

## Double gold for fruit technology start-up

13 April 2023

Hectre has completed a rare double at the 2023 Asia-Pacific Stevie Awards.

The fruit technology company won the 'Gold Stevie' for Most Innovative Tech Start-up of the Year – Software. It also took out the top award for Most Innovative Tech Start-up of the Year – Business Product Industries.



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Hectre offers a comprehensive suite of orchard management modules, plus a mobile early fruit sizing app.

A heavily oversubscribed capital raise in 2021 spotlighted the high level of investor interest in the company. The US\$3.5m raised in that round supported the business as it expanded its offering and entered new

markets.

Hectre will offer a Series A funding round in the next 12 months, as it looks to continue its growth strategy in response to global market demand for its apps.

More than 800 nominations from organisations across the Asia-Pacific region were considered for the 2023 Stevie Awards.

“The Stevie Awards are considered one of the most prestigious awards programmes in the world of business due to their rigorous judging process, high standards of excellence, and global recognition,” according to a release from Hectre.

Stevie Awards president Maggie Miller said the competition for this year’s awards was high-level.

“The organisations that won this year have demonstrated that they are committed to being innovative, and we applaud them for their perseverance and creativity,” Miller explained.