

Fruit Logistica 2026: Liguria positions its maritime ports as strategic hub for fresh produce

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Held every February in Berlin, Fruit Logistica 2026 - the leading trade show for the global fresh produce industry - marked its 32nd edition, once again connecting businesses, public stakeholders, markets and innovation from across the international supply chain.

At the exhibition, the dedicated "*Liguria: the Fruitful Hub*" stand provided the Western and Eastern Ligurian Sea Port Authorities, alongside Liguria International and Società Gestione Mercato di Genova, with a unique platform to showcase the full spectrum of supply chain services available at the Ports of Genoa and Savona-Vado, serving the global perishable goods handling sector. The on-site team was flanked by a select group of terminal operators, freight-forwarders and shipping lines, namely, PSA Italy, Vado Gateway, Reefer Terminal, Ignazio Messina & C., Arkas Italia, Cosco Shipping Italy, Casasco & Nardi, Saimare and Erixmar- key players within a dynamic shipping community which continues to consolidate its position as a strategic hub in Italy for the international fresh produce trade.

Today, the Ports of Genoa and Savona-Vado terminals have assumed their rightful role as a leading Mediterranean reefer hub for both refrigerated containers and palletized fresh fruit from across the globe. Modern port facilities move approximately 100,000 TEUs and 250,000 tonnes respectively yearly, bolstered by the expertise of long-established companies who guarantee the fast and meticulous handling of perishable products for maximum freshness, serving Italy and Europe overall.

Attendance at Fruit Logistica reaffirmed the strategic importance of the fruit and vegetable supply chain for Liguria, not only in terms of port traffic volumes, but also as a key economic driver enhancing the northern Italian region's international profile. The event once again proved to be a valuable networking opportunity and an effective tool for strengthening relations with global market leaders, whilst showcasing the full range of high-quality integrated services offered by the Ligurian ports.