

Rwanda is taking part in one of the world's largest fruit and vegetable trade fairs, Fruit Logistica 2026, currently underway in Berlin, Germany, as the country seeks to expand export markets and strengthen its position in the global horticulture industry.

The exhibition, running from Feb. 4 to Feb. 6, marks the 33rd edition of Fruit Logistica. It has brought together about 2,600 exhibitors from 90 countries and visitors from more than 150 countries, making it a key global platform for fresh produce trade.

Rwanda is represented by the National Agricultural Export Development Board, the Rwandan Embassy in Germany and delegates from 15 Rwandan companies involved in exporting fruits and vegetables. Officials say participation is expected to yield significant benefits, including access to new market information, promotion of Rwandan products and the expansion of export destinations.



The participating companies are jointly showcasing Rwanda's produce, forging new partnerships and promoting the country's image internationally. Beyond fruits and vegetables, Fruit Logistica serves as a global meeting point for farmers, traders, buyers, logistics providers and innovators from across the agricultural value chain.

During the exhibition, Rwanda's ambassador to Germany, Igor César, held discussions with partners working with the Rwanda Development Board on various investment and trade-related issues. Representatives of Rwandan exporting companies have also resumed talks with international partners with whom they signed agreements during the previous edition of the fair.

Rwanda's participation in Fruit Logistica 2026 is expected to open new opportunities for exporters while positioning the country as a competitive player in the global fruit and vegetable market.

The country has continued to record growth in horticultural exports. Between Jan. 26 and Jan. 30, Rwanda earned more than \$10.85 million from the export of 8,500 tons of agricultural products. Vegetables, fruits, flowers and other agricultural commodities were shipped to markets including the United Kingdom, the Netherlands, the United Arab Emirates, Germany, France, the United States and several African countries.

According to the Ministry of Agriculture, agricultural exports generated more than \$893 million in 2025. Under Rwanda's second National Strategy for Transformation, the country aims to raise annual agricultural export earnings to \$1.5 billion by 2029.