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# Fresh Connections: PMA Fruittrade Conference & Expo

**The Next Frontier: Exploring New Opportunities in China**

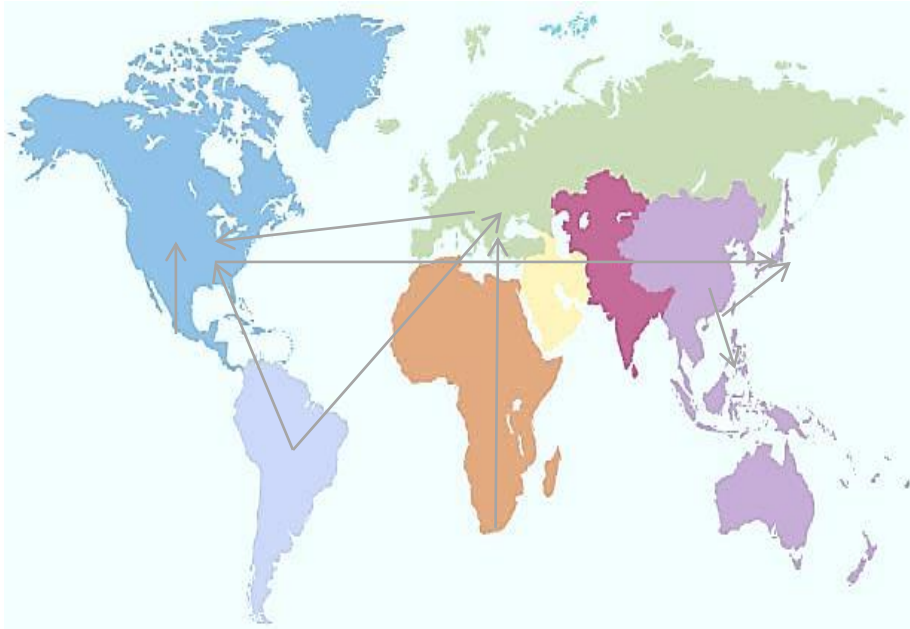
Nancy Tucker,  
Produce Marketing  
Association

## What to expect from this session:

- **Snapshot of the vast China market**
  - 'Size of the Prize'
  - Import opportunities
  - E-commerce growth
- **Perspective of Latin American companies working in the Chinese market**
  - Gonzalo Mena Carriel, China Fruit Solutions
- **Perspective of Chinese market**
  - Kurt Huang, Shanghai Oheng Import & Export Co., Ltd.
- **Perspective of E-Commerce in the Chinese market**
  - Eric Li, Shanghai Yiguo E-Commerce Co., Ltd.
- **Panel discussion**

