

Juicy returns at Fruit Logistica

ENTERPRISE MAURITUS leads the participation of 6 companies in Fruit Logistica in Berlin Germany from 8 – 10 February 2017

For the sixth consecutive year, Enterprise Mauritius led the participation of 6 companies (1 large and 5 SMEs) in Fruit Logistica. Fruit Logistica remains the world's leading trade fair for the fresh fruits and vegetables industry and covers every single sector of the fresh produce business and also offers excellent networking and contact opportunities. It was held in Berlin, Germany from 8 – 10 February 2017.



Dev Sewpal, director of Exogreen Limited, the largest exporter of fresh pineapples said: *“We cannot afford not to be present at Fruit Logistica, as we meet lots of new clients from different parts of the world as well as consolidating our existing market share”* Other SMEs have been able to sell their harvest for pineapples and litchis for next season.





Mauritius has built a solid reputation for victoria pineapples due to its sweet taste grown in warm and humid climatic conditions. Pineapples exporters from Mauritius targets mainly niche markets with customers who are less price sensitive and are willing to pay a premium for victoria pineapples. Visitors have appreciated the quality of victoria pineapples during the fair. Other products such as rums, fruit wines and Mauritian snacks were promoted.

This year's edition of Fruit Logistica attracted more than 75,000 trade visitors from over 130 countries, an increase of 5% in the number of visitors. According to the official report, some 43% of exhibitors signed business deals during the trade fair. Interestingly 82% of the visitors came from outside Germany.





Europe remains the most important market for export of fresh pineapples from Mauritius. In 2015, total exports of fresh fruits and vegetables reached Rs 163,542,758 out of which pineapples were Rs. 112 million and lychees were Rs 43.7 million. The main markets for fresh fruits are France (71%), the Netherlands (11%), Switzerland (6%), Belgium, United Arab Emirates and the United Kingdom.

