

# NETWORKING GUIDE

FRUIT LOGISTICA Online

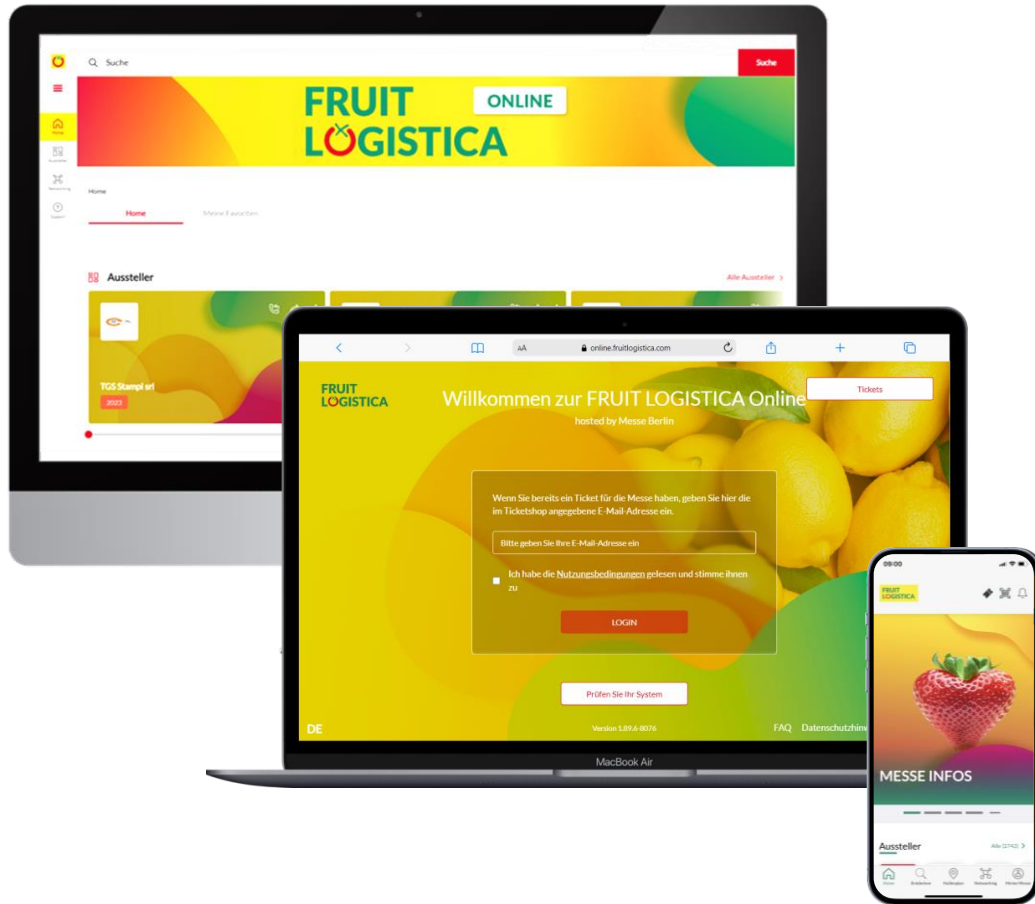
**FRUIT  
LOGISTICA**

The leading trade show for the  
global fresh produce business.

**FRUITNET**

 **Messe Berlin**

# Explore FRUIT LOGISTICA Online!



## Smart networking at FRUIT LOGISTICA Online!

### Meet the who's who of the industry:

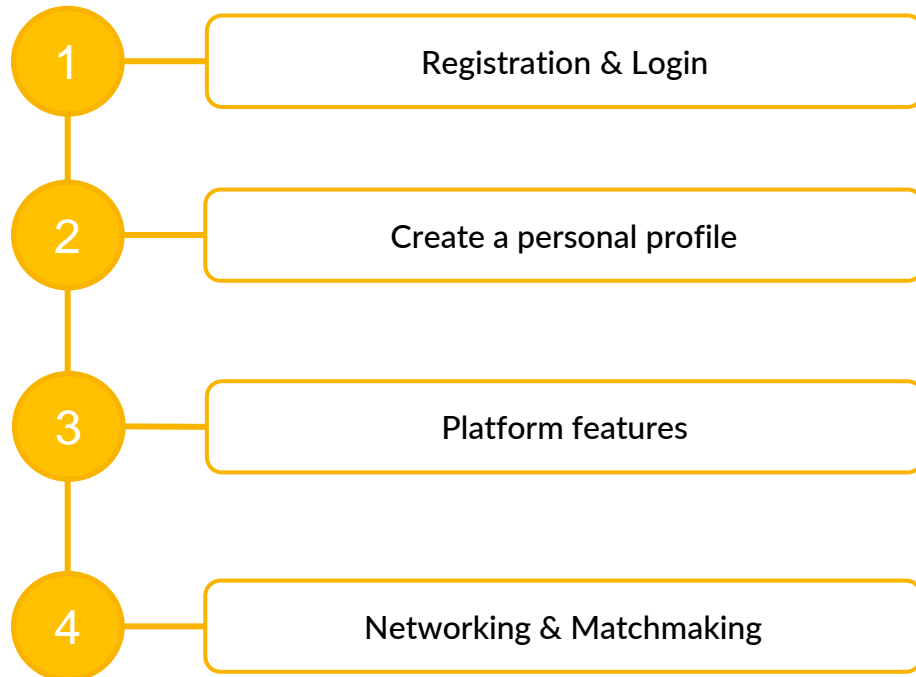
FRUIT LOGISTICA Online brings together the who's who of the industry. Search directly for the best business contacts, find interesting networking partners or exchange ideas and experiences with each other beyond the event itself!

