



16th December 2019

FRESHFEL TRADE MEETING – BERLIN – TUESDAY 4 FEBRUARY 2020

City Cube – Berlin Messe Area – South Entrance
Level 3, East Lobby, Room M8
Train (S-Bahn) Stop “Messe Süd”

IMPORTANT MESSAGE: TO ACCESS THE MEETING ROOM OF THE CITY CUBE ON TUESDAY AFTERNOON, PLEASE BRING:

- THIS INVITATION AND YOUR REGISTRATION CONFIRMATION EMAIL WITH YOU
- A CONSTRUCTION PASS IS NEEDED TO ACCESS THE CITY CUBE SEE INFORMATION BELOW)

Dear Member,

You are cordially invited to the 2020 Freshfel Trade meeting which will take place in Berlin, in the City Cube, next to the Fruitlogistica fair. The meeting will take place on 4th February from 14h to ca 16h30

The agenda of the meeting is as follows:

1. *Opening remarks by Chairman & Secretariat*
2. *Latest business and policy trends*
3. *Trade perspectives for 2020*
4. *2020 trade challenges and opportunities covering several angles (international negotiations, intra EU and international trade, Brexit, market access rules and societal concerns)*
5. *AOB*

Active participation of all Freshfel members and associated members will contribute to the success of the meeting. The Freshfel team will also activate the meeting through the use of the online tool SLIDO as was the case in 2019. To help us with the preparation of the meeting topics please respond to 6 quick questions included in the online survey here: <https://www.surveymonkey.de/r/GFBGVGV>

To confirm your attendance to this meeting please complete the online form available here: <https://form.jotform.com/193433345793364> On completion of the form you will receive an email confirmation. If you do not receive this, please contact the Freshfel secretariat.

IMPORTANT INFORMATION TO ACCESS THE CITY CUBE

Access to the City Cube on 4 February is reserved for participants that have a “**Construction and dismantling pass**”. This pass is given to all exhibitors that operate a stand at Fruit Logistica.

If you do not have this pass, please tick the relevant box in the online registration form. The Freshfel team will provide you with either a code to redeem your pass, only for access to the City Cube on Tuesday afternoon.

With best regards,

Philippe BINARD
General Delegate

EUROPEAN FRESH PRODUCE ASSOCIATION A.I.S.B.L

Rue de Trèves 49-51, bte 8 - 1040 Brussels - Belgium Tel: +32 (0)2 777 15 80 Fax: +32 (0)2 777 15 81
e-mail: info@freshfel.org - www.freshfel.org - www.freshquality.org - www.freshcongress.com - www.enjoyfresh.eu