

The Current Situation and Development of Imported Fruit Supply Chain in China

Shenzhen Asia Global Fresh Supply Chain (Group) Co.,Ltd

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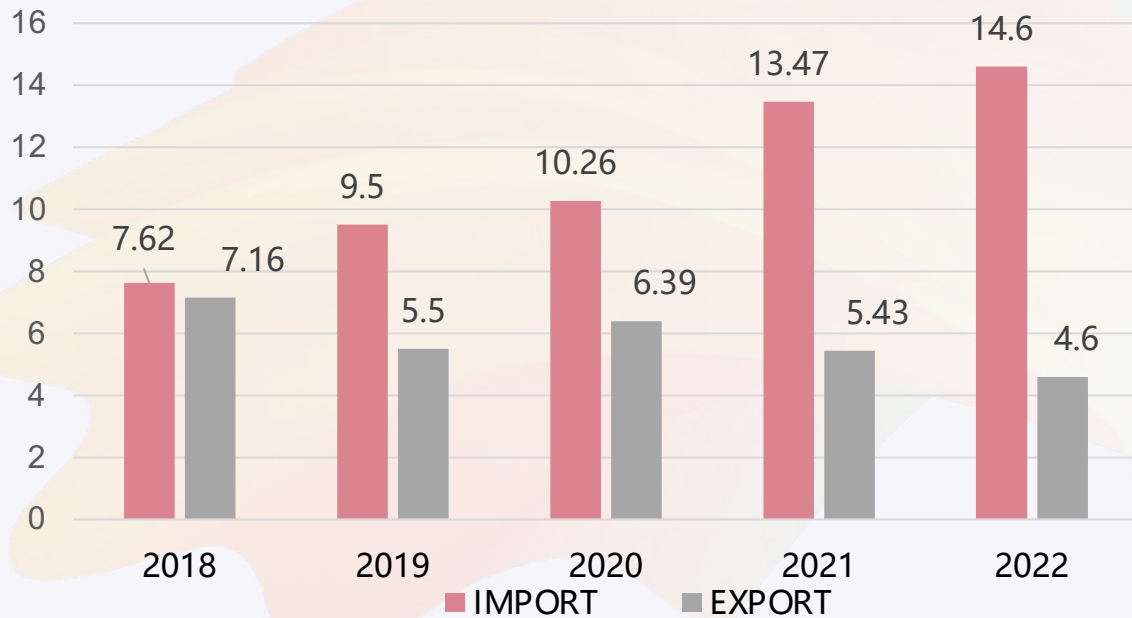
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Part 01

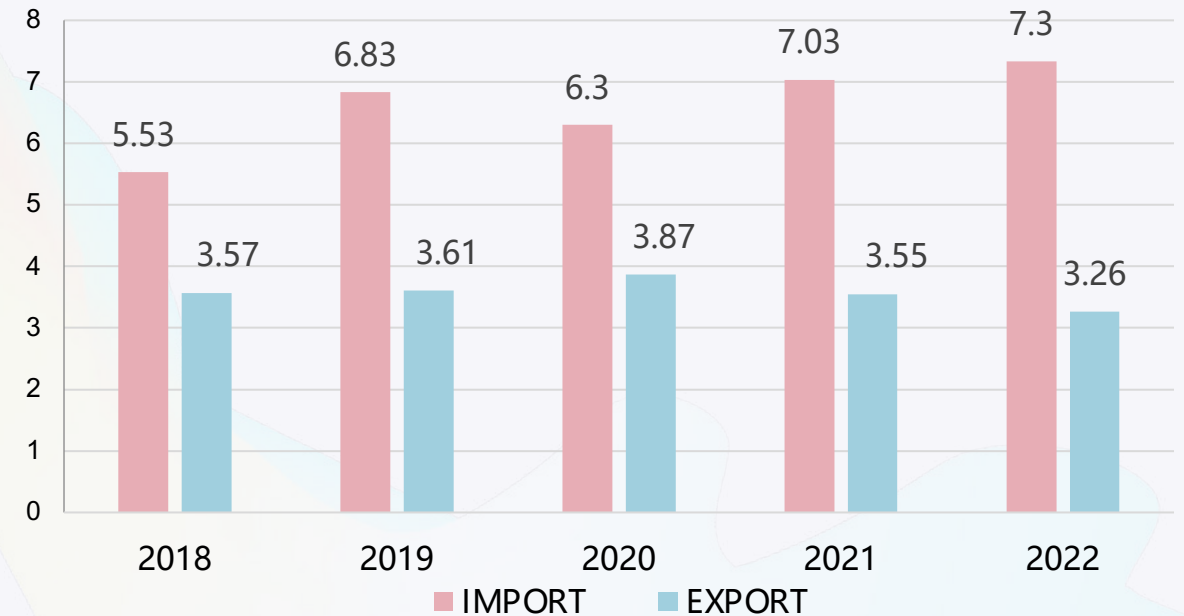
Current Situation of Imported Fruit Market in China

