



ASIA FRESH
SHANGHAI INT'L FRUIT & VEGETABLE EXHIBITION
亚洲果蔬博览会
暨上海国际果蔬展览会
2019.6.05-07 | 上海展览中心
Shanghai Exhibition Center

April 18, VNU and Shouguang Vegetable Industry Holding Group held Strategic Cooperation Signing Ceremony. It marks that Shouguang Vegetable Industry Holding Group will exhibit in ASIA FRESH with more than 250 square meters in Booth No.A001.



01 VNU International partners' Plantation Tour in Shandong

Just before the opening of 2019 China (Shouguang) Facility Vegetable International Variety Exhibition Fair, VNU, as a strategic partner of the fair, has organized an international exchange tour to Shandong, to support the development of internationalization of Shandong agriculture.



Recent years, Shandong Province is developing international cooperation in agriculture extensively, actively and effectively, and has achieved some remarkable results. Our guests visited the modern plantation and saw the fresh

vegetables just were harvested. More and more new varieties of vegetables are growing in Shandong, the agricultural infrastructure is developing to fit for modern agricultural needs at the same time.

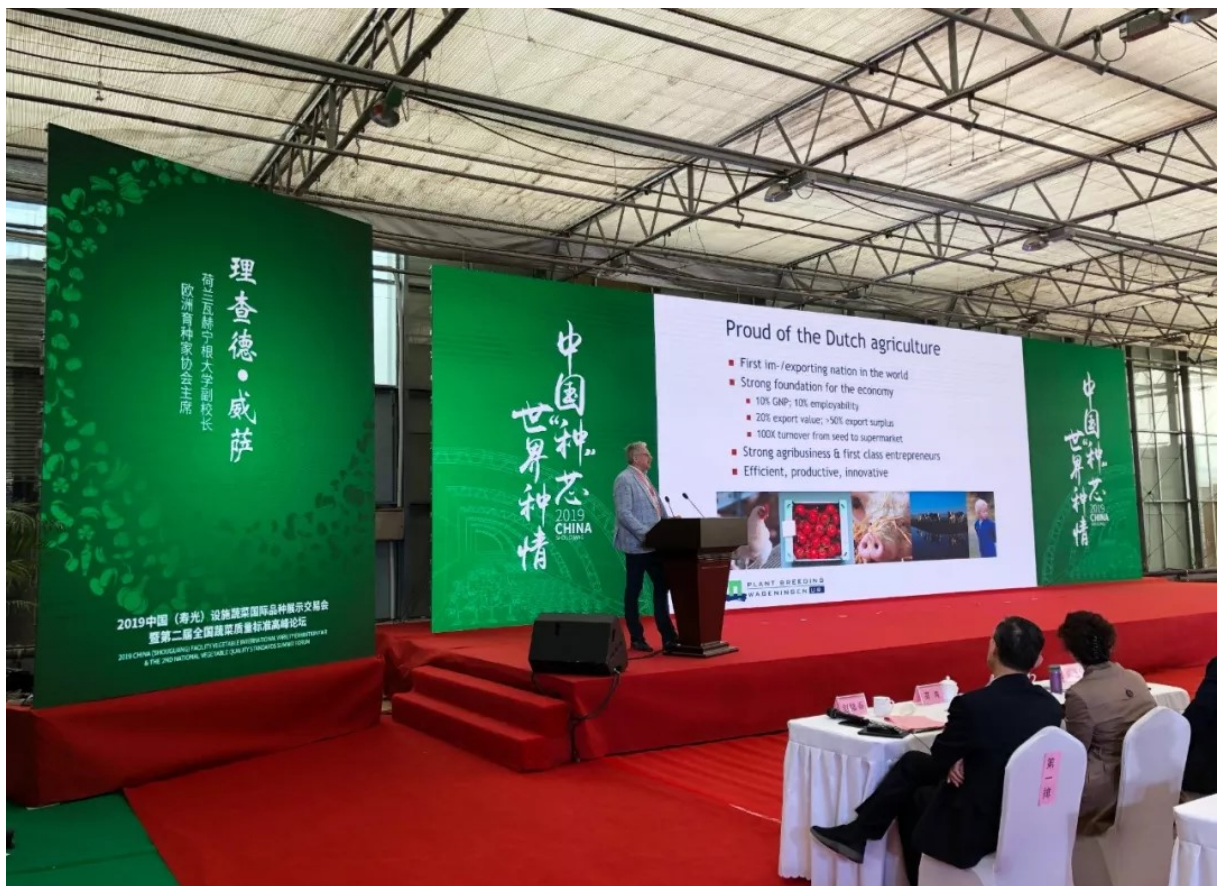






02 Opening Ceremony of 2019 China (Shouguang) Facility Vegetable International Variety Exhibition Fair

On April 18, the opening ceremony of 2019 China (Shouguang) Facility Vegetable International Variety Exhibition Fair was held. Guests of the agriculture and food industry from home and abroad attended and gave speeches.