# Global Trade Flow Shift – Past 10 Years

2005 Flows



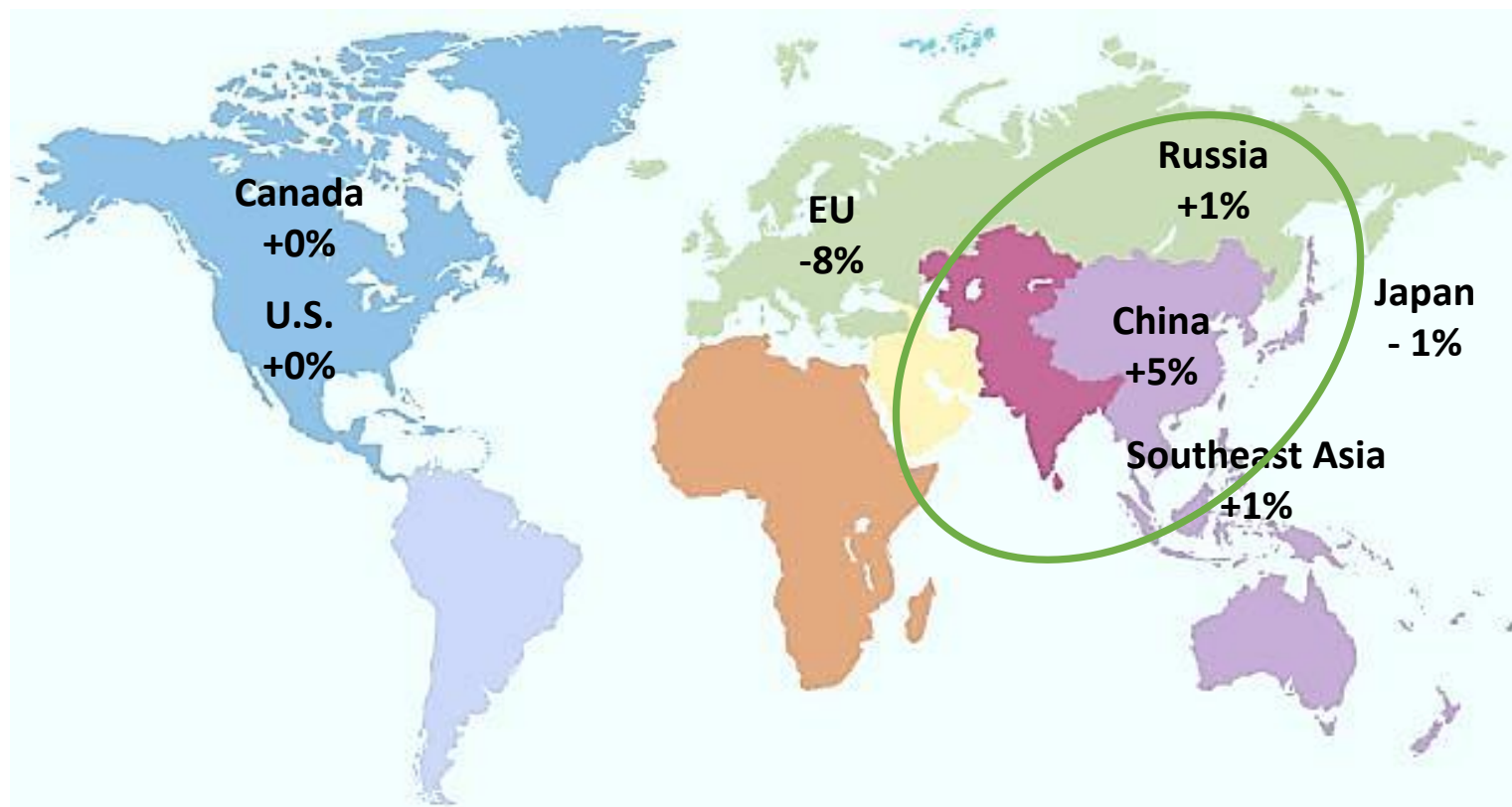
Significant growth 2011-2015



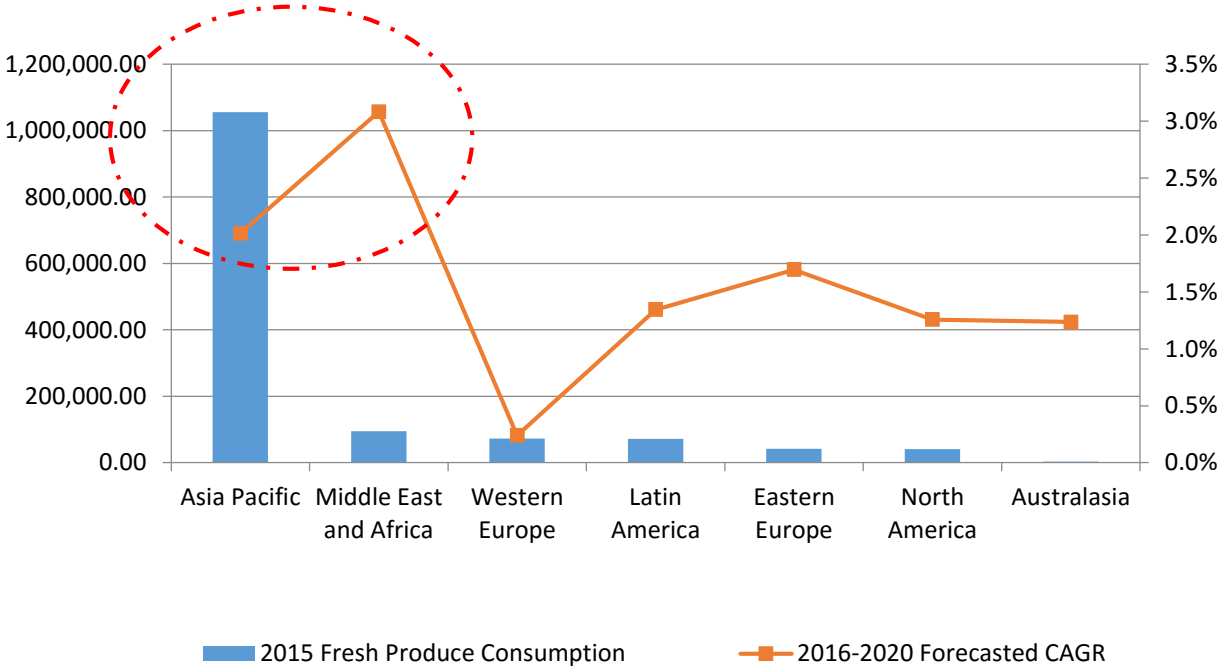
*Growth in trade is toward Eastern Hemisphere*

