

The international marketing magazine for fresh produce buyers in Europe



By Mike Knowles

Monday 1st June 2020, 16:24 GMT

Taiwan opens its doors to Italian apples



Photo: VIP Val Venosta

State joins growing list of Asian markets open to Italy's exporters, following recent addition of Thailand and Vietnam

Apple exporters in Italy are aiming to kickstart their sales in Taiwan from the start of next season after the country was granted access to its latest new market in Asia.

With a population of almost 24m, the island state represents a potentially very important commercial outlet for Italian producers and suppliers.

"We are very happy to have added a new market to those that have opened in recent years," commented Giulia Montanaro, international relations officer at Italian apple association Assomela. "Once again, teamwork has been really useful and the support of our authorities in Taipei has been fundamental. Now we hope to start with exports as soon as possible."

Taiwan confirmed last week that it will allow Italian apples to be imported for the first time, putting another new market on the radar for the European country's exporters.

"Now Taiwan will also be able to savour Italian apples," said a spokesperson for Mipaaf, the Italian ministry of agriculture, after Taiwanese authorities approved a memorandum of understanding on 22 May.

The breakthrough, which follows similar recent success for Italy's apple exports to both Thailand and Vietnam, comes almost four years on from the first meetings between Taiwanese officials and their Italian counterparts.

"This is excellent news for our apple producers," commented Italy's Minister of Agriculture Teresa Bellanova, "and more than encouraging signs for our companies that have been severely tested in recent months by the Covid emergency."

She added: "It also demonstrates our commitment and determination to provide our supply chain and companies all the support they need and the right conditions to recover."

With the negotiation phase now completed, the countries' respective phytosanitary services are now working to verify and approve a list of companies wanting to export their apples to Taiwan.

Once that list has been submitted, it is hoped that the first exports will get underway in time for the start of the 2020/21 marketing season.

<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

<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