

For fresh fruit and vegetable marketing and distribution in Asia



By Mike Knowles

Tuesday 15th August 2017, 15:34 GMT

RK Growers building sales to Asia



Ambrosia apples have apparently attracted strong interest

Italian fresh produce marketer sees strong growth trend in the region following the opening of its new office in Hong Kong

Italian fresh produce company RK Growers has told Fruitnet.com it sees enormous potential to grow sales of a range of key products from various country sources in Asia, following the recent opening of its first marketing office in the region.

"We're very happy with the results we've achieved thanks to the opening of our RK Growers office in Hong Kong," said Paolo Carissimo, the company's president. "This has allowed us to start up and develop new business activities in China and other Asian countries, and to broaden our products' distribution."

He added: "Being able to promote the distribution of important European growers and companies with an on-site office in direct contact with customers allows us to monitor the market in a responsive and effective way and to be always ready and flexible to adapt to changes and to pursue the best strategies."

The company has enjoyed plenty of success in Asia recently, particularly for Spanish citrus and Italian kiwifruit to China. Interest in Italian apples is said to be strong too: "On the Hong Kong market, we had great interest and demand for the exclusive

Ambrosia apple, and the opening of a protocol with China that will allow it to be distributed there is eagerly awaited," Carissimo commented.

RK Growers is also keen to see the long-awaited definition of a plant protection protocol for Brazilian melons. It also represents Brazilian supplier Agricola Famosa and, according to Carissimo, its customers have shown great interest in quality melons from the Southern Hemisphere for a long time.