

DAY ONE September 8	CHINA MEET UP Conference Program
时间 Time	报告内容 Topic
10:00 - 10:30	开幕致辞 + 开幕式 Opening remarks + Opening ceremony
10:30 - 11:20	走进大湾区：水果贸易新引擎 Greater Bay Area in focus: emerging hub for fruit trade  粤港澳大湾区正崛起为连接世界与中国的重要果蔬贸易枢纽。本场会议聚焦其在作为物流通道与消费高地双方面的机遇和挑战。 The Guangdong-Hong Kong-Macao Greater Bay Area is emerging as a key hub connecting China with the world in fresh produce trade. This session explores the opportunities and challenges the region faces in its dual role as a logistics corridor and a premium consumer market.
11:20 - 11:30	商务间歇 Networking break
11:30 - 12:00	水果零售的价值转型 Value proposition: fruit retail reforms  伴随中产阶层对品质生活的追求不断提升，水果已从“基础消费”跃升为“品质消费”的重要象征，水果零售正迎来前所未有的转型期。从价格驱动到价值导向，从传统分销到供应链重构，本次会议将携手头部零售商及专业咨询机构，共同探讨如何在新消费环境下实现水果零售的价值重塑与可持续增长。 Fruit consumption in China has evolved from a basic necessity to a symbol of premium living. The fruit retail sector is undergoing an unprecedented transformation—shifting from price-driven to value-oriented models, and from traditional distribution to supply chain reconstruction. This session brings together leading retailers and consulting firms to explore how the fruit retail industry can reshape its value proposition and achieve sustainable growth in today’s evolving consumer landscape.
12:00 - 13:00	午餐间歇 Networking lunch break
13:00 - 13:50	批发市场渠道的现状与机遇 Wholesale channels today: trends and opportunities  批发市场在中国新鲜水果流通体系中依然发挥着关键作用。面对渠道扁平化、供应链重构和消费结构升级，批发渠道正经历深刻变革，同时也孕育新的增长机会。本场会议邀请行业组织、辉展及江南市场领袖，共同探讨批发市场在新流通格局下的挑战与机遇。 Wholesale markets remain vital to China’s fresh fruit distribution. As supply chains evolve and shorten, these markets face both disruption and new opportunities. This session invites leaders from Huizhan, Jiangnan, and key industry bodies to explore the future role of wholesale markets in a changing landscape.
13:50 - 14:00	商务间歇 Networking break
14:00 - 14:30	秘鲁钱凯港：加速中秘水果贸易 Fresh Connections: Chancay Port Accelerates South America-China Trade  新近投入运营的秘鲁钱凯港，正为秘鲁乃至整个中南美洲与中国之间的水果贸易开辟一条全新通道。作为拉美地区直连亚洲的重要物流枢纽，钱凯港将如何重塑南美水果进入中国市场的供应链格局？贸易商应如何抓住其中的新机遇？ Peru’s Chancay Port is opening a new gateway for fruit trade between Peru—and the wider Latin America region—and China. As a key logistics hub directly linking Latin America to Asia, how will Chancay Port reshape the supply chain for South American fruits entering the Chinese market? And how can traders seize the new opportunities it brings?

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14:30 - 14:40		商务间歇 Networking break		
14:40 - 15:10		<b>库尔勒香梨：产区优势到品牌势能</b> Korla Fragrant Pears: building brand power		
		<p>库尔勒香梨多年蝉联中国梨类区域公用品牌第一位置。但在品牌化竞争日趋激烈的市场中，从“好产品”到“强品牌”跃升的道路上仍不乏挑战。库尔勒香梨新季伊始之际，行业协会分享库尔勒香梨在标准化生产、渠道拓展与品牌营销方面的最新策略与计划。</p> <p>Korla Fragrant Pears has long held the top spot among China’s regional pear brands. As market competition intensifies, the path in building a good product into a strong brand remains a key challenge. At the start of the new season, industry leaders will present new strategies for standardisation, distribution expansion, and brand marketing.</p>		
15:10 - 15:20		商务间歇 Networking break		
15:20 - 16:00		<b>价值护航：捍卫水果知识产权</b> Safeguarding value: protecting your intellectual property		
		<p>伴随中国优质水果品种研发与品牌建设的不断深入，知识产权已成为果品价值链中不可忽视的核心资产。本场会议中，知识产权专家将畅谈如何有效保护自主品种权、注册商标和品牌形象，助力果品企业实现知识产权驱动的高质量商业增长。</p> <p>As China continues to advance in premium fruit variety development and brand building, intellectual property has become a core asset in the fruit value chain. In this session, IP experts will share insights on how to effectively protect proprietary varieties, registered trademarks, and brand identity—empowering fruit enterprises to achieve quality commercial growth driven by intellectual property.</p>		

DAY TWO September 9	CHINA MEET UP Conference Program
时间 Time	报告内容 Topic
10:00 - 10:30	<b>角逐国际：国产水果营销全球</b> Chinese fruit marketing: connecting with global consumers  国产水果加速走向国际市场的大背景下，如何在激烈的全球竞争中脱颖而出，打响品牌、讲好故事、获得溢价，已成为中国果品出海的新议题。本场会议将汇聚行业专家与出口企业代表，共同探讨国产水果在全球市场的品牌化营销。 As Chinese fruit exports expand globally, it has become increasingly important to stand out in a competitive market—by building strong brands, telling compelling stories, and achieving premium positioning. This session brings together experts and exporters to explore how Chinese fruit can strengthen its brand presence in international markets.
10:30 - 10:40	商务间歇 Networking break
10:40 - 11:10	<b>采后技术革新：人工智能解锁价值</b> Post-harvest AI innovations: unlocking value potential  人工智能技术快速发展，为采后分选、质检、分级、追溯等环节带来深度革新。领航水果采后处理及分选领域专家分享最新前沿技术及其适用，助力企业进一步解锁新鲜水果的商品价值。 The rapid advancement in AI is driving innovation in post-harvest processes such as sorting, quality inspection, grading, and traceability. Leading specialist shares the latest cutting-edge technologies and their applications, helping businesses unlock greater commercial value from fresh produce.
11:10 - 11:20	商务间歇 Networking break
11:20 - 11:50	<b>聚焦拉美 / 厄瓜多尔香蕉 / 蓝莓</b> LA highlight: Ecuadorian bananas/blueberries
11:50 - 13:00	午餐间歇 Networking lunch break
13:00 - 13:30	<b>智利樱桃新赛季前瞻</b> Chilean cherries: new season preview
13:30 - 15:00	<b>2025 澜湄水果采购节——广州专场</b> 2025 Lancang-Mekong Fruit Procurement Festival – Guangzhou