



**Press release**

For direct publication

**Fresh Business Expo Ukraine**

9<sup>th</sup> International Exhibition for the Fresh Produce Industry in  
Ukraine and other CIS Countries

[www.freshbusiness-expo.com](http://www.freshbusiness-expo.com)

**Organisers:**

Nova Exhibitions B.V. (The Netherlands), Fruit Inform (Ukraine),  
CoD Exhibitions Ltd. (Ukraine)

**1-3 December 2020**

Kyiv, Ukraine

**“Fresh Business Expo 2020 in Kyiv, Ukraine, will be held nevertheless possible travel restrictions due to the Covid-19 situation!”**

The organisers of Fresh Business Expo Ukraine have decided that the 9<sup>th</sup> edition, scheduled for 1-3 December 2020, will take place at any cause, even if there would still be travel restrictions in place for International participants and/or visitors due to the Covid-19 situation.

The far majority of Ukrainian participants have indicated that they wish to participate in the upcoming edition.

In addition, our international participants, which work with their own representative offices in Ukraine, have indicated they would participate if the exhibition is being held as scheduled.

Because of this positive feedback and given the fact that the visitors of Fresh Business Expo are for more than 90% from Ukraine the organisers of Fresh Business Expo have decided to go ahead with all necessary preparations for the exhibition.

In case the exhibition would have to be rescheduled because of local restrictions due to the Covid-19 situation the organisers will roll over all bookings automatically to 2021 and in the unlikely case that the exhibition could not be held next year all participants will receive a full refund. This means that participants will not take any unnecessary risk by signing up for Fresh Business Expo Ukraine 2020!

Fresh Business Expo is the only trade event in Ukraine that exclusively targets the complete chain of Fresh Produce and has proven again to be a great additional marketing tool for companies to establish and strengthen the necessary business in Ukraine and CIS Countries.

The exhibition attracts leading growers, traders, key supermarket buyers, importers, exporters, processors as well as input and equipment suppliers.

Parallel to the exhibition the organisers will organize an extensive side program that will address actual topics in the sector.

More information can also be found on [www.freshbusiness-expo.com](http://www.freshbusiness-expo.com)

For additional information please contact:

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*The Netherlands, September 2020*