



PeriLog - Fresh Supply Chain Asia

June 15-17, 2022

Shanghai New International Expo Centre



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In association with: Asia Cold Chain Exhibition

perilog
CHINA

FRESH ASIA
SUPPLY CHAIN
亚洲生鲜供应链博览会

Accelerating “digital + smart” upgrade

Fresh supply chain meet global development!

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.

As a leading exhibition for the fresh food market, the 8th PeriLog - Fresh Supply Chain Asia (abbreviated as: FSCA) will be held on June 15-17, 2022 at Shanghai New International Expo Centre. The exhibition will give a full view of intelligent solutions for fresh logistics service and equipment, intelligent logistics system, cold storage construction and warehousing, fresh food processing and packaging, intelligent fresh food retailing, etc. It builds a face-to-face communication platform for brand promotion, product release and networking, providing Chinese logistics companies a path into the global market.



Fresh Supply Chain Asia 2022

Exhibition space (m²)

80,000

Exhibitors

1,000

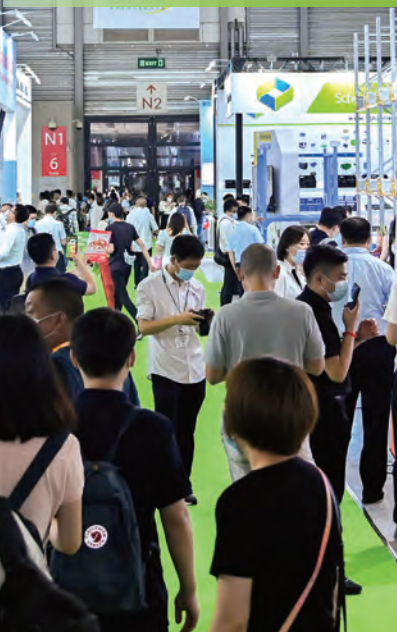
Visitors

45,000

7 Exhibition halls

6 Co-located exhibitions

* Estimated scales



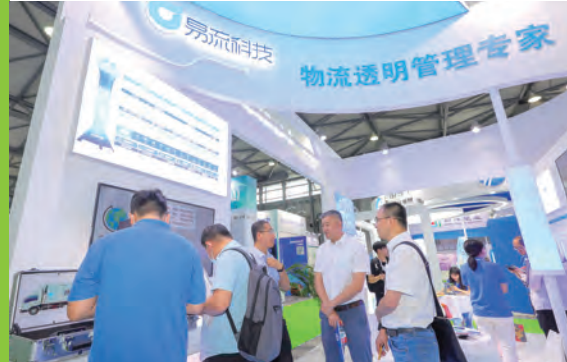
Four highlights of 2022

Leading. Face-to-Face. Connected. International

Industry trends

Directs to the future of fresh food logistics

Since 2014, PeriLog - Fresh Supply Chain Asia has continuously brought together benchmark companies in different sectors of the industry, and presented cutting-edge technological innovations and industry trends. It offers a center for showcasing, exchanging, and trading for China's fresh food logistics supply chain industry, and has become a driving force behind the development of the industry.



Supply-demand platform

Face-to-face exchange, efficient match-making

It is proved that face-to-face talks at exhibitions is indispensable as it offers higher quality communication. After years of development, PeriLog - Fresh Supply Chain Asia has accumulated a high-quality buyer group from related industries, such as fresh food production, fresh food e-commerce, retail/wholesale, chain supermarket/convenience store, restaurant and hotel, which ensures a successful results.



Win-win collaboration

Six exhibitions connects all the dots in the logistics industry

PeriLog - Fresh Supply Chain Asia 2022 will once again join hands with transport logistic China, Asia Cold Chain Exhibition, China International Transportation and Logistics Expo, air cargo CHINA and LogiMAT China. This group of six exhibitions will present the entire logistics industry chain in one place.



