

Fresh Supply Chain Asia 2021 Closes with Successes: A globalized fresh supply chain driven by high value customers

- Unity of the leaders: the 5th Asia Cold Chain Exhibition and transport logistic China · Forum 2021
- Exhibition area of 30,000 square meters, gathering 400 exhibitors with "creations" and "innovations" of logistics
- 21,880 trade visitors experience how technology empowers logistics and supply chain management
- More than 20 conference programs and 100 speakers shared their experience and views on the future of the industry

As an annual pageant of the logistics industry, the 7th **Fresh Supply Chain Asia** was successfully held in Shanghai New International Expo Centre from June 16 - 18, 2021. It was held jointly with the 5th **Asia Cold Chain Exhibition, transport logistic China · Forum 2021** and **LogiMAT China 2021**. On an exhibition area of 30,000 square meters, the four high-profile exhibitions attracted 400 exhibitors presenting new technologies of fresh supply chain management, new achievements of digital and intelligent logistics and new solutions of internal logistics. The three-day exhibition attracted 21,880 trade visitors.

Ms. Xu Jia, Chief Executive Officer of Greater China of Messe Muenchen Shanghai Co., Ltd., expressed her satisfaction as the organizer: "Two years after the previous opening, another successful holding of Fresh Supply Chain Asia provides a great exchange platform for the whole ecology of the fresh logistics industry in the post epidemic era. Exhibition is an epitome of the industry, but also a barometer of its future. Judging by the exhibition, it is not difficult to find that a new demand-driven globalization of the fresh supply chain has opened up. Digital and intellectual technology will accelerate the integration Chinese logistics enterprises into the global market. "

Mr. Qin Yuming, Secretary General of the Cold Chain Logistics Committee of China Federation of logistics & Purchasing, also commented: "the year 2021 is the first year of the 14th Five-Year Plan, and China is attaching unprecedented importance to the cold chain industry. At the same time, the application of intelligent technology in cold chain logistics is consolidating its position. The successful holding of this flagship event will play a positive role in the healthy development of the cold chain logistics and fresh supply chain industry. "

Changes induced by needs, a global fresh supply chain now in view

Influenced by the Covid-19 epidemic, great changes have taken place in people's life as well as economic activities. The demand for fresh products in China and other countries is increasingly vigorously in this era of "food to-go" and "staying indoors". More and more consumption is done online, and China's fresh supply chain has been continuously globalized. In 2021, the No. 1 Announcement of the central government stated it will "comprehensively promote rural revitalization and speed up agricultural and rural modernization". At this point, the fresh supply chain of China is at an advantaged position in two ways: domestic growth and global expansion. Under the new development pattern of double circulation, the industry is linked to the global market, and thus new requirements for fresh logistics technology and equipment, packaging, service model and response speed are put forward.

In order to facilitate the exchange and integration of market stakeholders, the 7th Fresh Supply Chain Asia, with the theme of "logistics makes life fresh ", presented solutions covering the entire industry chain, including fresh logistics service and supply chain management, cold chain transportation and distribution, cold chain information technology and equipment, cold storage construction and storage, temperature control and preservation, fresh food processing and packaging, and intelligent fresh goods retailing.

Many market leaders, e.g. SF Express, KF Mobile System, CJ Rokin, Cortp Logistics, VX Cold Chain Logistics, Changzhou Yourshine, Xingxing Cold Chain, JH Leasing, Supercool, SUNHUNK, AUCMA, Changfeng Door, Testo, Crown, DST, Metcold, Jingjing Logistics, Jingchuang Electronics, Kaixue, Rite-Hite, Shajiabang, Schoeller Allibert, Square Technology, Supertech, Wantai Door, ICHI, Zoneyung, have joined in. Many cutting-edge technologies, innovative products and services at the exhibition have demonstrated the strength of China's fresh supply chain industry in a globalized market. The exhibition also provides a good opportunity for in-depth exchanges between the supply and demand through key buyers invitation and diversified business match-making activities.

