

FRUIT LOGISTICA

Innovation Award
2015

10 years



Messe Berlin

FRUCHTHANDEL
MAGAZINE

A SHORT DESCRIPTION

The FRUIT LOGISTICA Innovation Award is the most important award of its kind in the international fresh fruit and vegetable sector. The 2015 award will be presented in February in Berlin for the tenth time.

The FRUIT LOGISTICA Innovation Award (FLIA) is presented each year at FRUIT LOGISTICA in Berlin for outstanding innovation in the fresh produce sector. Innovations may **be products, services or technical innovations**. The competition is organised by Messe Berlin and FRUCHTHANDEL MAGAZINE and is open to all exhibitors and co-exhibitors at FRUIT LOGISTICA 2015.

If your company or organisation has introduced an important new innovation to the market between 1 November 2013 and 31 October 2014, we invite you to take part in the competition. The closing date for entry is 21 November 2014.

The ten best innovations – selected and nominated by an expert jury – will be presented in Berlin to

- more than 62 000 trade visitors to FRUIT LOGISTICA
- the international press in a series of press releases and mailings
- more than 200 000 visitors to the FRUIT LOGISTICA website

The winner of the FLIA 2015 will be chosen by visitors to FRUIT LOGISTICA 2015 who cast their vote for the best innovation of the year on the first two days of the exhibition. The winner will be announced on the final day of the exhibition at the special FLIA award ceremony, one of the highlights of FRUIT LOGISTICA 2015.

Excerpts from the official Conditions of Entry

The innovation entered for the competition must belong to one of the official FRUIT LOGISTICA product categories (see Appendix A).

- ✓ Entry for the competition is free of charge.
- ✓ The entrant must own the legal rights to the innovation (patent, copyright, intellectual property, registered trade mark), or be authorised in writing by the legal owner to take part in the competition.
- ✓ Only one innovation may be entered by each company or group of companies.
- ✓ The innovation must have been first commercially available or used on the market in the period from 1 November 2013 to 31 October 2014 (not as prototype or test product).

Important: Entries are subject to written acceptance of the full Conditions of Entry.

The Organisers

Messe Berlin GmbH

Contact: Christoph Goering
Messedamm 22
14055 Berlin, Germany
Tel +49-(0)30-30 38 20 45
Fax +49-(0)30-30 38 20 20
goering@messe-berlin.de

Fruchthandel Magazin

Contact: Kaasten Reh
Lindemannstrasse 12
40237 Düsseldorf, Germany
Tel +49-(0)211-991 04 10
Fax +49-(0)211-691 17 46
kr@fruchthandel.de

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