## Top Fresh Produce Markets & Share of Imports

Global fresh produce imports (US\$ 121B) averaged +4% growth annually last 10 years



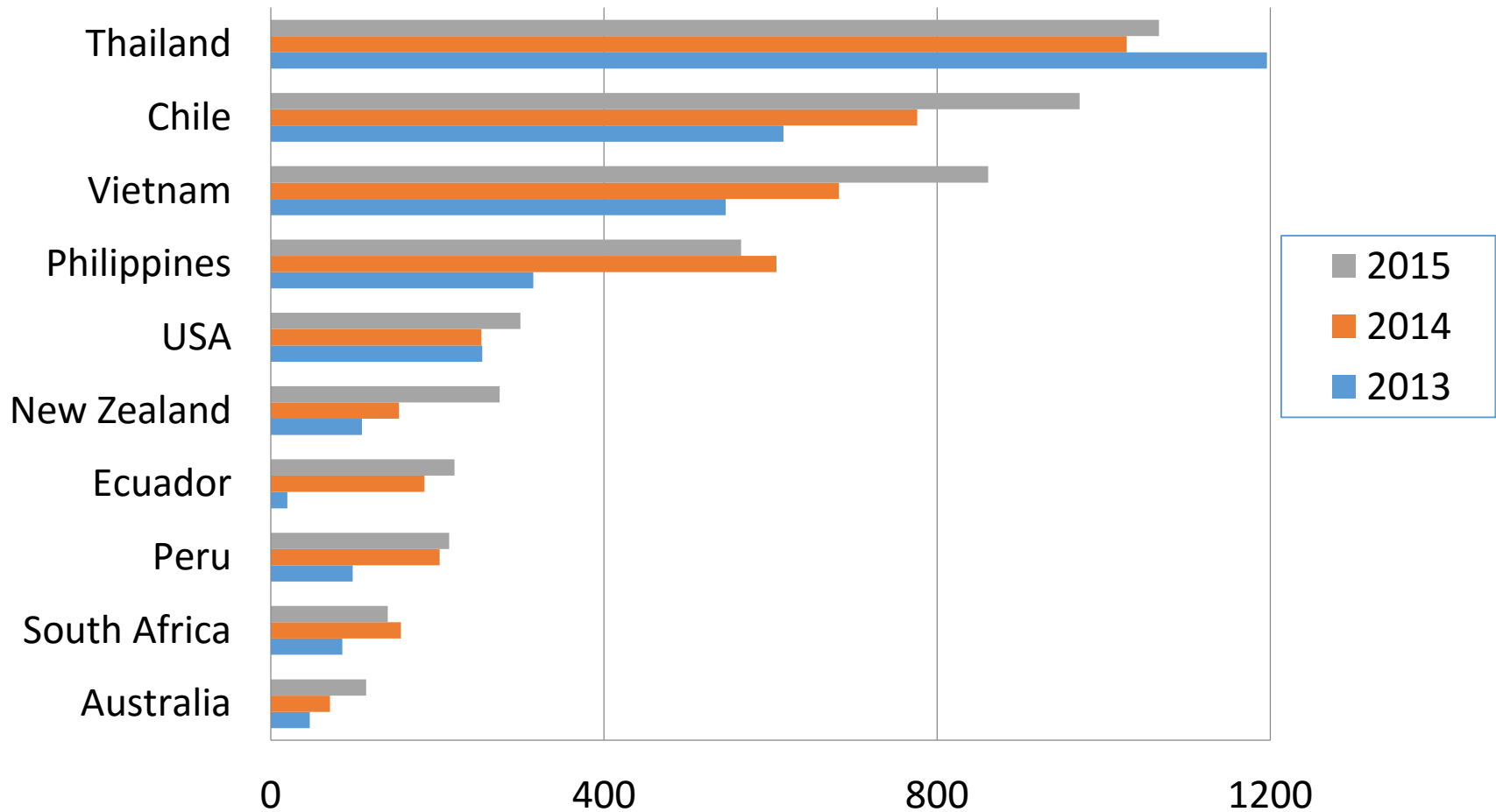
# Fresh Produce Consumption Growth by Region 2016-2020 (As percentage of world growth)



