

## KENYA PARTICIPATION AT THE FRUIT LOGISTICA 2017 BERLIN, GERMANY

Kenya participated in the **Fruit Logistica 2017** Berlin, Germany held from 8<sup>th</sup> to 10<sup>th</sup> February 2017. Kenya's participation at the Fair was co-ordinated by the Horticulture Crops Directorate (HCD) in collaboration with Export Promotion Council (EPC) and International Trade Centre (ITC). The Kenya High Commission in Germany provided logistical support and useful information to the fair coordinators who were also accompanied by an Official from the Ministry of Industrialisation, Trade and Cooperatives-State Department of Trade. The theme of the Fair was **"We build the bridges to your success"** of which the Kenya Stand at the fair was able to interpret and conform to the expectations.

Over **75,000** trade visitors from **130** countries attended FRUIT LOGISTICA 2017. This exhibition is the gathering of importers and exporters, fruit and vegetable producers, wholesalers and retailers, packaging and handling specialists, transport and logistics specialists amongst others. A total of **3,077** companies and organisations exhibited in the fair from **84** countries.

This year a total of 26 Kenyan companies from the horticulture sector participated in Fruit Logistica at the Kenya Stand of which 8 were the beneficiaries of the Netherlands Trust Fund (NTF) III Avocado Commodity Business Plan in Kenya being implemented by Horticulture Crops Directorate (HCD) Export Promotion Council (EPC), International Trade Centre (ITC), the Center for Promoting Imports from Developing Countries (CBI) and the Fresh Produce Exporters Association of Kenya (FPEAK). Apart from the Kenyan companies in the Stand there were other Kenyan companies participating in the fair such as Kakuzi, Sunrise Limited and AAA Growers amongst others.



The Kenyan Stand coordinators mounted a state of the art **Modular Glass System Neo** which is an innovative attractive display designed to create an entirely new experience of corporate marketing. NEO Systems made of safe glass panels were printed with Kenyan products and healthy colours depicting fresh produce of Kenya. The display unit was a major attraction and hard capabilities of being seen from far distances which draw crowds to the stand including the international press. The exhibitors, ITC Officials and Kenya horticulture private sector/industry appreciated the stand layout.

Preliminary business generated at the Fair by firms within the Kenya Stand totalled to **22,386.50 Tons** valued at **USD 6,663,680.00** comprising spot sales, orders and serious enquiries. A number of Kenyan companies seized the opportunity to meet new and existing clients, service providers, development partners and also benchmarked their products in the international market.

Kenya was distinguished from other participating countries by being awarded the **World Food Health Trophy** which was presented in the stand with enthusiasm and pomp. The Stand Layout and Exhibitors were able to interpret the healthy food concept during the fair.



**Kenyan coordinators and participants celebrating the World Food Health Trophy**