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Zusammenarbeit (GIZ) GmbH

Dissemination of updated GDA-GIZ Guidelines for Exporting Banana, Longan, and Mango to China



Date: 7th April 2022

Venue: Hotel Sofitel Phnom Penh Phokeethra

Introduction MAFF-GDA and GIZ SRECA Export Guidelines

- Evaluation of a GIZ Workshop in Cambodia on ASEAN-China Free Trade Agreement (ACFTA) in February 2017 showed lack of understanding of agricultural export processes to China from Cambodian businesses
- GDA and GIZ coordinated and discussed with private sector on agricultural products with high export potential to China - decision to work on step-by-step export guidelines for banana, longan, and mango
- Guidelines were developed by Cambodian GIZ consultants in 2018 in close cooperation with GDA and other Cambodian as well as Chinese actors
- The guidelines have since been used for capacity building of Cambodian businesses and have been updated in 2020-2021 by GDA and GIZ
- The guidelines also supported the process of establishing official export protocols for banana, longan, and mango to China

Structure of the Guidelines

1. Overview of Exporting Banana, Longan, and Mango to China
2. Background of Banana, Longan, and Mango export and import policies (Cambodia - China)
3. Step-by-step Banana, Longan, and Mango export procedure (incl. examples of relevant certificates and documents)
4. China-Specific Import Requirements (incl. examples of certificates)
5. Practical advice regarding production and marketing of Banana, Longan and Mango
6. List of relevant trade fairs in China
7. Appendix (incl. further process maps and relevant documents)

1. Overview of Exporting Banana, Longan, and Mango to China

- The value of China's fresh fruit imports has soared from under \$1.2 billion in 2009 to over \$ 10 billion in 2020
- More than 200 fruits from 24 countries are permissible for import
- In 2020, China imported over 1.7 million tonnes of bananas worth nearly \$930 million
- In 2021, China imported nearly 469,000 tonnes of longans worth over \$710 million
- In 2020 China imported nearly 84,137 tonnes of mangos worth over \$76 million (665% increase in volume, 280% increase in value compared to 2018)
- Policies and regulations for the development of agriculture sector in general and export of agriculture produce in Cambodia in particular:
 - The Rectangular Strategy (RS) Phase IV and National Strategic Development Plan (NSDP) 2019-2023 are the two overarching national policies outlining the aim to enhance the development of all agriculture sub-sectors through productivity improvement, modernisation and commercialisation.
 - The agriculture sector development in Cambodia is governed by the **Agriculture Sector Strategic Plan 2019-2023** and **Agricultural Sector Master Plan 2030**.

