

Press release



Le Havre (France)
8 February 2023

Fruit Logistica 2023: HAROPA PORT sets out its goals for the development of fruit & vegetable imports

HAROPA PORT, France's number 1 reefer port, is present at the Fruit Logistica show, a key event for the fresh fruit & vegetable industry, from 8 to 10 February 2023. As France's leader in fruit & vegetable imports, HAROPA PORT now wishes to address the sector's expectations by developing its import services offerings, with the aim of becoming – ultimately – the port of reference for fruit & vegetables in France.

The port will be sharing its stand with two major players in this sector: Seafrigo and Primever.

Visit HAROPA PORT and its co-exhibitors Seafrigo and Primever
Hall 22, Stand B20
from 8 to 10 February 2023 at Messe Berlin (exhibition centre)

Historically, maritime services dedicated to fruit & vegetable traffic have centred on exports, and HAROPA PORT is now setting out to win market share to consolidate its position on imports of both container and conventional freight, especially for trade with Latin America, Sub-Saharan Africa and South Africa.

EU directives and CSR pressure for the decarbonisation of activities, plus rising diesel prices, are increasingly leading importers to question their usual ways of doing things and seek out new logistics solutions.

HAROPA PORT has approached specialist partners in order to propose competitive, less carbon-intensive alternatives to customers.

1. A port that offers key advantages for importing fresh fruit & vegetables

- Proximity to France's Rungis national wholesale market, the world's biggest for farm products, and with the Greater Paris area, the biggest consumer market in France and the second biggest in Europe.
- Major potential for the development of multimodality on the Seine Axis (Le Havre – Rouen – Paris), enabling the ecological footprint of operators using this logistics corridor to be reduced.
- Interconnection with two international airports, Orly and Roissy-Charles de Gaulle, Europe's leading airport for freight.

- A fast-developing port complex that already brings together over 50 freight forwarders specialising in reefer transport, providing valued-added services and with access to a dedicated refrigeration installed base managed by the largest logistics firms.
- Overall storage capacity currently totalling 1.1m cu. m. and real estate capable of accommodating the setting up of refrigerated logistics warehousing facilities.
- Port terminals equipped with dedicated facilities applying a specific reefer protocol.

2. HAROPA PORT is consolidating its position in this sector

As part of this drive, HAROPA PORT has partnered with two major groups in this sector who will be at its side on the Fruit Logistica stand:

- **Seafrigo**, a global specialist in controlled-temperature food logistics. In 2022 Seafrigo announced the start of construction – in Le Havre – of a new logistics platform covering 13,000 sq. m. dedicated to frozen foods.
- **Primever**, a transport, transit and international logistics operator specialising in fruit & vegetables which opened a registered customs representative office in Le Havre at the end of 2021 with the intention of adding new services to the group's transport and logistics offering: registered representation for customs, phytosanitary and transit formalities.





[Click here to download HD visuals and “HAROPA PORT in brief”](#)

About HAROPA PORT

The ports of Le Havre, Rouen and Paris form the “major Seine Axis river and sea port authority”. As the fourth largest North European port, HAROPA PORT has connections to every continent based on an international maritime offering in the very first rank with calls at nearly 620 ports. It serves an extensive hinterland centred on the Seine Valley and the Paris region, together constituting France’s biggest consumer catchment area. From Le Havre to Paris, the port can point to 2.5m sq. m. of logistics warehousing currently in service and over 1m sq. m. of available warehousing space. HAROPA PORT provides a transport and logistics system capable of proposing holistic, end-to-end and decarbonised service offerings. It generates annual maritime and river traffic of nearly 110m tonnes, representing approximately 160,000 jobs.

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