Current Situation of Imported Fruit Market in China

VALUE OF IMPORT AND EXPORT FRUITS FROM 2018 TO 2022 (BILLION USD)



VOLUME OF IMPORT AND EXPORT FRUITS FROM 2018 TO 2022 (MILLION TONS)

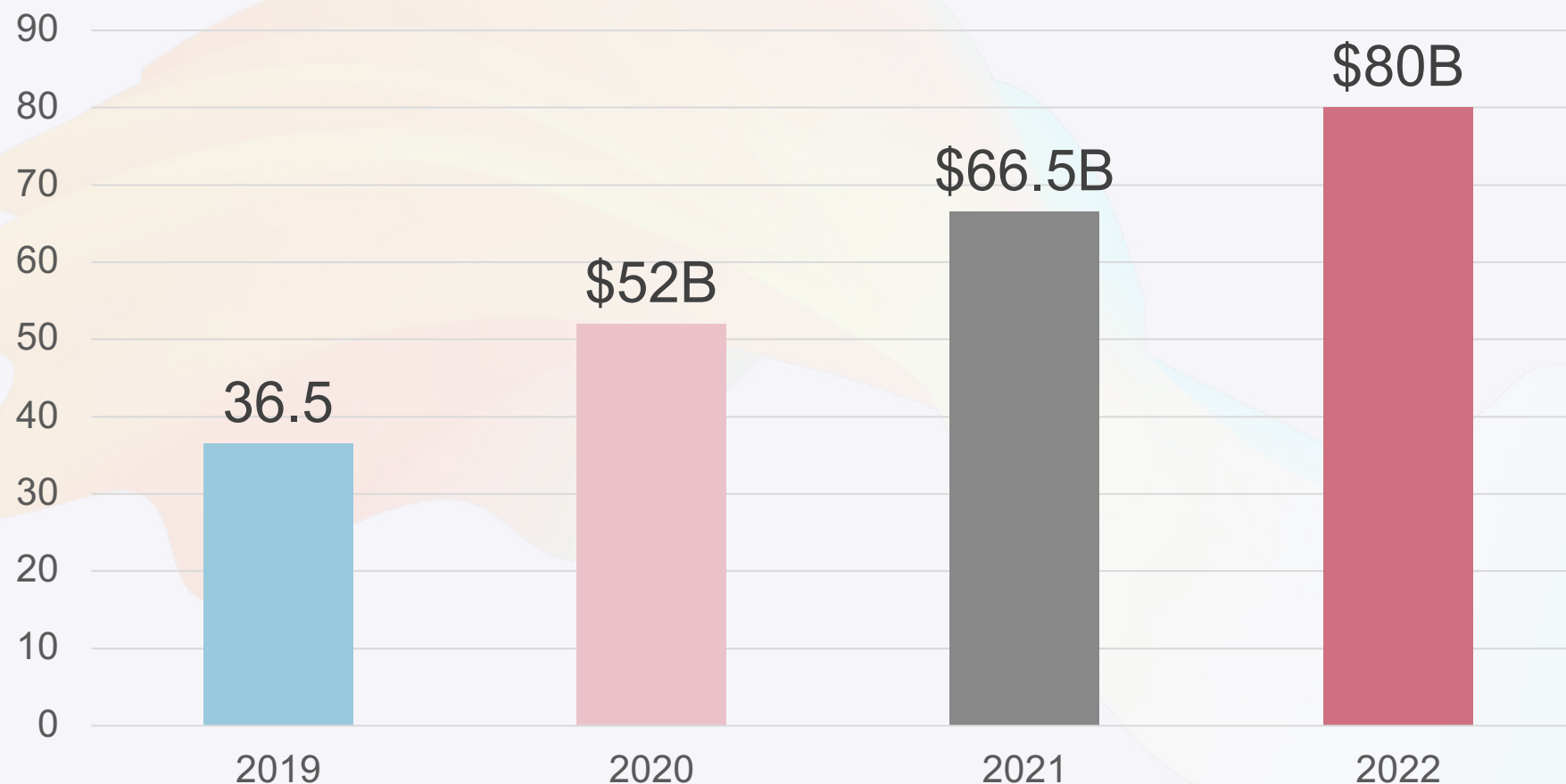


China's fruit imports are increasing on the value and volume.