### Take the chance to find new contacts:

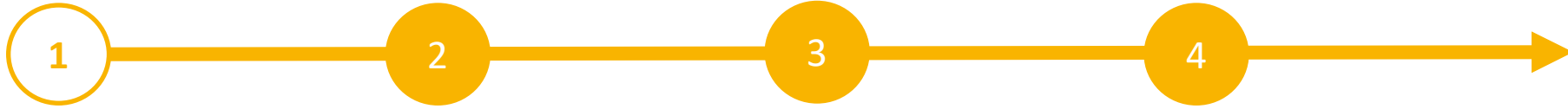
Both exhibitors and trade visitors have a variety of options to prepare for the event. Look for potential business partners in advance and arrange appointments for the event. In addition, you can have a first get-to-know-you conversation using the chat and video call function!

# That's how it works:

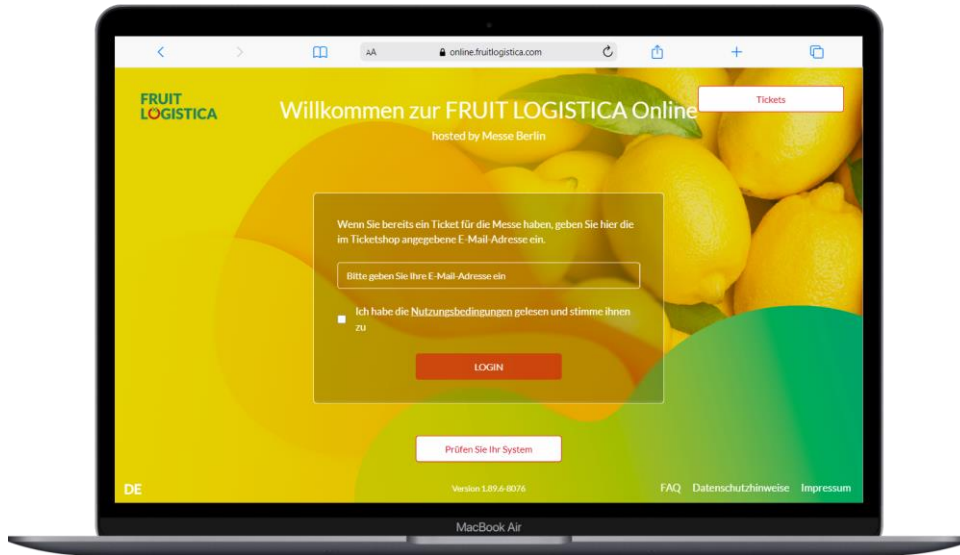
## Setting up your networking profile:



- ✓ Fast registration
- ✓ Individually customisable profile
- ✓ Manage your own contact list
- ✓ Comprehensive exhibitor and product overview
- ✓ Arrange meetings for the event
- ✓ Networking with other users
- ✓ Comprehensive program and speaker overview
- ✓ Save favourites and search results
- ✓ Synchronise your favourites and contacts seamlessly between the platform and the app



## 1. Registration & Login

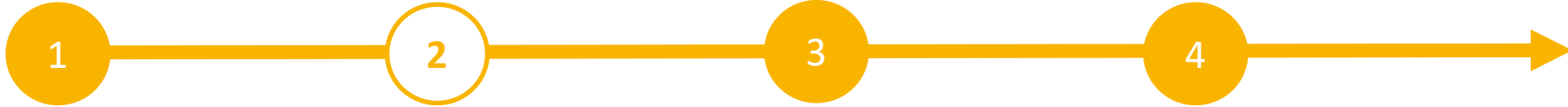


With one click to [FRUIT LOGISTICA Online](#):

1. Click on the green link above to access FRUIT LOGISTICA Online
2. A registration interface will be opened (see graphic), in which you enter your e-mail address and agree to the Terms of Use.
3. You will then receive a token that will be sent directly to the e-mail address you entered in the registration form.
4. After you have received the token, please enter it in the login mask to access the platform.