International perspective

Radiates the Asian market and global resources

As a brand of Messe München GmbH, PeriLog - Fresh Supply Chain Asia will benefit from its brand influence, and receive support from its cluster's exhibitions in Germany, Turkey, India, the United States and South Africa, bringing an international perspective into the event.



8 exhibition sectors

Comprehensive. Multimodal. Specialized



Fresh logistics service and equipment



Fresh logistics information technology and equipment



Fresh food processing and packaging technologies and equipment



Epidemic prevention technologies and equipment for fresh logistics



Fresh delivery service and equipment



Cold storage construction & warehousing service and equipment



Smart retail technologies and equipment for fresh food



Integrated refrigeration technologies and equipment

Choice of leading enterprises (previous exhibitors)

Cold chain logistics and information technology



Cold storage



Cold chain transportation equipment



Fresh product processing and packaging



Cold storage warehouse equipment



Fresh cold chain



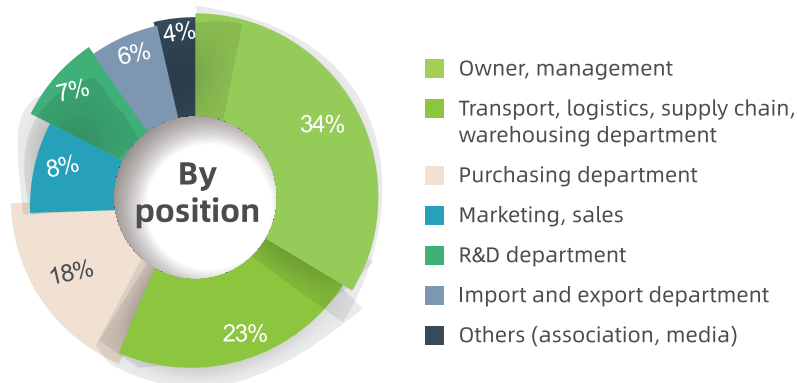
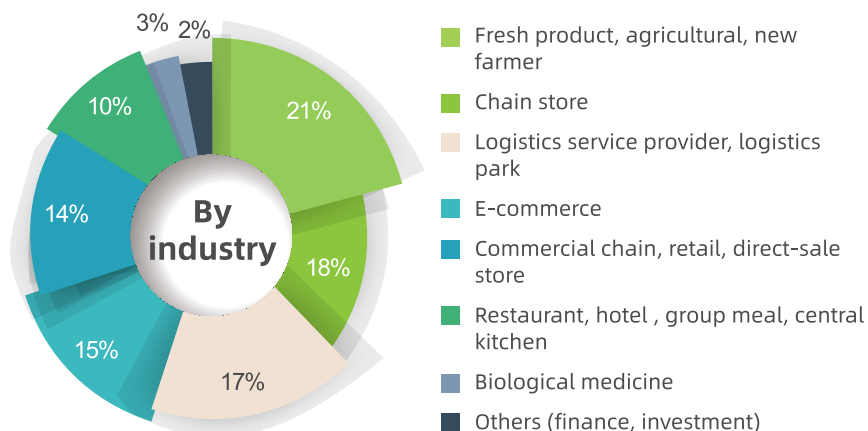
**The above are some previous exhibitors