2. Background of Banana, Longan, and Mango export and import policies (Cambodia - China)

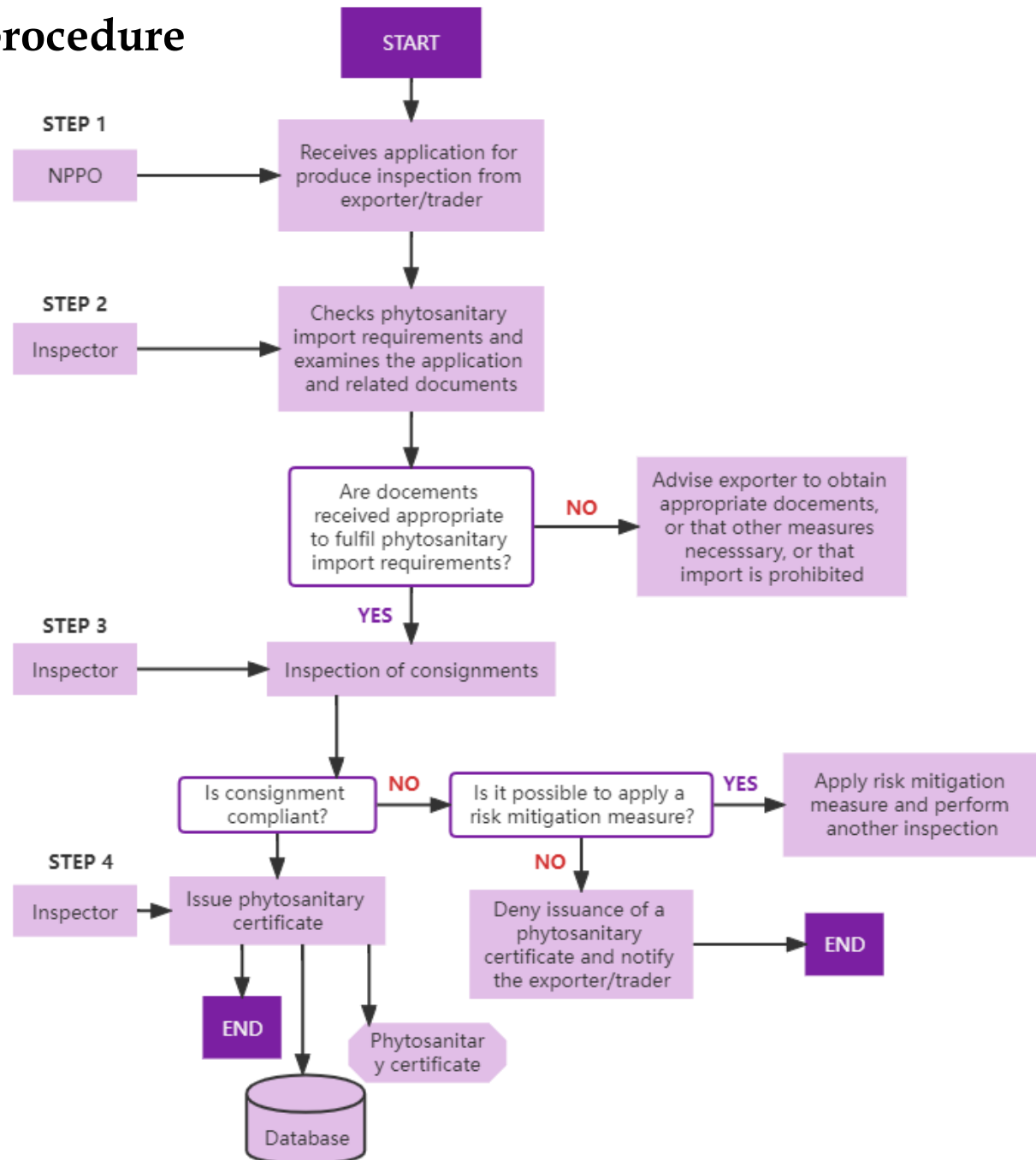
- Cambodia and China signed a Free Trade Agreement (FTA) on 5th October 2020.
- There are no tariffs on fruit imports to China
- The agreement will encourage greater trade and investment flows between Cambodia and China through the reduction and/or removal of tariff and non-tariff barriers.
- Cambodia-China Phytosanitary requirements protocol for banana, longan, and mango (signed)
- The protocols regulate how fresh fruits to be exported to China from Cambodia according to the phytosanitary requirements of China.
- The official list of authorised import products is published on the website of GACC, but it is only available in Chinese. An English version is available on the following link <https://www.producereport.com/market-access-list>

Protocol	Signed date
Banana (<i>musa</i>)	August 2018
Mango	June 2020
Longan	March 2022