*Asia Pacific and Middle East & Africa are growing consumption regions*

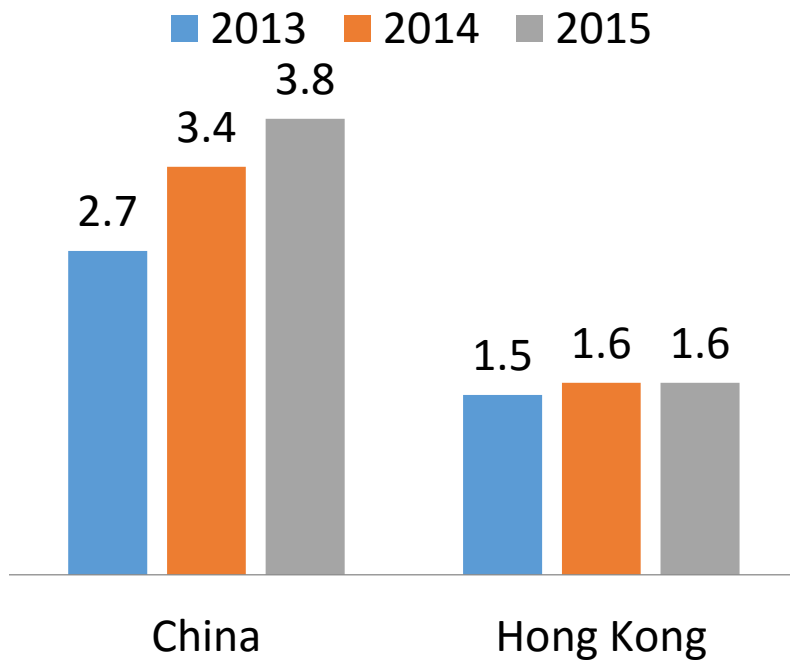
# Fruit Imports by Country (million USD)

