



By Fruitnet.com Staff

Tuesday 17th December 2013, 1:04 GMT

Asiafruit Market Insight heads to Hangzhou

The fast-emerging city located close to Shanghai plays host to Asiafruit Market Insight 2014, Asiafruit's new China conference event



Following the successful launch of Asiafruit Market Insight in Qingdao last May, Asiafruit's new China conference event heads to Hangzhou, west of Shanghai, on 28-30 May 2014.

Organised by Asiafruit and supported by Asia Fruit Logistica, Asiafruit Market Insight focuses on the growth opportunities at a regional level in China's most exciting emerging markets.

"Shanghai is the major consumption hub for China's booming fruit import market, and Hangzhou is one of a cluster of satellite cities that is set to spearhead growth in China over the next decade," explains John Hey, Asiafruit editor and conference programme manager of Asiafruit Market Insight. "It's a rapidly-growing metropolis of more than 8m people."

Asiafruit Market Insight looks at the opportunities for the fresh fruit and vegetable business in the booming Yangtze River Delta region.

"Shanghai dominates this vast economic zone in eastern China. The region also has many fast-growing second-tier cities, such as Hangzhou, Suzhou, Ningbo and Nanjing," Hey adds. "For these reasons Hangzhou is the ideal venue for Asiafruit Market Insight in 2014."

Asiafruit Market Insight takes place at Hangzhou's deluxe JW Marriot Hotel over three days. It begins with a Welcome Reception on the evening of 28 May. A full programme of conference sessions is planned for 29 May, and on 30 May delegates can take part in a programme of organised tours to see key wholesale markets and retail stores in the region.

Spotlight on Yangtze River Delta

Asiafruit Magazine Insight's conference programme opens with expert analysis of the market landscape in the Yangtze River Delta. It will assess the region's size and potential well as the latest consumer trends.

Shanghai and its satellite cities have been central to China's booming e-commerce market, which has opened up new channels for fresh produce marketers. A special session on marketing to younger consumers explores opportunities and challenges presented by these new channels.

Regional food retail chains in Hangzhou and other tier-two cities are now at a scale that enables them to forge more direct purchasing models. Asiafruit Market Insight investigates these requirements and the potential for produce suppliers to partner with them.

China's rapidly growing fresh produce business is in need of knowledge, expertise and solutions throughout the supply chain to upskill and upscale. A series of case studies at Asiafruit Market Insight looks at projects that are helping to bridge the gap.

Latin America pushes into eastern China

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

© Copyright Market Intelligence Ltd - Fruitnet.com 2014. The copyright on this article and all content published on Market Intelligence Ltd - Fruitnet.com is held by Market Intelligence Ltd - Fruitnet.com Limited, a joint venture between Market Intelligence Limited and Dr Rolf M Wolf Media GmbH. All rights reserved. Neither this article nor any part of it may be reproduced, stored or transmitted in any form, including print-outs, screen grabs and information retrieval systems, without the prior permission of the copyright owners.

FRUITNET.COM

The conference also spotlights key Latin American exporting countries such as Chile, Peru and Ecuador that are leading the charge of imported fruits into Shanghai and its hinterland in eastern China.

Logistics remains a key success factor in unlocking the huge potential of China's rapidly emerging tier-two cities. Asiafruit Market Insight examines how the distribution network is evolving in the Yangtze River Delta.

Interactive sessions

Simultaneous translation in Mandarin and English makes Asiafruit Market Insight a focus for discussion and debate. As well as gaining insights into

this rapidly changing market, Asiafruit Market Insight delegates also get to network with the top decision-makers in the business.

Asiafruit Market Insight also offers excellent networking opportunities for registered delegates: Asiafruit Market Insight Expo features a limited number of sponsoring exhibitors, and the conference programme includes several Networking Breaks as well as a Gala Cocktail.

"The launch of Asiafruit Market Insight in Qingdao was very professional at a time when there are many local fairs and seminars in China," says Jan Doldersum, manager of marketing and

business development for major international seed breeding company Rijk Zwaan. "The quality and profile of delegates at Asiafruit Market Insight were excellent. It provided real insights into the challenging, fast-growing Chinese trade and retail market for fruit and vegetables."

For more information on Asiafruit Market Insight, or to register, go to:

www.asiafruitmarketinsight.com