

# Hong Kong 2|3|4 Sep 2026

**ASIA FRUIT  
LOGISTICA**

Asia's fresh produce trading hub

Knowledge partner

**ASIAFRUIT**

## Introduction

Asia Fruit Logistica is a global fresh produce trading event based in Hong Kong. It runs from 2-4 September. It attracts more than 14,000 visitors from 80 countries and includes 760+ exhibitors from 43 countries. It focuses on all aspects of the supply chain that relate to fresh fruit and vegetables and is attended by companies and industry bodies including from Australia.

This year Fruit Growers Tasmania has a 18m<sup>2</sup> stand within the Australian pavilion and we welcome the participation of Tasmania growers of apples, cherries and berries to attend with us. We can comfortably accommodate up to 6 businesses.

The stand is in an excellent position facing the entrance to Hall 3 and with good open access to the walkways, which encourages greater visitation.

Last year we attended with 4 Tasmanian businesses which made useful connections with Austrade officers from different regions, freight and logistics networks and potential customers in Asia. It was also a good opportunity to talk with fellow growers across Australia as well as peak industry bodies such as Horticulture Innovation.

## Expression of interest

Tasmanian growers can express interest by contacting Kate Dickinson on [Kate@fruitgrowerstas.org.au](mailto:Kate@fruitgrowerstas.org.au) or calling 0459 039 664 before 3 August 2026.

The cost for growers to participate is **\$1,500 (+GST)**, this will cover the following:

- use of the stand as a base, to have meetings and to store personal items
- free day passes for attendees (for 2 people per company for each day)
- shelving to display branded items e.g. cherry boxes
- access to TV screen to run your video material (in rotation with other growers)
- display of your business logo on the wall
- inclusion in media releases by Fruit Growers Tasmania before and after the event, including Tasmanian Grown social platforms
- participation in a networking event coordinated by Fruit Growers Tasmania
- an opportunity to participate in the Summerfruit Australia organised tour of the air land fresh lane link. If you wish to participate, then please scan to register your details using the QR link below.

Please note grower participants must arrange and pay for their own flights, accommodation and on ground expenses. Fruit Growers Tasmania stays at the [Cordis Hotel, 555 Shanghai Street, Hong Kong](#), and generally carpool with others to and from the [Asian world Expo](#) site.

## Reasons to attend

- To link with Austrade officers in Asian markets who can assist with introductions and market research information
- To identify new potential customers at the stand
- To meet face-to-face with your buyers and customers across Asia
- To better understand the global competition by talking to other exhibitors
- To see what new varieties and innovative technologies are being used elsewhere
- To understand more about the faster access to China markets through the air land fresh lane link. See details below.
- To get feedback from potential customers about what their market is looking for.



**ALFL**  
**FIELD TRIP**  
*With Summerfruit Aus*

**Summerfruit AUSTRALIA**

**ALFL**  
空陸郵送產品專屬快線  
Air-Land Fresh Lane

**DATE:** September 4<sup>th</sup>, 2026

**AIR-LAND FRESH-LANE**  
The Airport Authority Hong Kong, in collaboration with Hong Kong and Guangdong governments, has formulated an "Air-Land Fresh Lane" (ALFL) initiative by leveraging the Hong Kong International Airport (HKIA) and Hong Kong-Zhuhai-Macao Bridge (HZMB). The HZMB spans 55 km, making it the longest bridge in the world and an engineering marvel.

**KEY FEATURES OF THE ALFL INITIATIVE:**

- FAST CUSTOMS**  
Customs clearance in Zhuhai completed as fast as 3 hours upon flight arrival at HKIA, via this green lane for fresh produce.
- STATE OF THE ART INSPECTION FACILITY**  
At Zhuhai Port to ensure goods remain temperature-controlled throughout the inspection process.
- LEVERAGE TECHNOLOGY**  
(Electronic lock & GPS tracking) to reduce repeated inspections.

**TRIP OVERVIEW**  
Join the Summerfruit team with ALFL ambassador, Wilson Pang, on a field trip to see fast track customs in action, hear about the incredible engineering underpinning the bridge and the trucking subsidy program.

**SCAN TO REGISTER YOUR INTEREST**



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