

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		<b>走进大湾区：水果贸易新引擎</b> <b>Greater Bay Area in focus: emerging hub for fruit trade</b>  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.		
		吴伟华，副局长，广州市商务局 Wu Weihua, Deputy Director, Guangzhou Municipal Commerce Bureau  杨鹏，产品总监，鑫荣懋集团 Yang Peng, Product Director, Joy Wing Mau Group		
11:20 - 11:30		商务间歇 Networking break		
11:30 - 12:00		<b>水果零售的价值转型</b> <b>Value proposition: fruit retail reforms</b>  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 - 13:30		午餐间歇 Lunch break		
13:30 - 14:20		<b>批发市场渠道的现状与机遇</b> <b>Wholesale channels today: trends and opportunities</b>  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.		
		马增俊，会长，全国城市农贸中心联合会 Ma Zengjun, president, CAWA president of the National Urban Agricultural Trade Center Association		

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14:20 - 14:50		<b>秘鲁钱凯港：加速中秘水果贸易</b> <b>Fresh Connections: Chancay Port Accelerates South America–China Trade</b>		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
14:50 - 15:00		商务间歇 Networking break		
15:00 - 15:30		<b>库尔勒香梨：产区优势到品牌势能</b> <b>Korla Fragrant Pears: building brand power</b>		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		<b>价值护航：捍卫水果知识产权</b> <b>Safeguarding value: protecting your intellectual property</b>		周整，合伙人，贝克·麦坚时 Zhou Zheng, Partner, Baker Mckenzie

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		<b>角逐国际：国产水果营销全球</b> <b>Chinese fruit marketing: connecting with global consumers</b>  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> <b>Post-harvest AI innovations: unlocking value potential</b>  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> <b>Ecuador</b>		
11:50 - 13:00		午餐间歇 Lunch break		
13:00 - 15:00		<b>2025 澜湄水果采购节——广州专场</b> <b>2025 Lancang-Mekong Fruit Procurement Festival – Guangzhou</b>		

\*以上信息更新至2025年8月15日，最终日程以现场为准。  
As of August 15, 2025. Final schedule subject to on-site arrangements.