In 2022, the fruit imports value reached **14.6 BILLION USD**, which is a **92%** growth compared to 2018. Also the import volume reached **7.3 MILLION TONS**, also went up by **33%** comparing to 2018.

Current Situation of Imported Fruit Market in China

THE MARKET SCALE OF FRESH E-COMMERCE IN CHINA FROM 2019 TO 2022 (BILLION USD)



Changes in the way we shop

Sales model updated

Current Situation of Imported Fruit Market in China



2019-2023, China added **19** new fresh fruits were admitted.

Now, **54** kinds of fresh fruits was admitted to China for inspection and quarantine from **51** countries/regions

Current Situation of Imported Fruit Market in China

Major ports for import fruit in China



Ocean ports

HONGKONG, SHANGHAI, NANSHA, SHEKOU, YANTIAN, DACHAN BAY, XIAMEN, NINGBO, QINGDAO



Airports

HONGKONG, SHANGHAI, SHENZHEN, GUANGZHOU, CHANGSHA, WUHAN, ZHENGZHOU, CHENGDU, XIAMEN



Land ports

GUANGXI (PINGXIANG & YOUYIGUAN)
YUNNAN (MOHAN)



Current Situation of Imported Fruit Market in China

Current Situation of Imported Fruit

Growing

Demand of importing fruits

Increasing

Categories of fruits

More choices

Import ports

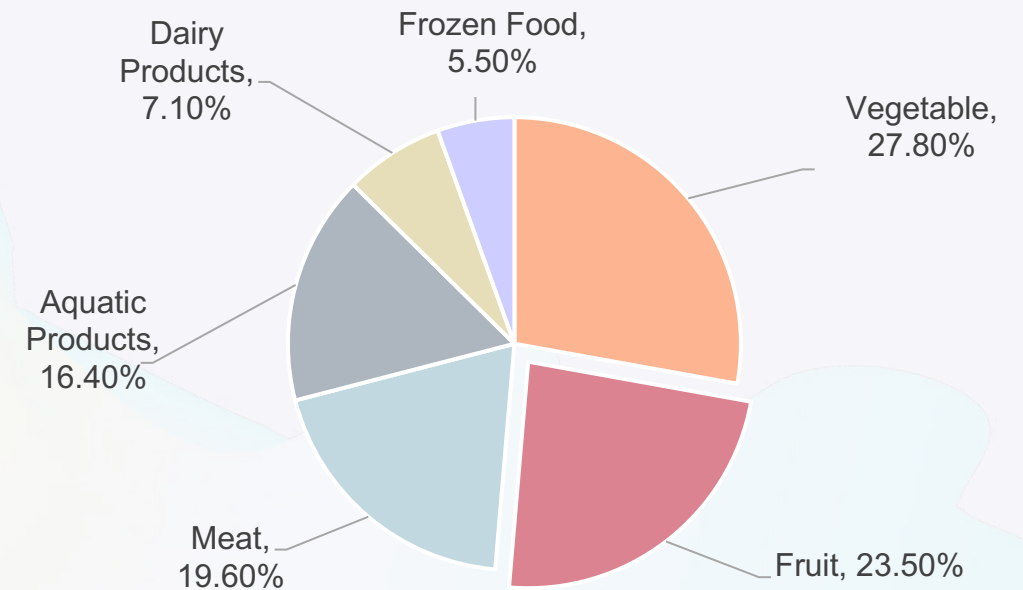
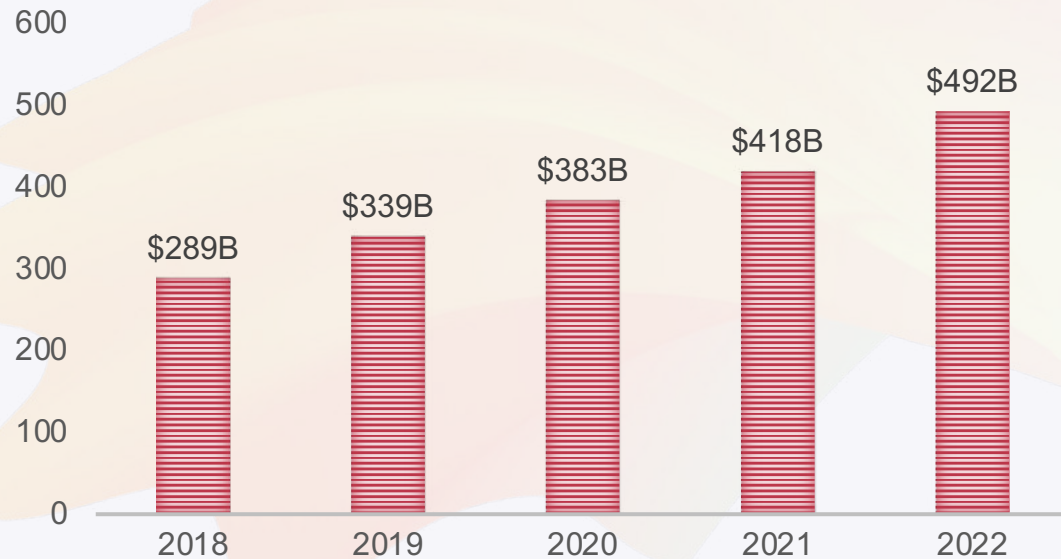
Part 02

