



The leading trade show for the
global fresh produce business.

COMMUNICATION KIT FOR PARTNERS, EXHIBITORS AND SPEAKERS

fruitlogistica.com

#FL25



FRUITNET



FRUIT LOGISTICA 2025 COMMUNIKATION KIT

The communication kit for FRUIT LOGISTICA 2025 has everything you need in order to successfully communicate your participation in FRUIT LOGISTICA. This document provides a selection of texts and text templates for that purpose. You can make use of them via your communication channels (newsletter, websites, event calendar, social media, etc.) to draw your target audience's attention to the most important event of the year for the fruit and vegetable industry.



The kit contains:

Website and newsletter text templates

- for [partners and exhibitors](#)
- for [speakers](#)

Textvorlagen Social Media

- for [partners and exhibitors](#)
- for [speakers](#)

TIPS FOR COMMUNICATING YOUR PARTICIPATION IN THE EVENT

- Use the hashtag #FL25 for social media posts. This will increase the reach and visibility of your posts and show your connection with the trade fair.
- Add more colour to your social media posts with fruit and vegetable emojis – your communication will be just as fresh as FRUIT LOGISTICA!
- If you are a partner or exhibitor, share your hall and stand number. This will make it easier for your contacts to find you.
- If you are a speaker, share the date/time of your presentation and topic heading. Indicate the hall and stage where you will be speaking.
- Photos and videos in advance and live from the trade fair: tell the story of your participation and network with your community at the event and online.

FOR PARTNERS AND EXHIBITORS TEXT TEMPLATES



Website and newsletter template #1

The place to be for the fresh produce industry is Berlin. The best time for successful growth is at the beginning of February every year. Because from 5 to 7 February 2025, when the world's most important trade fair for the fresh produce industry opens its doors, the industry's biggest players will come together with trade visitors and friends from all over the world to make fruitful contacts. However, FRUIT LOGISTICA sees itself not just as a place for meeting old and new friends, but above all as a place of inspiration and force for innovation. It covers the entire value chain – from the producer to the consumer, from the point of seeding to the point of sale. We will be there as a partner / an exhibitor. For more information:

www.fruitlogistica.com

Website and newsletter template #2

Taking as its slogan 'Fruitful Connections', FRUIT LOGISTICA 2025 emphasises what is most important at this event – the connections between the people who shape the global fresh produce industry. From 5 to 7 February 2025 industry experts, market leaders and innovators from the entire supply chain will meet in Berlin to connect, share experiences and promote sustainable partnerships. 'Fruitful Connections' is not just about networking, but about bringing the right people together to develop forward-looking ideas and master industry challenges together. Join us and see how strong connections lead to successful business!

For more information:

www.fruitlogistica.com



Photo Database

FOR PARTNERS AND EXHIBITORS TEXT TEMPLATES



Website and newsletter template #3

Where does the global fresh produce trade meet? In Berlin – at FRUIT LOGISTICA, the world's most important trade fair for the fresh produce industry. From 5 to 7 February 2025 we will be in Berlin, where companies from the entire value chain will showcase everything from seeds to packaging and automation. FRUIT LOGISTICA is the platform for discovering the latest trends and innovations, with a comprehensive range of products, services and technical solutions.

Key categories such as Fresh Produce, Machinery & Technology, Logistics, Smart Agri and Greenhouses reflect the industry's forward-looking topics.

Take the opportunity to make contacts in Berlin that can shape your business success this year. Meet key players from over 90 countries and network with trade visitors from 140 countries – more than 80 per cent are decision-makers.

Be there when the international fruit trade comes together and experience 'Fruitful Connections'.
For more information: www.fruitlogistica.com



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FOR SPEAKERS TEXT TEMPLATES



I am delighted to be taking part in FRUIT LOGISTICA 2025 as a speaker. The trade show is the meeting place for everyone from the fresh produce industry and will take place in Berlin from 5 to 7 February 2025. With more than 2,700 exhibitors and over 66,000 trade visitors from all over the world, the event offers a wealth of fascinating insights and the chance to forge new partnerships.

