

MEDIA RELEASE

UNIVEG group of companies presents its products and services at FRUIT LOGISTICA in Berlin

In today's fresh produce business, a company as UNIVEG continuously pushes the limits of efficiency and strives to adopt the best operational practices to create value and remain competitive. To that end, UNIVEG has an innovative booth (A-02 and A-03) and platform for relationship building in Hall 5.2 on the show floor at FRUIT LOGISTICA (February 4 – 6, Berlin).

“UNIVEG focuses on a direct and close contact with its customers when attending a show as FRUIT LOGISTICA”, explains Hein Deprez, CEO of the UNIVEG group of companies. “Beyond promoting the strengths of the UNIVEG group as a global supplier focussed on Europe, America and South Africa, we integrated all UNIVEG companies belonging to the group to strengthen the relationships in our key market segments. The result: a large booth of 504 sqm in Hall 5.2 with a lot of hospitality area to reflect UNIVEG’s vision of customer care and excellent service.”

“Personnel from the UNIVEG group of companies across the world are on hand to greet customers, colleagues and friends from all across the global fresh produce industry. It is an opportunity to discuss fresh produce, to gauge the changing needs of the marketplace, to identify and explore new innovations and of course for our people to showcase our unique services and our broad portfolio of produce,” continues Hein Deprez.

UNIVEG presence at FRUIT LOGISTICA shows that it continuously reinforces its long term commitment to all its business partners. The booth has 3 focus areas: Fruits and Vegetables, Transport and Logistics and Convenience. UNIVEG positions itself as the preferred partner throughout the value chain for these market segments. In all areas, we focus on the solutions we are offering as a group of companies.

UNIVEG Deutschland, former Atlanta Gruppe, has been integrated in the stand, and is immediately identifiable as part of the UNIVEG group. UNIVEG’s tagline ‘Cycle of Freshness’ is UNIVEG’s exhibition theme and emphasizes UNIVEG’s privileged access to geographically widespread production areas around the world.

Rather than looking at the logistics and distribution chain from the supply end, UNIVEG looks at it from the customers’ end, thanks to its full control of the chain. Logistical excellence enables UNIVEG to deliver products to customers when and where they want.

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Visit our website www.univeg.com

UNIVEG is a leading supplier of fresh produce and is active in Fruits and Vegetables, Bulbs and Flowers, Convenience, Transport and Logistics. UNIVEG’s business impacts daily lives of millions of people and provide value, quality and healthy choices.