

New Opportunities in South-East Asia's Fresh Produce Trade

Programme Agenda

09:15 - 10:00 Check-in and Showcase opens

10:00 - 10:10 Welcome to ASIA FRUIT LOGISTICA Thailand Meet up

- David Axiotis, Managing Director, Global Produce Events (HK) Co., Limited

10:10 - 10:20 Jiangnan Wholesale Market Network: Unlocking ASEAN fruit potential in China

- Liu Xiongjie, Executive Director and General Manager, Shanghai Huizhan Fruit & Vegetable Market Management Co., Ltd

10:20 - 11:00 South-East Asia: markets on the move

South-East Asia is one of the most diverse and dynamic regions for the global fresh fruit and vegetable business. Home to almost 700m people and a rich array of growing regions, it offers significant untapped potential for the trade. Fruitnet sets the scene with a statistical snapshot of South-East Asia's fresh produce trade before Forward Insight analyses the key demographic shifts and consumer trends across the region.

- John Hey, Managing Director, Fruitnet Asia
- Carlo Magni, Global Consumer Insights Director, Forward Insight & Strategy

11:00 - 11:30 Networking break at Showcase

11:30 - 12:15 Thailand market in focus

Thailand's fresh fruit and vegetable market is evolving. Food safety is top of mind for consumers, retailers and authorities. How is the regulatory landscape changing? What are supermarket retailers doing to boost their fresh produce offer? What are the opportunities to build newer fruit categories and introduce new supply origins?

- Wongsakorn 'Bill' Chathamornwong, Deputy Chief Executive Officer, City Fresh Fruit
- Chairat Petchdakul, Head of Produce, Meat, Local Sourcing and Jing Jai Market, Central Food Retail
- Edgar Alastrue, Sales Director (Thailand), Fresh Fruit-X

12:15 - 13:30 Networking luncheon at Plate restaurant (LG/F Carlton)

13:30 - 14:15 China's changing supply role

China has long been a leading source of fruit and vegetables for markets across South-East Asia. But its position as a supplier is changing. Once renowned for supplying commodity-oriented products at lower prices, China is now competing for the premium market and diversifying into new products. So what's next for China's export offering?

- Vincent Yeh, International CEO, Xingyeyuan Supply Chain / Xingyeyuan Group China
- Andy Suh, Senior Director - Rest of Asia, Driscoll's

14:15 - 14:40 Entry to Impact; Vision to Value - A South-East Asia expansion playbook

- Erick Aponte, Trade Commissioner - Director, Trade Commission of Peru (Promperu) for ASEAN

14:40 - 15:15 Networking break at Showcase

15:15 - 16:00 The durian boom: where next?

Durian is the hottest product in Asia's fresh produce trade right now. And producing countries across South-East Asia are queuing up to feed China's ever-increasing appetite. Thailand remains the dominant supplier, but Vietnam is ramping up its exports, Malaysia is set to capitalise on new market access to China, and the Philippines is forging a presence. How is the durian market landscape changing and what does the future hold?

- Winnie Wang, Deputy Editor, Asiafruit China
- Natakrit Eamskul, Chief Executive Officer, Platinum Fruits
- Dr. Tan Sue Yee (SY), Chief Executive Officer, Top Fruits
- John Cao, Joyvio Durian Project Manager, Joy Wing Mau

16:00 - 16:15 Scale your business with FRUIT LOGISTICA and ASIA FRUIT LOGISTICA

- Pitchayanun Suriyatananon, Market Manager - Thailand, ASIA FRUIT LOGISTICA
- Kay Kwok, Senior Business Development Manager, ASIA FRUIT LOGISTICA
- Tingrui Zhou, Market Manager China, ASIA FRUIT LOGISTICA

16:15 - 17:30 Networking cocktail

Remarks:

- The presentation will be conducted in English only.

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