## Mainland China

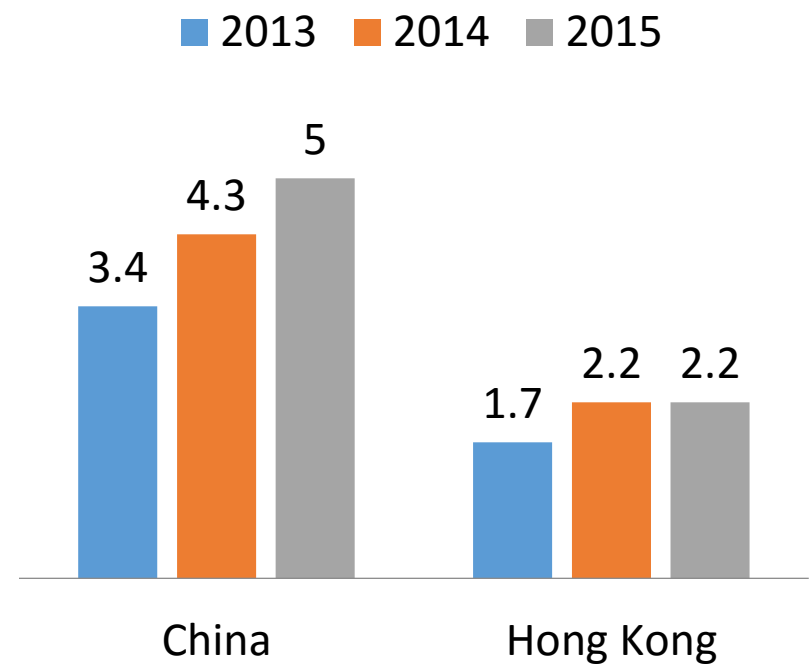


# Total Fruit Imports: Mainland and HK

## Volume (million tons)

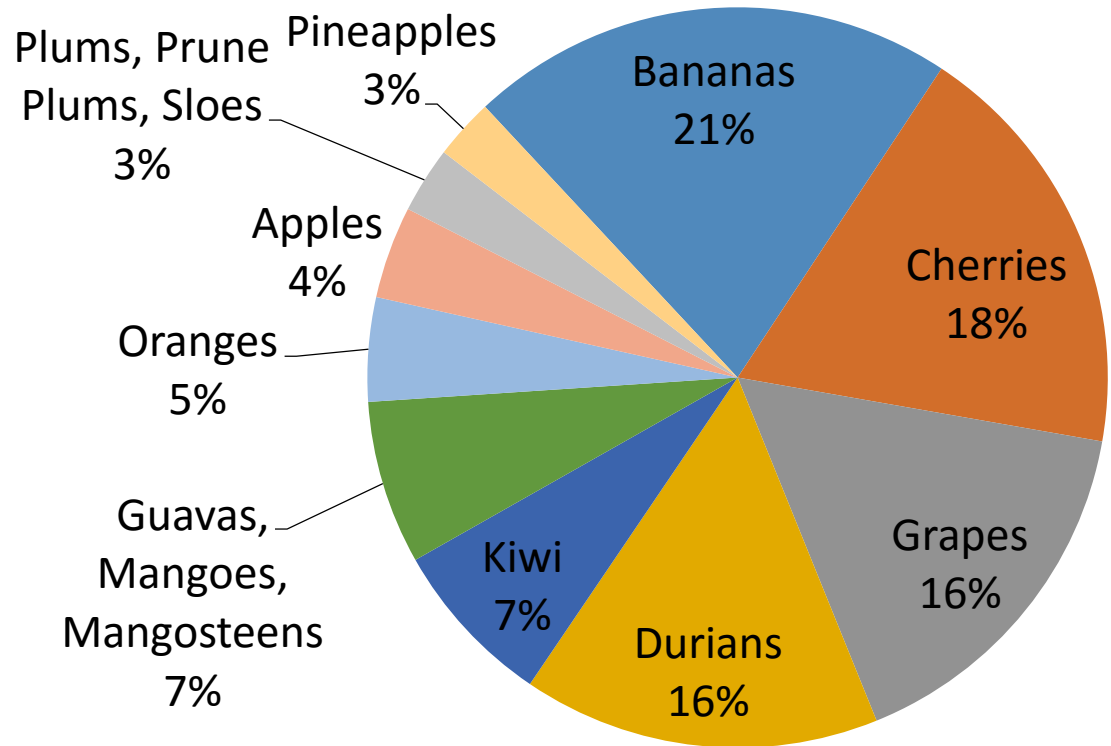


## Value (billion USD)



# Mainland Top 10 Fruit Imports by Value

Share change compared to 2014
Cherries: +1.85%
Guava/Mango/Mangosteen: +1.58%
Plum/Prune: +1.26%
Kiwi: +1.19%
Orange: +1.12%
Pineapple: +0.81%
Grape: -2.81%
Durian: -3.01%
Banana: -4.11%

