

For fresh fruit and vegetable marketing and distribution in Asia



By Liam
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Global Grape Congress explores Asia

Opening track of Fruitnet's 24-hour table grape event focuses on Asia with a series of case studies

Global Grape Congress begins its 24-hour programme in Asia, taking a look at the many markets ready for growth and the suppliers looking to capitalise.

Going live from Melbourne, Australia at 15:00 AEST (05:00 UTC) on 30 June, Asia is the first of the online event's three regional tracks. Viewers can watch live or catch up later on demand.

The Asia track opens with Global Grape Congress' international sessions, covering key issues affecting the global table grape industry, including the impact of Covid-19, and examining how new marketing strategies and new varieties can drive sales.

Global Grape Congress then focuses on a series of regional case studies, providing an in-depth look at important markets such as China, India, Japan, Korea and South-East Asia.

Like many of the countries it imports from, China's domestic production is undergoing a varietal shift. In the session **China's grape revolution** Lyu Ke, chairman of Beijing Sangreen International Agritech, gives an insight into China's table grape industry.

Jacques Ferreira, information and systems manager of South African Table Grape Industry (SATI) joins the session **A new horizon for South Africa**. He will detail how South



(l-r) Jacques Ferreira, information and systems manager of South African Table Grape Industry (SATI) and Lyu Ke, chairman of Beijing Sangreen International Agritech

Africa has been building its export capacity, increasing production, planting new varieties and more.

To read more about the full agenda and extensive line-up of speakers and expert panellists, visit the Global Grape Congress website and [register for free](#).

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