

DAY ONE September 8		CHINA MEET UP Conference Program	
时间 Time	报告内容 Topic	演讲嘉宾 Speaker	
10:00 - 10:30	开幕致辞 Opening Address		
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		
	<p>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。</p> <p>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.</p>	 <p>吴伟华，副局长，广州市商务局 Wu Weihua, Deputy Director, Guangzhou Municipal Commerce Bureau</p>	 <p>杨鹏，产品总监，鑫荣懋集团 Yang Peng, Product Director, Joy Wing Mau Group</p>
11:20 - 11:30	商务间歇 Networking break		
11:30 - 12:00	重塑中国高端蔬菜市场 Reshaping China's vegetable market		
	<p>中国对优质、创新型、气候变化耐受的蔬菜品种的需求愈发高涨。领先育种专家瑞克斯旺 (Rijk Zwaan) 分享其如何通过针对当地市场需求开发高端蔬菜品种，及其以消费者为导向的中国市场营销战略。</p> <p>Demand for innovative, climate-resilient vegetable varieties has never been greater in China. Leading breeding specialist Rijk Zwaan explains how it is developing the China market with varieties tailored to local needs and consumer-focused marketing strategies.</p>	 <p>Jan Doldersum, 供应链与零售经理，瑞克斯旺 Jan Doldersum, Manager Chain & Retail, Rijk Zwaan</p>	 <p>马新远，产业链客户经理，瑞克斯旺 Ma Xinyuan, Client Manager Chain, Rijk Zwaan</p>
12:00 - 13:30	午餐间歇 Lunch break		
13:30 - 14:20	批发市场渠道的现状与机遇 Wholesale market channels: trends and opportunities		
	<p>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。</p> <p>Wholesale markets continue to play a pivotal role in China's fresh fruit distribution. Faced with disintermediation, supply chain restructuring, and evolving consumer demand, the wholesale sector is undergoing profound transformation while generating new growth opportunities. This session brings together industry associations and leaders from Huizhan and Jiangnan markets to discuss the challenges and opportunities for wholesale markets in China's new distribution landscape.</p>	 <p>马增俊，会长，全国城市农贸中心联合会 Ma Zengjun, President, CAWA: China Agricultural Wholesale Market Association</p>	 <p>赖勇金，副总经理，广州江南果菜批发市场 Lai Yongjin, Deputy General Manager, Guangzhou Jiangnan Fruit & Vegetable Wholesale Market</p>
		 <p>王先见，副总经理，上海辉展进口水果批发市场 Wang Xianjian, Deputy General Manager, Shanghai Huizhan Imported Fruit Wholesale Market</p>	

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14:20 - 14:50 **秘鲁水果对华贸易加速**
Peru accelerates fruit trade to China

新近投入运营的钱凯港，为秘鲁乃至整个中南美洲与中国之间的水果贸易开辟了全新通道。它将如何重塑南美水果输华的供应链格局？与此同时，秘鲁在中国淡季供应优质新鲜石榴方面展现出强劲潜力。本场会议将探讨秘鲁水果在中国市场不断增强的竞争力及其蕴含的更多机遇。

Chancay Port has become a brand-new gateway for fruit trade between Peru—as well as the wider Latin American region—and China. How will it reshape the supply chain for fruit entering the Chinese market? At the same time, Peru is demonstrating strong potential to supply high-quality fresh pomegranates during China’s off-season. This session explores the growing competitiveness of Peruvian fruit in China and the broader opportunities that lie ahead.



伯纳多·穆诺，商务参赞，秘鲁驻上海总领事馆
Bernardo Munoz, Commercial Counsellor of Economic and Commercial Office, Consulate General of Peru in Shanghai



José Luis Gered, 主席，秘鲁石榴生产者协会
José Luis Gered, President, Peruvian Pomegranate Producers Association (Progranada)

14:50 - 15:00 商务间歇 Networking break

15:00 - 15:30 **库尔勒香梨：产区优势到品牌势能**
Korla Fragrant Pears: building brand power

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。库尔勒香梨新赛季伊始之际，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。

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.