3. Step-by-step export procedure of banana, longan, and mango



SPS Certification procedure

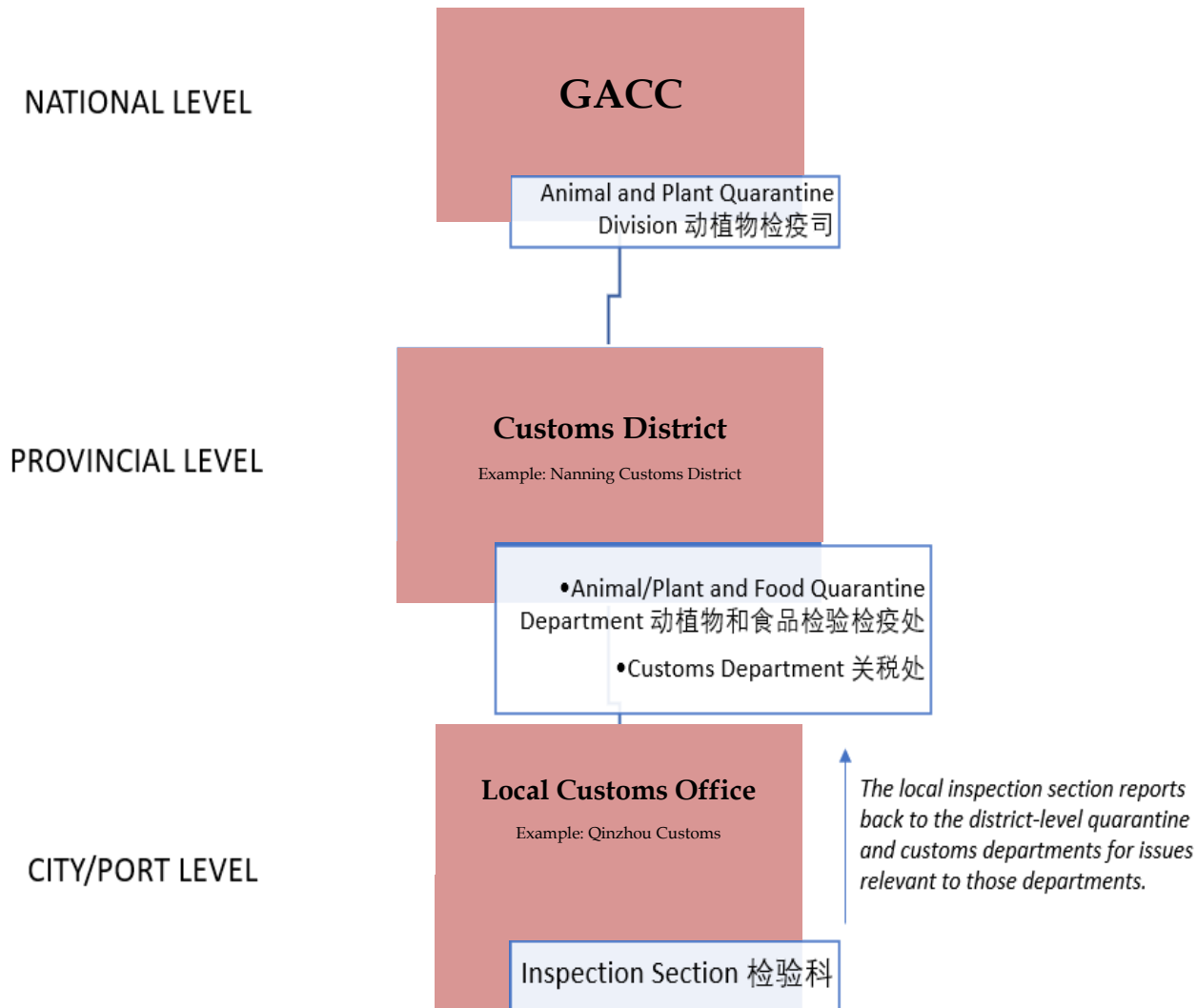


4. China Specific Import Requirements



Overview of Quarantine and Inspection Functions of GACC

Simplified Overview: Quarantine and Inspection Functions of GACC



5. Practical advice regarding production and marketing of Banana, Longan and Mango

- Can the company produce a yield large enough to service the Chinese target market?
- Is the company willing to alter production methods according to particular biosecurity demands of the Chinese market?
- Does the produce meet government regulations and safety standards for the market in China?
- Can the company increase production in response to demand? If so, does the company have enough trained staff to handle the increased production?
- Product quality is the single most important determinant of success for fresh fruit sales in China.
- Enhancing planting, harvesting, and soil management techniques, ensuring proper post-harvest handling, and appropriate logistics services.
- Growers and exporters should focus on understanding China's preferences for fruit sizes, flavours, colours, and shapes, and consider developing products tailored specifically to those demands.

6. List of relevant trade fairs in China

Event	Date	Location
China International Fruit & Vegetable Fair (ChinaFVF) en.chinafvf.com	annually, currently paused (as of 2022)	Beijing
China International Import Expo (CIIE) https://www.ciie.org/zbh/en	annually, November 5–10, 2022	Shanghai and online
Asia Fruit Logistica www.asiafruitlogistica.com	annually, September 7–9, 2022	Hong Kong
iFresh Asia Fruit & Vegetable Industry Expo en.ifreshfair.cn	annually, November 8–10, 2022	Shanghai
Asia Fresh www.ifreshfair.com	annually, November 1–4, 2022	Shanghai

7. Appendix of the Export Guidelines

- Process map on customs declaration procedures for exporters in Cambodia
- Information on roles and responsibilities of Cambodian Government ministries and agencies such as GDA
- List of responsible agencies and authorities in China such as Government Offices for border trade (e.g. Kunming Customs Office)
- List of wholesale markets in China
- List and examples of maximum residue levels of banana, longan, and mango

Way Forward

- Further dissemination and printing of export guidelines
- The export guidelines will be transferred into e-learning modules as a self-learning course for Cambodian businesses and made available on relevant websites
- The guidelines will be used for further GDA-GIZ workshops and training of Cambodian public and private sector actors
- Regional exchange on experiences from other ASEAN countries in exporting to China and updating in case new regulations occur

Thank you very much for your attention!