

The world's leading fresh produce conference and networking events

F

By Fruitnet Media International

Wednesday 17th June 2020, 7:58 GMT

## Wholesale in focus at Fruitnet Live: China

Hear from China's top wholesale markets at Fruitnet's global digital conference on 8 July

Wholesale markets are still the dominant distribution channel for fresh fruit in China. So how has the [recent Covid-19 outbreak at Beijing's Xinfadi Market](#), the largest fresh produce distribution hub in Northern China, impacted the wholesale sector? How have markets across the country coped with the Covid-19 pandemic and strict new quarantine measures?

Hear first-hand from China's top wholesale experts at Fruitnet Live: China, Fruitnet's global digital conference on China's fresh produce market after coronavirus, which streams

live on 8 July.

In the session 'China: new changes for wholesale', leading industry experts analyse China's changing market landscape with Asiafruit China chief analyst Yuxin Yang.

You can also hear updates from Lin Yetao, deputy general manager of Shanghai Huizhan market and Ying Jianjun, assistant general manager of Jiaxing Fruit Market, 100km west of Shanghai.



Jiaxing Fruit Market's Ying Jianjun and Zhang Yi of Beijing-based Supplink will speak on the future of China's wholesale markets

Zhang Yi, chief executive of Beijing-based supply chain service provider Supplink, shares her insights on China's fruit wholesale markets, and explains how technology and digitalisation can help them move forward.

Fruitnet Live: China live-streams on 8 July from 2pm Shanghai time. [Click here](#) to register for free.