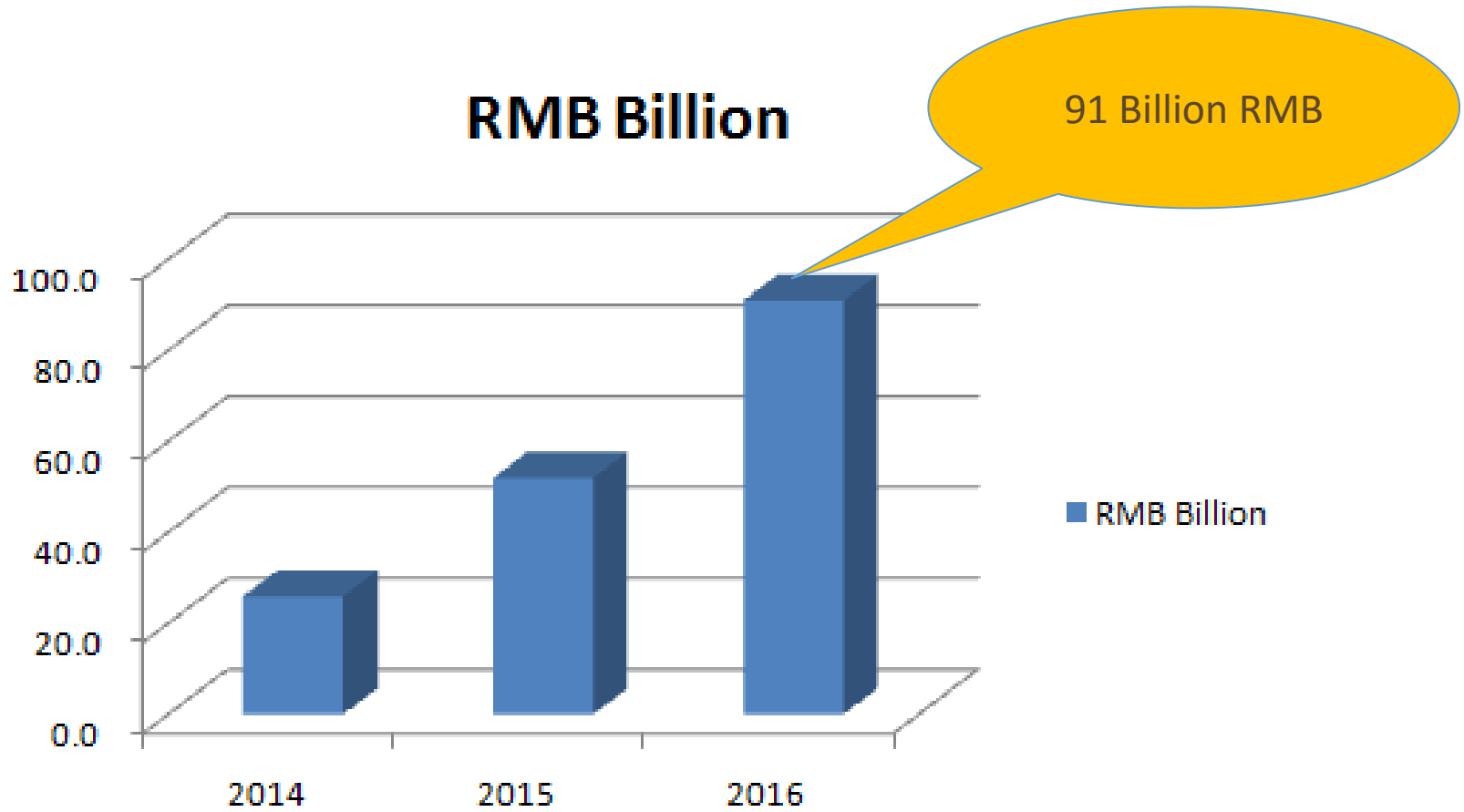




# Growth Leaders (million USD)

Fruit	2014	2015	Growth
Raspberries, Blackberries, Mulberries, Loganberries	0.02	0.6	2888.0%
Avocados	11.9	45.1	279.7%
Apples	46.4	146.7	216.6%
Plums, Prune Plums, Sloes	51.8	105.2	103.2%
Blueberries	40.8	68.1	66.9%
Pineapples	58.2	96.2	65.3%
Oranges	108.8	165.3	52.0%
Guavas, Mangoes, Mangosteens	177.2	260.2	46.8%
Kiwifruit	195.4	266.6	36.4%

# Growth of Fresh E-commerce in China







**Thank you!**

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