My presentation:

- **Date:** [enter date]
- **Time:** [enter time]
- **Venue:** [enter stage no.]
- **Topic:** [enter title]

I will be speaking about [topic] and [brief description of the presentation].
It will be a great opportunity to learn more about [relevant topic] and discuss it with others.

I look forward to seeing you there.



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SOCIAL MEDIA POSTS: LinkedIn

Sample post for partners and exhibitors #1

Let's make fruitful connections in Berlin!
The global fresh produce world will gather at FRUIT LOGISTICA... and we will be there too! Don't miss the must-attend event of the year. Visit us in hall XX stand XX. We'll be delighted to meeting you!
Find out more: www.fruitlogistica.com
#FL25 #FruitfulConnections

Sample post for partners and exhibitors #2

Join us and the fresh produce world in Berlin!
Over 66,000 professionals from around 145 countries are expected to gather again at FRUIT LOGISTICA. We will be there too! How about you? Visit us in Hall XX Stand XX.
We look forward to welcoming you!
Learn more: www.fruitlogistica.com
#FL25 #FruitfulConnections

Sample post for speakers

FRUIT LOGISTICA is coming... and I'll be on stage there!
I'm delighted to invite you all to my presentation on XX (stage) in Hall XX. On XX (day) from XX (time) to XX (time).
I'll be joining the session "XXX (title)".
Together with other fellow panelists XX, XX and XX, we'll be talking about XXX. This will be a great opportunity for you to learn more about XXX (topic and benefit for the audience).
I look forward to seeing you there!
Learn more: www.fruitlogistica.com
#FL25 #FruitfulConnections



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SOCIAL MEDIA POSTS: Facebook & Instagram



Sample post for partners and exhibitors #1

Are you ready to make fruitful connections in Berlin?
We surely are! The global fresh produce world will gather at FRUIT LOGISTICA... and we will be there too!
Don't miss the must-attend event of the year.
Visit us in hall XX stand XX. We'll be delighted to meeting you!
Find out more: www.fruitlogistica.com
#FL25 #FruitfulConnections (Feel free to add more hashtags)

Sample post for partners and exhibitors #2

Want to join us and the fresh produce world in Berlin?
Over 66,000 professionals from around 145 countries are expected to gather again at FRUIT LOGISTICA. And we will be there too!
Don't miss the must-attend event of the year. Visit us in Hall XX Stand XX. We look forward to welcoming you!
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Sample post for speakers

FRUIT LOGISTICA is coming... and I'll be on stage there!
I'm delighted to invite you all to my presentation on XX (stage) in Hall XX. Together with other fellow panelists XX, XX and XX, we'll be talking about XXX.
This will be a great opportunity for you to learn more about XXX (topic and benefit for the audience).
Save it on your agenda!
(DAY)
(TIME)
(LOCATION)
Learn more: www.fruitlogistica.com
#FL25 #FruitfulConnections
(Feel free to add more hashtags)



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FRUIT LOGISTICA

The leading trade show for the global fresh produce business.

DATE

5 and 6 February 2025, 9 a.m. – 6 p.m.

7 February 2025, 9 a.m. – 4 p.m.

EVENT LOCATION

Berlin Exhibition Grounds

ENTRANCES

Entrance South (Jafféstraße), Halls 1–6, S Messe Süd

Entrance Hall 7, Halls 7–11, S Messe North

Entrance North (Hammarskjöldplatz), Halls 18–24

U Theodor-Heuss-Platz, U Kaiserdamm, S Messe Nord

Entrance Hall 27, Halls 25–27, S Messe Süd

ORGANISER

Messe Berlin GmbH

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Do you have any comments or feedback for us?

Then please contact us at

fruitlogistica@messe-berlin.de

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