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Export Success at Asia Fruit Logistica – North Bay Produce

Report Categories:

Export Accomplishments - Events

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Report Highlights:

Asia Fruit Logistica (AFL) is the largest specialized trade show for produce in Hong Kong. AFL 2013 attracted more than 340 exhibiting companies from over 60 countries/regions. A total of over 6,000 professional buyers from Hong Kong and the region visited the show. The U.S. Pavilion had 18 participating companies/organizations. U.S. exhibitor – North Bay Produce reported good export opportunities resulted during AFL 2013, with projected sales in the next 12 months of \$200,000.

Asia Fruit Logistica (AFL) is the largest specialized trade show for produce in Hong Kong and it has been proved to be an excellent platform for food and beverage buyers in the region to source new products. AFL was held during September 4-6, 2013 and attracted more than 340 exhibiting companies from over 60 countries/regions. A total of over 6,000 professional buyers from Hong Kong and the region visited the show.

North Bay Produce were happy to be part of AFL 2013. They are a grower owned cooperative of fresh produce farms throughout the Americas. They grow Blueberries, Apples, Asparagus, Mangoes, Lemons, Satsuma and more. They were able to establish connections with their potential buyers at AFL 2013 and the value of these connections should translate into around \$200,000 in sales for North Bay Produce in the next 12 months.

**Mr. Mark Girardin and Mr. Eric Olshove
representing North Bay Produce
at Asia Fruit Logistica 2013**

