

Fruit Logistica, Berlin, Wednesday 7 to Friday 9 February 2024

2,600 exhibitors and **63,000 visitors** from **140 countries** were present at Fruit Logistica 2023 to explore their full business potential within the global fresh produce trade and across the entire fresh produce sector:

- Fresh fruit and vegetables
- Dried fruit and nuts
- Packaging and labelling
- Transport and logistical systems
- Produce handling and storage
- Press and media
- Computer and internet solutions
- Cultivation systems

Fruit Logistica covers every single sector of the fresh produce business and provides a complete picture of the latest innovations, products and services at every link in the international supply chain.

It offers superb networking and contact opportunities to the key decision-makers in every sector of the industry, including growers and wholesalers; many UK companies have achieved success from attending.

Let CHA take the stress away from your overseas tradeshow participation. We simplify the process of exhibiting, help you prepare for and make the most of the show, promote the British group presence and make your exhibiting experience as smooth and trouble-free as possible.

- CHA offers fully built exhibition stands in a prime location in a prominent area of the show. The minimum stand is 9m², 12m² on a corner, and all stands are a minimum of 3m deep, but firms may request size of choice above this; we accommodate requirements on a best endeavour basis.
- A comprehensive British themed pavilion and stand package designed so that you can just turn up and display products. Package includes walls, carpet, lighting; electrical power socket and consumption, fascia with company name, lockable counter and daily stand cleaning.
- Help with freight, travel and accommodation and other logistics from CHA's dedicated events team
- Advice and information about how to prepare for and how to maximise your presence at the show
- The support at the show of an industry information stand, organised by CHA and manned by its experienced team
- A preview sent out to international trade contacts in the sector and the key German and international trade media. Copies are also distributed to trade visitors from the CHA information stand at the show
- Preferential administration fee for CHA members
- **Press and PR publicising goods and services of the British group participants including on the new international web portal linked to embassies worldwide and 45 DBT overseas offices**



COST FACTORS

The table below shows costs and examples in a variety of stand sizes. Other stand sizes are available. VAT applies to all cost factors.

	9m ²	12m ²	15m ²
CHA stand package @ £492 per m ²	£4,428	£5,904	£7,380
Corner supplement if feasible	£250	£250	£250
Plus, CHA administration fee, mandatory to all British group exhibitors and payable on application. CHA member's discount £190+VAT	CHA Member (+VAT)	Non Member (+VAT)	
	£500 (£600)	£690 (£828)	
The fee includes support as outlined overleaf and is designed to simplify the process of exhibiting, help you prepare for and make the most of the show, promote the British group presence and to make your exhibiting experience as smooth and trouble-free as possible			
Other factors		Ballpark budget	Information
Travel, accommodation and subsistence; <i>the latter being entirely subject to your budget</i>	Around £1,000 - £1,200 per head could be budgeted for a reasonable hotel and budget airline seat (Also budget for travelling to and from whether by taxi or train!) Out Tuesday 6 February, back Saturday 10 February, gives you a clear day to dress your stand	Direct flights to Berlin Tegel, Schönefeld and Brandenburg run from London Gatwick, Manchester, Stansted or Heathrow (via British Airways, Ryanair, EasyJet, Eurowings / German Wings, KLM and more). Costs vary greatly subject to timing and preferred airline. At time of publishing, flights available by EasyJet from London Gatwick, including one checked bag start from around £100 Hotel prices vary greatly; a budget of £170-£190 per night should secure a reasonable central 3-4 star hotel.	
Interpreters	£165 - £250+ per day	Linguistic capability amongst your team is advised if feasible	
Getting your display / goods to the show	Individual quotations according to requirements	Details of a specialist exhibition freight forwarder will be circulated to exhibitors. Some exhibitors, at previous editions of the show, have hand carried products / brochures; please be cautious of customs limitations in this instance <i>The exhibition centre is huge; if you use courier services such as FedEx to show site, this could be fraught with difficulties. If this is your only option, send to your hotel</i>	
Enhanced catalogue / web entries	Costs will be notified	Show catalogue and website entries are included in the CHA package. There are options to enhance, which will be circulated, but the included online option via Fruit Logistica's Virtual Marketplace is comprehensive	
Additional display equipment	Subject to needs and budget	The CHA stand package is comprehensive but additional graphics, furniture & display aids can be provided via the CHA's appointed stand contractor	

NOTES

- See Terms & Conditions via the link on our application form
- All costs based on an exchange rate of £1 = €1.11 which may alter and impact either way. Costs will be charged at the prevailing interest rate at time of invoicing. All costs must be paid in advance of the event by the deadlines provided.
- Minimum stand area of 3m x 3m (organiser's minimum – 15sqm). Corner and end stands available on a first come, first served basis, are charged at £250+VAT per corner, minimum 12m²

TO RESERVE YOUR STAND:

1. Complete the CHA Fruit Logistica Booking Form
2. Submit all forms and payment of the CHA administration fee to CHA asap

Questions? Call Lydia Stubbs

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