**Please note:** No password is required for FRUIT LOGISTICA Online. When you log in again, you can easily have another token sent to you.

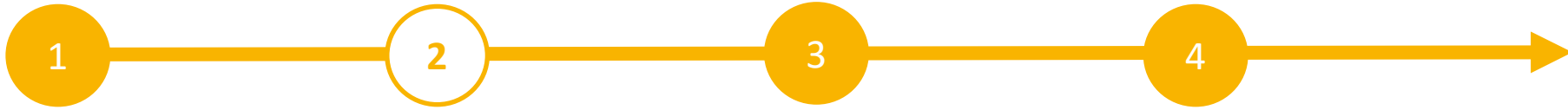




## 2. Create a personal profile

### Design your individual profile

1. When you log on to the platform for the first time, a screen opens first (see graphic) in which you can enter your **Basic information**.
2. On FRUIT LOGISTICA Online, you can find a white menu bar on the right side, where you can enter your personal data at any time under **Edit profile** to change and update your personal profile.



## 2. Create a personal profile

The screenshot shows the user profile settings page for FRUIT LOGISTICA. The 'Interests' tab is highlighted with a yellow box. The 'Your interests' section shows two selected interests: 'Cooling systems' and 'Fair-trade products'. Below this is a search bar and several interest tags: '(Bulk) containers for transport/storage', 'Advertising/marketing/PR agencies', 'Cultivation equipment/systems', and 'Digital inventory management systems'. A 'Show more' button is visible. The 'Settings' section is also highlighted with a yellow box, showing the 'Networking' toggle switch turned on and the 'Do not disturb' toggle switch turned off. The 'Email language preference' is set to 'English'. A 'Back' button is located at the bottom right of the settings area.

### Set up your profile in the best possible way for networking & matchmaking

1. For the networking & matchmaking on the FRUIT Online, it is important to specify your interests, by simply selecting and saving them in the third tab under **Interests**.
2. Switch on the **networking function** to be seen and found by other users. If you want to switch off networking temporarily, please move the switch to the left.
3. When you activate the **Do Not Disturb** button, you are displayed as busy.

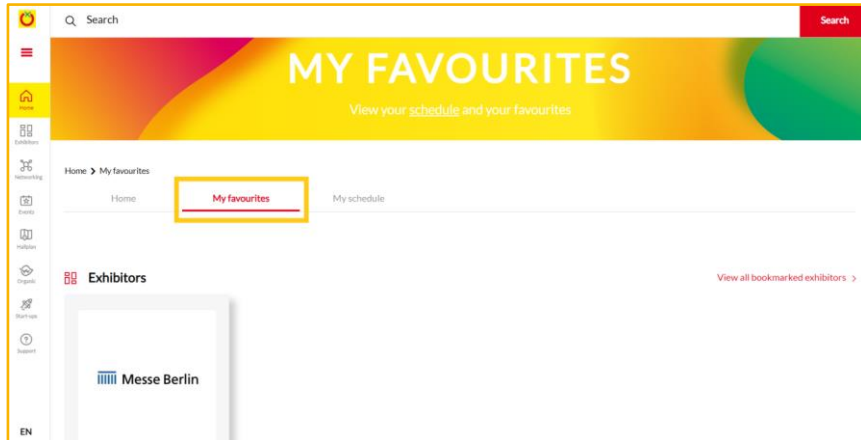
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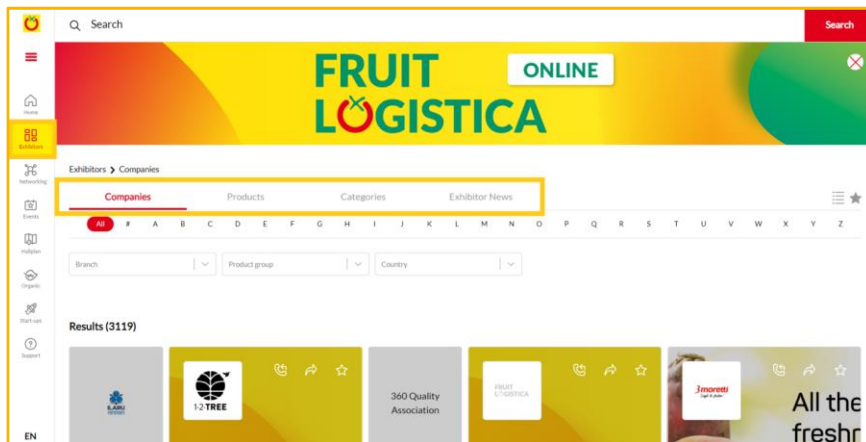
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## 3. Platform features