Wang Guojun, Deputy General Manager of Zhejiang Zoneyung Logistics Technology Co., Ltd., said with satisfaction: "Through Fresh Supply Chain Asia, we can promote our corporate image and products. A lot of potential customers, including many decision-makers, talked to us. The results have exceeded our expectations. We have already booked booth for the next year, with a larger space."

Fresh Supply Chain Asia transport logistic China · Forum

June 16-18, 2021

Shanghai New International Expo Centre

www.fl-a.cn / smart.tl-c.cn

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Whether it is "from field to table", or "sell to the whole world, and transport to doorstep", the new business format is posing new challenges to fresh food processing equipment, packaging and preservation technology. To answer for that, the trade show has gathered many well-known brands, including Bizerba, Dajiang, FREUND MADDO, Nansune, Sunlon Dongfang, DIGI System, Ishida, Sealed Air, Youngsun with their one-stop solutions integrating fresh processing, quick freezing, sorting, cleaning, weighing, packaging, and labeling, so as to meet the needs of customers in the fresh e-commerce, catering, retail and wholesale, supermarkets and convenience stores.

A special "Smart Food Processing" area is dedicated to new technologies in the industrial production of Chinese food. The accompanying "Innovative Packaging Technology for Fresh Food and Logistics Conference" and "Supply Chain for Fresh Food and Catering Businesses Forum" also stimulated thoughts and shared insights to the difficult problems in the industry.

Liu Wei, sales director of Wilstier Industrial Technology (Shanghai) Co., Ltd., commented: "The exhibition covers the upstream and downstream of the industrial chain, and gathers many important equipment manufacturers. We have met a lot of buyers, such as instant food manufacturers, as well as fresh product suppliers of Starbucks and McDonald's. "

Technology giants lead the transition

Driven by the continuous development and application of Internet of things, artificial intelligence, cloud technology, big data, 5G and other technologies, digital and intelligent logistics has been recognized as the future of the industry. The entry of technology giants is enabling logistics and accelerating its development towards intelligence, automation and digitalization. They are the key to new breakthroughs in cost reduction and efficiency increase.

The concurrent transport logistic China · Forum 2021, under the theme of "technology empowers intelligent application", featured leading exhibitors such as SF Technology, BLOGIS, Huasen, Colliers, DST, First Priority, Poshysmart, QShipping, Rhyme, Sino-Ocean, HOAU, Unity-Drive, E6 Technology, Yunlizhi Technology. They demonstrated the application intelligent logistics in transportation, warehousing, cold chain distribution, information service and other scenarios. The co-location of the two major exhibitions has provided a good platform for collaboration and cooperation between the

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upstream and downstream of the industrial chain. The intelligent upgrading of fresh logistics industry has injected strong energy into the market, and opened a new perspective.

Fang Cao, Vice President of Shenzhen E6 Technology Co., Ltd. said: "We have participated in the trade fair for six consecutive years. The new trends, e.g. automatic, intelligent and unmanned logistics, are fully exhibited, so we can also see technological changes and the impact on the logistics and supply chain management."

Hot topics and new inspirations

More than 20 forums were staged during the three-day exhibition. About 100 industry leaders shared their ideas about hot topics such as cold chain logistics reform, fresh packaging innovations, new catering supply chain models, smart processing for group meals, the actual practice of digital intelligent logistics, e-commerce technology upgrading, and hazardous chemicals storage and transportation. In addition, new industry reports, cold chain industry standards and new products were released. They provided great ways to understand the development of the industry, it grows momentum and future innovations.

One of the most noteworthy is "transport logistic China Forum 2021", where Baidu map, Huawei Cloud and other technology giants and logistics veterans and newcomers shared their insights. As a guest speaker, Xu Wang, Picking Product Director of Beijing Geekplus Technology Co., Ltd., said: "The theme of this forum is very clearly defined, i.e. the application of transport, logistics and smart logistics technology in different scenarios. As the 5G, big data and intelligent technology grow, we can expect the industry to find more advanced solutions in the next three to five years to replace the traditional methods."

A new golden time for the logistics industry has come. The next Fresh Supply Chain Asia will be held in Shanghai New International Expo Center from June 15 - 17, 2022, along with transport logistic China and air cargo China. For more information, please visit: www.fl-a.cn