Trend of

Fresh Supply Chain Industry in China

Current Situation of Imported Fruit Market in China

THE MARKET SACLE OF COLD CHAIN LOGISTICS IN CHINA FROM 2018 TO 2022 (BILLION USD)



Fruits accounted for **23.5%** of the total.

Trend of Fresh Supply Chain Industry in China

Demand Side

◆ Middle and High Consumption

74% of the Users

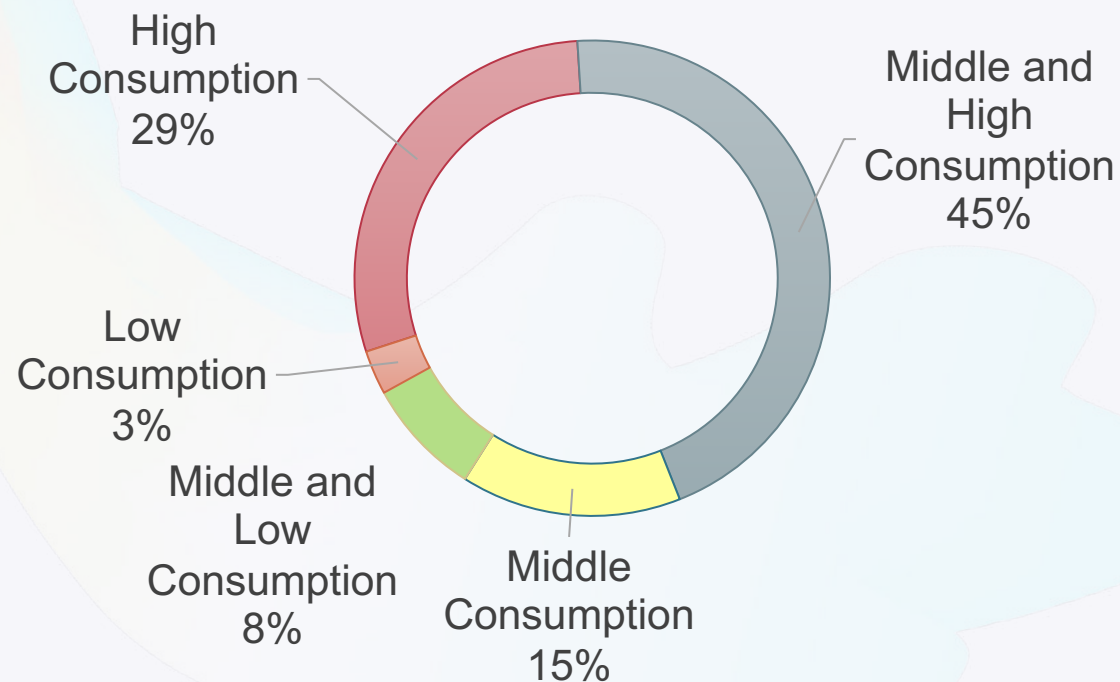
◆ Younger consumers

Juice/ tea/ other

◆ Diverse needs

Taste / healthy / packaging / brands / quality

DISTRIBUTION OF CONSUMPTION OF FRESH E-COMMERCE USERS CHINA



Trend of Fresh Supply Chain Industry in China

Supply Side

Tech and data

Big Data Analysis
Develop new tools
Updated sales models

Operation

Improve whole process
Enhance brands images
Differentiate from competitors

Capital

More companies are going public
More investment firms joining

Human Resource

The professionals are in greater demand



Part 03

Changes in the Import Policy of Fresh Products in China

Changes in the Import Policy of Fresh Products in China



Policy

Governments

- Building a cold chain logistics network
- Introduce relevant policies
- Decreasing VAT



Central Bank

- Lower the deposit reserve ratio and interest rates

It has promoted imports and consumption!

Changes in The Import Model of Fresh Products in China

Customs Clearance

Advance Declaration

Two-step Declaration

Electronic Customs Clearance

Implementation of
"Consignment System"

Customs "Allow list"

Faster Customs Clearance

Efficient and convenient Customs clearance!



Changes in The Import Model of Fresh Products in China



Supervision

Customs

C

M

Market supervisory authority