△ Mr. Richard G. F. Visser was giving a speech

Mr. Richard G. F. Visser, from Wageningen University & Research | WUR · Department of Plant Breeding gave an introduction of Dutch agriculture. Netherlands, as the most developed country in the world's agriculture and the first country to put forward intensive production mode and continue to lead agricultural innovation, **which is also where the VNU International Agricultural Exhibition Project originated from.**



△ Mr. David Zhong was giving a speech

Mr. David Zhong, President of VNU Exhibition Asia, Global vice president of UFI, Member of UFI Board of Directors, Chairman of UFI Asia-Pacific Chapter, congratulated the opening of the Fair and expressed expectations for the future cooperation.



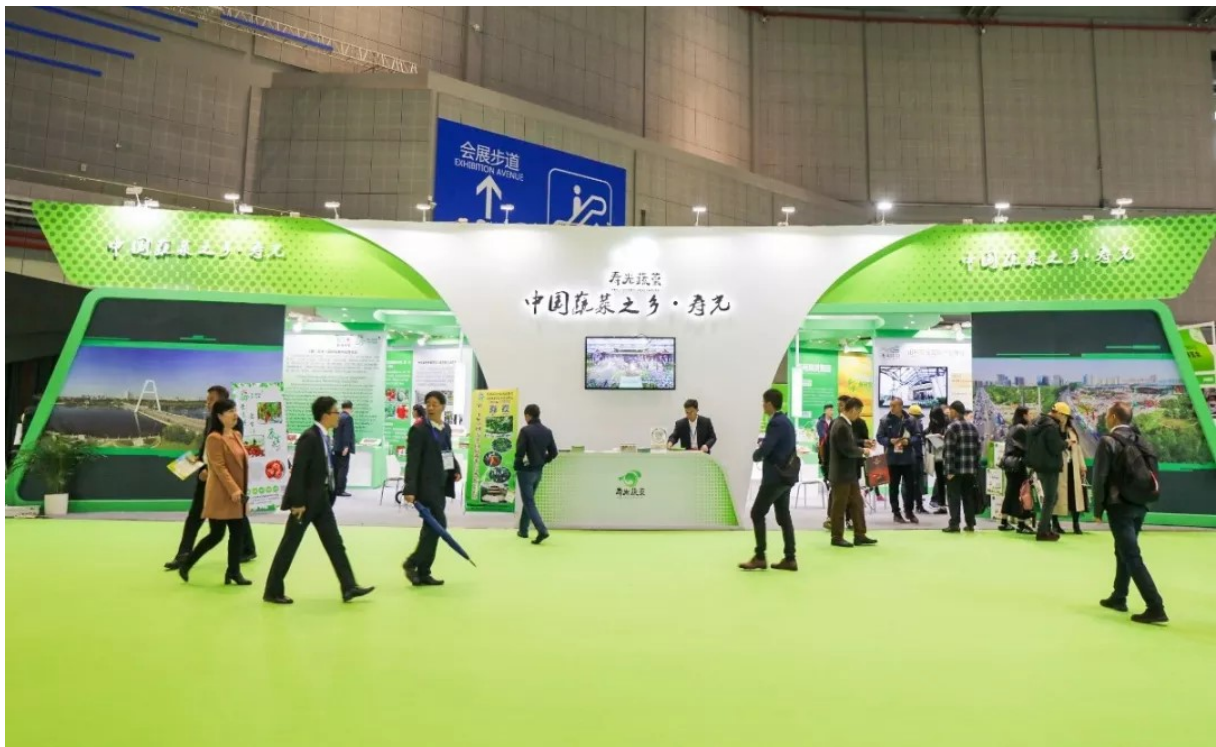
03 Seminar of Building a Model of Rural Vitalization in Shandong and Strategic Cooperation Signing Ceremony

As Albert Arp, CEO of Jaarbeurs, Chairman of VNU Exhibitions Asia said, "We believe that, as the most important agricultural province of China, the largest agricultural exporting place, the region with the highest degree of agricultural industrialization and rural modernization, Shandong will be able to creatively establish a model for the vitalization of rural China, just like the previous 'Zhucheng model', 'Weifang model' and 'Shouguang model', setting an example for rural economic development of China." As a result, the seminar was born.

Jaarbeurs is willing to use our network and resources to participate in the related work and make a contribution to the promotion of Shandong's agricultural internationalization. In 2019, we will hold Asia Agro-Food Expo, Qingdao (AAFEX) in Qingdao to implement the core value of the VNU International Agricultural Exhibition Project, paying close attention to "Provide safe and healthy food for human beings".



Shouguang Vegetable Industry Holding Group, as our old friend and exhibitor, will participate in 2019 ASIA FRESH with more than 250 square meters. It will bring varieties of vegetables as well as developed technology and ideas. The Booth No. is A001.



△ Shouguang Vegetable Industry Holding Group in ASIA FRESH 2018

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