



Tropical Fresh Fruit Exporter's Guide to China

A market research report for local agri-businesses in Cambodia, Lao PDR, and Vietnam



Implemented by



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Structure of the Exporter's guide

1. Executive Summary

2. Market Overview

- Production, Imports

3. Fruits

- Banana, Mango, Watermelon, Longan, Lychee, Dragon Fruit, Durian, Jackfruit
- Overview , Production, Imports, Consumption

4. Logistics

- Overview, Sea Freight, Guangxi Border Trade, Yunnan Border Trade, Gray Channel

5. Distribution

- Supply Chain, Wholesale Markets, Retail

6. Regulatory Environment

- GACC, Market Access, Required Import Documentation, Other Governing Bodies

7. Challenges

- Consumer Standards, Market Access, Competition, Cold Chain, Investment Environment

8. Recommendations

- Focus on Quality, Achieve Market Access, Market Research, Local Partnerships, Marketing and Branding, Field Trip to China

9. Conclusion

- Appendix on Trade Fairs and Conferences, Market Contacts, References

Information about each commodity

1. Overview
2. Production
3. Imports
4. Consumption



គោលការណ៍ណែនាំសម្រាប់អ្នកនាំចេញ
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Examples of 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



Market Contacts

Logistics & Supply Chain

Company	Contact
Richshine Supply Chain Management (Shanghai) Co., Ltd.	sreca@giz.de
Shanghai Oheng Import & Export Co., Ltd.	sreca@giz.de
Guangxi TWT Supply Chain Management Co., Ltd.	sreca@giz.de
Wenwu Import and Export Co. Ltd.	sreca@giz.de

Retail & E-commerce

Company	Business	Contact
Wellfruit	Fresh fruit retail chain	sreca@giz.de
FruitDay	Fresh fruit e-commerce	sreca@giz.de
Yonghui	Supermarket chain	sreca@giz.de
Pagoda	Fresh fruit retail chain	sreca@giz.de
City Super	Supermarket chain	sreca@giz.de
Xianfeng Fruit Co., Ltd.	Fresh fruit retail chain	sreca@giz.de



Market Contacts

Importers

Company
Win-Chain Supply Chain Management Co., Ltd.
Goodfarmer Group
Shanghai Sofia International Trading Co., Ltd.
Shanghai Yechen Industrial Co., Ltd.
Chongqing Golden Orchard Trading Co., Ltd.
Nanchang Lvheng Industrial Development Co., Ltd.
Guangzhou Zhanhui Trading Co., Ltd.
Shenzhen Yuanxing Fruit Co., Ltd.
Joy Wing Mau Group
Beijing Xinghuirong Trading Co., Ltd.
Beijing Yongxin Heng Chang Fruit Co., Ltd.
Zhengzhou Chen's Sun Fruit and Vegetable Trade Co., Ltd.
Dole (Shanghai) Fruits and Vegetables Trading Co., Ltd.
Jiaxing Hua Lian Fruit Co., Ltd.
Jiaxing Yourhome Fruit Co., Ltd.
Xingyeyuan Group
Shanghai Zelun Trade Company

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