

Fruit Logistica

Berlin, 3-5 February 2016



ENTERPRISE MAURITIUS renewed its participation in Fruit Logistica for the fifth time with 5 companies in the fresh produce sector. This was the 23rd edition of Fruit Logistica and it took place in Berlin Messe, Germany from 3 – 5 February 2016. The Mauritian participants were honoured to have the visit of His Excellency Dr Keshwar Jankee, the Ambassador of Mauritius in Germany.

This year's participation in Fruit Logistica was a success. The participants have received confirmed orders for over Rs 10 million, while further exports of over Rs 21 million are still under negotiation. It is to be noted that Fruit Logistica has enabled the participants to establish contacts in new countries such as Egypt, Portugal, Italy, Spain, Turkey and Azerbaijan amongst others.

Fruit Logistica 2016 has marked a special milestone by attracting over 70,000 trade visitors from more than 130 countries. Attended by top-level decision-makers from all over the world, 82% of the trade visitors were from outside of Germany. Nearly two thirds of the 70,000 trade visitors were from the EU, 9% from other European countries, 12% from North, South and Central America, 8% from Africa, 5% from the Middle East and 3% from Asia.



His Excellency Dr Kheswar Jankee, Ambassador of Mauritius in Germany visiting the stands of Mauritian companies



Exogreen, one of the largest exporters of Victoria pineapples negotiating possible orders with leading importers



Jardin De Saint Julien Limited, a new exporter of fresh fruits explaining to potential importers the benefits of sourcing fresh fruits from Mauritius.