Facts and figures of 2021

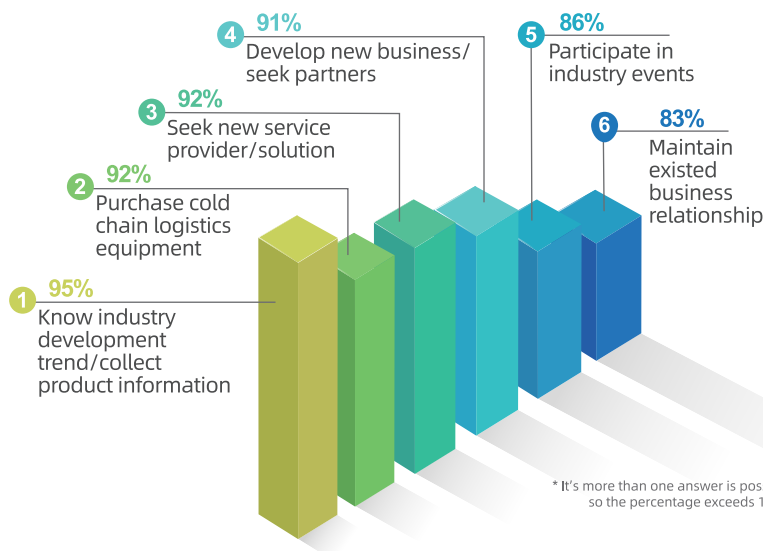
Impressive. Promising. Growing



Visitor profile



Purpose of visit



10 target visitor groups

The optimum marketplace for good business



Fresh product manufacturer

(fruit and vegetable, aquaculture, meat, egg, milk, cooked food, flower, etc)



Fresh product wholesaler, trader, dealer, importer and exporter



Chain store, convenience store



Offline franchisee and retail



Fresh e-commerce



Restaurant and hotel



Biological medicine



Logistics service provider



Enterprise and institution direct purchase



CBD, school, public institution

Multi-channel visitor organization with strong promotion and exposure

Target visitor invitation



Multi round invitations by call center



Collaboration with industry associations, industry institutes and users enterprises to organize **more than 60** delegations



8 visiting routes attract target buyers

Efficient database promotion



EDM delivery to about **80,000** target visitors



Rounds of SMS sending to **100,000** key buyers



80,000 invitation letters distributed to potential clients

Full media coverage



A powerful self-media matrix with WeChat accounts making accurate pushes to **35,000** cold chain businesses and user groups



60 media partners with **130+** advertising



3,000,000 exposure frequency on short video/information platform



Conference program & highlights

Focused. Innovative. Visionary



Perilog - Fresh Supply Chain Asia 2022 will continue cooperate with Cold Chain Logistics Committee of China Federation of logistics & Purchasing to held more than 20 accompanying programs during the three-day exhibition. Industry leaders will share their ideas about hot topics. In addition, new industry reports, cold chain industry standards and new products will be released, which provide great ways for peers to understand the development of the industry and future innovations.

Hot topics of 2021 conference programs

- ▶ Cold chain logistics
- ▶ Fresh packaging innovations
- ▶ New catering supply chain models
- ▶ Smart processing for group meals
- ▶ Digital intelligent logistics
- ▶ E-commerce technology

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Guojun Wang,
Vice General Manager, Zhejiang Zongyang
Automatic Warehouse Technology Co., Ltd.

At the exhibition, there are a lot of potential customers, many of them are decision makers, and the results has been beyond our expectations. At the same time, from the early preparation stage to the start of the exhibition, our communication with the organizer had been very smooth.

Xiaoling Li,
Senior Solution Manager, Loscam Packaging
Equipment Leasing (Shanghai) Co., Ltd.

FSCA is a platform of leading-edge technology. The hall layout is very well arranged with a wide exhibition range, which is really a great surprise to us. We have met many new and old customers. Meanwhile, the quality of the accompanying forums is great, and the "Exhibition + Forum" model can give potential customers a better understanding of the products.

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C Fairgrounds map



- Fresh supply chain
- Logistics & transportation
- Air cargo
- LogiMAT China
- Entrance Hall
- P Parking Lot
- 🚇 Metro
- 🚕 Taxi
- 🚆 Shanghai Maglev

Organizers

Messe München GmbH
Messe Muenchen Shanghai Co., Ltd.

China partners

Shanghai Logistics Association
Importer Specialized Committee
Fresh Supply Chain Committee
Shanghai Packaging
Technology Association
Shenzhen Cold Chain and Urban
logistics Association

Contact us

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