luxurious accommodations, ensuring a seamless and unforgettable experience.
- **Expand Your Industry Network**
Build meaningful connections with senior executives, industry leaders, global stakeholders, and decision-makers in a relaxed and exclusive setting, fostering collaboration and insightful discussions.
- **Swing for a Cause**
Take part in the tournament while contributing to a charitable initiative, demonstrating our shared commitment to making a positive impact.

精彩活动 不容错过

- **共同庆祝行业精神**
融入全球果蔬行业大家庭，共享对高尔夫的热情，并巩固行业纽带。
- **独特体验**
全包套餐包含交通、精致餐饮和豪华住宿，让您的体验无缝衔接且难以忘怀。
- **扩展行业交流**
在轻松独特的环境中与企业高管、行业领袖和全球决策者建立深度联系，促进合作和有意义的对话。
- **为慈善挥杆**
参与比赛的同时支持慈善事业，彰显我们共同致力于积极影响社会的承诺。

- Transportation from Hong Kong and around Guangdong province
- Meals-breakfast, lunch and dinner
- 4 nights of 5-star accommodation
- Green fees (2 rounds 18-hole course), shared golf cart, caddie limited to AFL Fresh Produce Golf Cup participants
- Exclusive access to CHINA MEET UP and the Dinner Reception with more than 400 professionals

- 香港及广东省内交通
- 餐食：早餐、午餐和晚餐
- 4晚五星级酒店住宿
- 高尔夫邀请赛果岭畅打（两轮18洞含车 & 球童），该项仅限于参赛者
- AFL鲜果会欢迎晚宴席位，会见400位行业嘉宾

6 | 7 Sep 2025
Guangdong

MEET UPS AROUND THE WORLD.

India

3-4 Apr 2025

Vietnam

13-14 May 2025

Thailand

25 June 2025

**ASIA FRUIT
LOGISTICA**

3-5 Sep 2025

China

8-9 Sep 2025

Peru

28-29 Oct 2025

**ASIA FRUIT
LOGISTICA**

Asia's fresh produce trading hub

Knowledge Partner **ASIAFRUIT**

CONTACT US

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For further details regarding other roadshows,
please visit:

www.asiafruitlogistica.com/meet-ups-2025

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website
and social media



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to follow official account