### Home - My Favourites

On FRUIT LOGISTICA Online, you can select exhibitors, speakers, events or products as favourites, which you can then access in the **My Favourites** tab. The tab is located under the navigation point **Home**.



### Exhibitor - Exhibitor list

Under the navigation point **Exhibitors** you find the exhibitor overview.

By clicking on the respective tabs **Products**, **Categories**, **Exhibitor News and Jobs**, the exhibitors are displayed filtered by different criteria.

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## 3. Platform features

The screenshot illustrates the 'Hallplan' feature in the Fruit Logistica platform. The interface is divided into a sidebar navigation menu on the left and a main content area. The sidebar includes icons for Home, Exhibitors, Networking, Events, Hallplan (highlighted in yellow), Organic, Start-ups, and Support. The main content area features a search bar, a 'Hallplan' section with a dropdown menu set to 'Exhibition Grounds', and a map of the exhibition grounds. A large yellow arrow points from the map to a detailed view of Hall 5.2. This detailed view includes a search bar, a dropdown menu for 'Hall 5.2', a 'Select Route' dropdown, and a list of exhibitors with their names and booth numbers. The exhibitors listed are Agranimo (Hall 5.2 | D-30), ASOCIACION DE PRODUC... (Hall 5.2 | B-31), Ben Dor Fruits (Hall 5.2 | C-22), Bfruit - Comércio Internaci... (Hall 5.2 | D-41), and BioTropic Gesellschaft zur ... (Hall 5.2 | C-20). A detailed floor plan of Hall 5.2 is shown on the right, with a yellow arrow pointing to the specific hall location on the map.

### Hall plan - Interactive overview

Under the navigation point **Hall plan** you will find the exact location from the exhibitors, stages or networking areas and keep an overview through the interactive hall plans.

Click on the hall to open the detailed hall overview.



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## 3. Platform features

The screenshot displays the 'Event Schedule' page on the Fruit Logistica platform. The interface includes a search bar at the top right, a navigation menu on the left with icons for Home, Exhibitors, Networking, Events (highlighted), Hallplan, Organic, Start-ups, and Support, and a language selector 'EN' at the bottom left. The main content area shows the date 'Wednesday, February 8, 2023' and a 'Now' button. Below this, there are three event columns: 'Logistics Hub', 'Fresh Produce Forum', and 'Tech Stage'. Each column contains event listings with titles, times, and speaker information. For example, the 'Logistics Hub' column features a 'Keynote talk – A global perspective on the reefer market' at 10:00 AM - 11:00 AM, with a speaker 'Kaaften Reh' from 'Fruitlet Media International GmbH, Germany'. The 'Fresh Produce Forum' column has 'Fresh Artificial Intelligence for Better Fresh Business' at 10:00 AM - 11:00 AM, with speakers 'Kaaften Reh' and 'Gunnar Brune' from 'Tricolore Marketing'. The 'Tech Stage' column lists 'Extending the shelf life of food' at 10:00 AM - 10:45 AM, with a speaker 'Pat Flynn' from 'Hazel Technologies'. Each event item has a star icon for marking as a favorite.

### Events - Program & Speaker

The menu point **Events** will take you to the schedule. Here you will find all events and locations in chronological order. You can use the filter function to filter by individual categories or topic tracks.

For specific keywords, use the search function. By clicking on the respective program item, you can view details of the event, the speakers or documents. You can compile your own individual program of events or pre-register for individual events. To do so, please click on the star on the program item. The respective event will be added to your personal calendar and your list of favourites.

Explore the conference program in advance, mark your favourites and make sure you don't miss any of the highlights!

