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By John Hey

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Lantao opens office in Kunming

Leading Chinese importer Lantao to build presence in southwest China with new branch office in Kunming



Lantao's John Wang (left) and Jim Provost (third left) with management of Chinese e-commerce giant JD.com at the Welcome Reception to Fresh Produce Forum China

Chinese fresh fruit importer Lantao has announced the opening of a new branch office in the south-western city of Kunming.

Jim Provost, Lantao's vice-president of North American sourcing, announced the news at the Welcome Reception to last week's Fresh Produce Forum China event in Chengdu.

"Lantao has opened a branch office in Kunming to handle the south and southwest markets with the capability of reaching 80m consumers," Provost told delegates to Fresh Produce Forum China, where Lantao was a Gold Sponsor.

"Additionally, we plan to open a branch office right here in Chengdu, so the timing of this conference is really perfect."

The push into the west could give further impetus to the company's drive to develop avocado sales in China.

Three months ago, Lantao joined forces with leading Chinese fruit retailer Pagoda and major global avocado producer Mission Produce to introduce ripe-and-ready avocados to Chinese consumers.

"As the largest importer

of avocados into China, we'll bring ripening technology into China and ripened avocados to Chinese consumers," Provost said.

The new offices in Kunming and Chengdu will expand Lantao's network across the country, which already includes operations in Guangzhou, Shanghai, Beijing, Shenyang, Zhengzhou, Harbin and Qingdao.