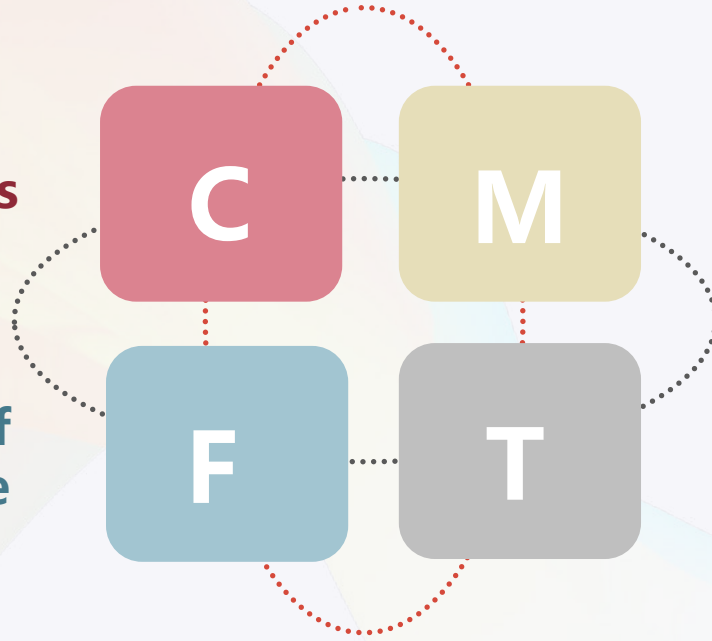
Administration of Foreign Exchange

F

T

Tax Bureau

Joint supervision!



Changes in The Import Model of Fresh Products in China

What should we do?



Key Points of Importing

- The trade mode
- The trade price
- Classification of commodity codes
- Complete documents
- Label
- Procedures of inspection and quarantine

Matched Products / Documents / Funds / Logistics!

About Asia Global



Shenzhen Asia Global Fresh Supply Chain (Group) Co.,Ltd.

A Fresh Food Cold Chain Service Provider



Since 2002



500 Employees



30 Branches



Intelligent Cold Chain Transport Platform

Transportation

- Full Container Transport
- Van Transport
- Express

Container Yard

- Loading and Unloading
- Inspecting Goods
- Container Cleaning
- Refrigeration



About Asia Global



Big Data Control Platform

CFS / SCMS / TMS / WMS / OMS system

Self-Developed

Visual and Traceable Information

Temperature Control /Cargo Positioning



Information Security

Sharing and Integration

Data Analysis and interchange

Asia Global Intelligent Cold Chain Industrial Center



Office Building

Cold Storage B 20,000 Tons

Apartment

Cold Storage A 40,000 Tons

Safety

Efficient

Intelligent

Comprehensive

About Asia Global

Global **DOOR-TO-DOOR** Fresh Supply Chain Service

DEPARTURE

- Farms
- Packing houses
- Terminal
- Shipping line
- Airline

ARRIVAL

- Terminal
- DC and Distribution
- Financial Institution
- Customs
- Administration of Foreign Exchange
- Taxation authority
- Market

To deliver fresh products all over the world

THANK YOU!



Nicole Yuan
袁婷

VP
副总裁

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