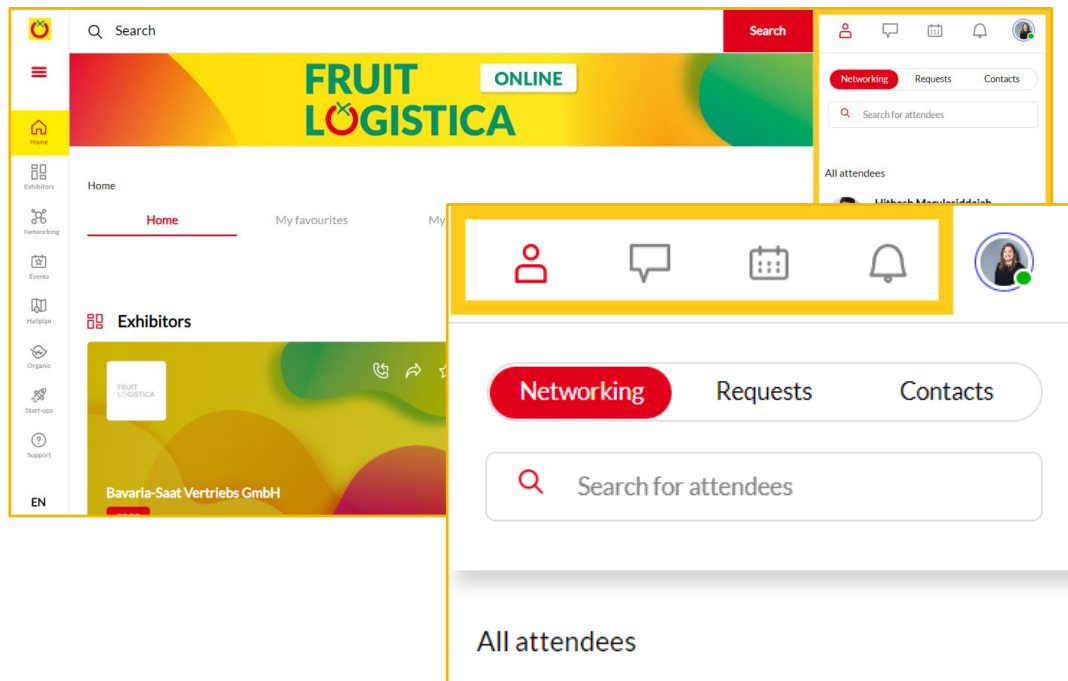
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## 4. Networking & Matchmaking



### Your communication centre

You find the communication centre on the right side in the white menu field.

-  Under **Attendees** you will find all networking contacts, your contact requests and your contacts.
-  Under **Chat** you can start a direct conversation with a user and/or start a group chat.
-  Under **Meeting Schedule** you can see your set appointments ("Confirmed"), your appointment requests ("Requests") and appointment requests that you have rejected ("Rejected").
-  Under **Notifications** you get an overview of your contact requests ("Requests") and are notified about missed calls ("Call"). Under "Appointment" you can see accepted and rejected appointment requests and under "Events" you receive push notifications from the FRUIT LOGISTICA app.

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## 4. Networking & Matchmaking

The screenshot shows the 'Networking & Matchmaking' section of the Fruit Logistica app. At the top, there is a search bar with the text 'Search' and a red 'Search' button. Below the search bar, the navigation menu is visible, with 'Networking' highlighted in yellow. The main content area is titled 'Networking > Relevant' and features a sub-header 'Relevant' with a star icon. A search input field is present with the placeholder text 'Search for name, job title or company'. Below this, three contact cards are displayed, each with a profile picture, name, and job title, followed by a set of icons for communication and actions.

Name	Job Title	Company
Hithesh Marulasiddaiah Nagarajaiah	Manager	Arise IIP
Thomas Hunt	Director	TLX Cargo Ltd
Dylan Repkes	Business Development Multitrade	MSC

### Find new contacts!

Find new contacts and leads under the navigation point **Networking**.

Use the search bar to search directly for people, job position and/or company.

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## 4. Networking & Matchmaking

The screenshot illustrates the networking process in the Fruit Logistica app. It shows a search for 'kad' leading to a profile for Kadiatou Bah, who is part of the Add-Ons & Support Team at Fruit Logistica. A large yellow arrow points from the search results to the profile. The bottom panel shows the profile page with a highlighted menu of actions: Bookmark, Chat, Video chat, Request a meeting, Connect, Share, Block, Download, and Report.

### Add contacts & send requests

After you have found the right contacts in the networking area, you can visit their profile with one click.

In the upper panel you have the following options:

-  Add the contact to your favourites
-  Start a chat and/or video chat right away
-  Request an appointment
-  Network with the contact
-  Share the contact with your colleagues
-  Block contacts or
-  Report the contact

In the field below you can see which company the person is related to. You can also contact the company directly here!



# CONTACT & SUPPORT

Your contact for questions  
regarding the platform:

► [make an request now](#)

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