允晓枫，品牌策划人，巴州库尔勒香梨协会
Yun Xiaofeng, Brand Planner, Bazhou Korla Fragrant Pear Association

15:30 - 16:00 **价值护航：捍卫水果知识产权**
Safeguarding value: protecting your intellectual property

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。

As China makes advances 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 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.



周整，合伙人，奋迅·贝克莱坚时
Zhou Zheng, Partner, Baker McKenzie FenXun

DAY TWO September 9	CHINA MEET UP Conference Program	
时间 Time	报告内容 Topic	演讲嘉宾 Speaker

10:00 - 10:30

品质为先：中国生鲜消费市场洞察
Quality first: China's fresh produce consumer market insights

中国生鲜消费进入新的发展阶段，品质与体验正成为驱动市场的核心因素。领航消费者行为洞察机构深入剖析当前市场的主要趋势，探讨如何满足当下消费者的多元化需求，抓住中国果蔬生鲜市场的新增长机遇。

China's fresh food market is entering a new phase of development, where quality and experience are becoming the key drivers of growth. Leading consumer insights agency takes a deep dive into the latest consumer market trends, exploring how to meet the diverse needs of today's consumers and seize new growth opportunities in China.



秦怡，中国新业务群总监，Worldpanel 消费者指数
Tina Qin, New Business Group Director, Worldpanel China

10:30 - 11:00

专利品种高光时代
New era for IP varieties

消费者对独特水果体验的需求日益增长，独家专利品种正成为市场新宠。如何成功实现水果品种的商业化开发？本场会议将结合成功案例，分享从品种研发、引进与种植布局，到品牌打造、定价策略与渠道合作的实践经验，助力企业实现差异化竞争、赢得消费者认同，并创造长期价值。

Chinese consumer demand for unique fruit experiences is growing, and exclusive IP varieties are gaining popularity. So how do you commercialise a fruit variety? This session draws on successful case studies to share practical insights—from variety development, introduction and planting programmes, to brand building, pricing strategies and channel cooperation—to help enterprises achieve differentiated competitiveness, win consumer recognition, and create long-term value.



张斌峰，总经理，深圳华芯
Robin Zhang, General Manager, Shenzhen Huaxin

11:00 - 11:30

从品质到服务：中国水果营销升级
Beyond quality: elevating fruit marketing in China through service

本场会议中，都乐分享该领先品牌如何以“百年品质”为核心，通过原产地管控 + 供应链保障 + 市场推广三位一体的营销策略，构建与中国客户更深层次的需求连接。水果营销应如何在强调产品本身属性的基础上，打造更持久的客户忠诚度与品牌价值？

In this session, Dole demonstrates how its century-long commitment to quality, backed by origin control, supply chain assurance, and market promotion, is creating deeper connections with Chinese consumers. Discover how fruit marketing can go beyond product attributes to drive lasting loyalty and brand value.



李洋，全国销售总监，都乐中国
Li Yang, China sales Director, Dole China

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11:30 - 12:00	<p>厄瓜多尔高端水果：中国市场增长新机遇 Ecuador's premium fruits: growth opportunities in the Chinese market</p> <p>凭借不断扩大的优质水果产品组合，厄瓜多尔作为供应国的影响力在中国持续强化。本场会议将重点介绍厄瓜多尔对华主要出口水果香蕉、芒果和黄皮火龙果等产品的市场发展，并探讨该国多方面的增长潜力，包括即将获得准入的蓝莓。Ecuador is strengthening its presence in the Chinese market with a growing portfolio of premium fruits. This session highlights the country's leading exports – bananas, mangoes, and yellow dragon fruit – and explores future growth opportunities, including upcoming market access for Ecuadorian blueberries.</p>		<p>彭保罗，商务参赞，厄瓜多尔驻广州总领事馆商务处 Paul Peñaherrera, Commercial Counselor, Consulate General of Ecuador in Guangzhou</p>
12:00 - 13:30	午餐间歇 Lunch break		
13:30 - 16:00	<p>2025 澜湄水果采购节——广州专场 2025 Lancang-Mekong Fruit Procurement Festival – Guangzhou</p>		

* As of August 26, 2025. Final schedule subject to on-site announcements.
以上信息更新至2025年8月26日，最终日程以现场为准。