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For fresh fruit and vegetable marketing and distribution in Asia



By Mike Knowles

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'Long and hard road' for Italy in Asia

As Italia Ortofrutta prepares to exhibit at Asia Fruit Logistica for the first time, director Vincenzo Falconi speaks to Asiafruit



Vincenzo Falconi, director of Italia Ortofrutta

Fresh produce alliance Italia Ortofrutta will take part in Asia Fruit Logistica for the first time in 2019, bringing four of Italy's major producer organisations – Associazione Ortofrutticoltori Agro (AOA), Assofruit Italia, Lagnasco Group, and Terra Orti – together on a shared stand at the show.

The group enjoys the support of national export institute ICE, which is helping member companies to build

closer ties with importers and buyers, but as for most of Italy's exporters, there is a long and hard road ahead for these prospective suppliers to the Asian market.

"Italian fruit and vegetable companies have a very interesting business in the Far East, but unfortunately it's hindered by the products' perishability, by very complicated and costly logistics, and above all by a lack of export protocols for certain products,"

Vincenzo Falconi, director of Italia Ortofrutta, tells Asiafruit.

"By exhibiting at the trade fair, our producer organisations are aiming to develop existing commercial relations in particular for products like kiwifruit, apples, oranges and table grapes."

<http://www.fruitnet.com/americafruit/article/1474/parts-of-san-diego-quarantined-as-psyllid-count-mounts>

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