

Ost-Ausschuss der Deutschen Wirtschaft - 11053 Berlin

Mitgliederversammlung  
Agrarwirtschaft  
Sonderverteiler FRUIT LOGISTICA

#### Geschäftsführung

##### Datum

20. Januar 2014

##### Unser Zeichen

Zd/Zd

##### Rundschreiben

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## „Perspectives for the Development of Fruit and Vegetable Production and Marketing in Russia”

5 February 2014, Supporting event as part of FRUIT LOGISTICA 2014

Dear Sir or Madam,

the growing Russian consumer market currently depends to a significant degree on the import of specialty crops such as fruits and vegetables. The state program for the development of agriculture 2013 until 2020 therefore envisage the development of value chains for fruits and vegetables by supporting investments in cultivating, storing, processing and marketing of these products. The critical success factors for the development of the fresh fruit sector are compliance with both high hygienic requirements and product safety standards.

The Agribusiness Alliance at the Committee on Eastern European Economic Relations (OA) would like to invite you to take part in the following event that is organized together with Messe Berlin within the framework of the international leading trade fair FRUIT LOGISTICA:

### Perspectives for the Development of Fruit and Vegetable Production and Marketing in Russia

February 5th 2014, 2:30 - 4:30 pm

Berlin exhibition grounds, Großer Stern, Room Madrid

The experts' discussion is focused on market development in Russia, state policies in the area of specialty crops and on field reports of growers and retailers.

Enclosed you will find the programme as well as the registration form for the above mentioned conference. We would be glad to welcome you in Berlin on 5.2.2014.

The participation is free of charge. But you need a valid entry ticket for the trade fair grounds. Tickets are online available in advance at [www.fruitlogistica.de](http://www.fruitlogistica.de) or directly at the pay desk.

#### Träger:

Bundesverband der Deutschen Industrie e.V.

Bundesverband deutscher Banken e.V.

Gesamtverband der Deutschen Versicherungswirtschaft e.V.

Zentralverband des Deutschen Handwerks e.V.

Außenhandelsvereinigung des Deutschen Einzelhandels e.V.

#### Ost-Ausschuss der Deutschen Wirtschaft

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With kind regards,

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A handwritten signature in blue ink, reading "Rainer Lindner".

Prof. Dr. Rainer Lindner  
Executive Director

A handwritten signature in blue ink, reading "Gerlinde Sauer".

Gerlinde Sauer  
Director Agribusiness

Enclosure