| DAY ONE<br>September 8 | CHINA MEET UP Conference Program  |   |
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| 时间 Time                | 报告内容 Topic  | 演讲嘉宾 Speaker  |
| 10:00 - 10:30          | 开幕致辞<br>Opening Address   |   |
| 10:30 - 11:20          | 走进大湾区:水果贸易新引擎<br>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.  | 吴伟华,副局长,广州市商务局<br>Wu Weihua, Deputy Director, Guangzhou<br>Municipal Commerce Bureau<br>杨鹏,产品总监,鑫荣懋集团<br>Yang Peng, Product Director, Joy Wing<br>Mau Group |
| 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 - 13:30

午餐间歇 Lunch break

## 13:30 - 14:20

#### 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.

马增俊,会长,全国城市农贸中心联合

Ma Zengjun, president, CAWA president of the National Urban Agricultural Trade Center Association

| CHINA MEET UP Conference Program  |  |
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| 报告内容 Topic  | 演讲嘉宾 Speaker   |
| 秘鲁钱凯港:加速中秘水果贸易<br>Fresh Connections: Chancay Port Accelerates South<br>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强。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?            | 伯纳多·穆诺,商务参赞,<br>秘鲁驻上海总领事馆<br>Bernardo Munoz, Commercial Counsellor of<br>Economic and Commercial Office, Consulate<br>General of Peru in Shanghai  |
| 商务间歇 Networking break   |  |
| 库尔勒香梨:产区优势到品牌势能<br>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,<br>巴州库尔勒香梨协会<br>Yun Xiaofeng, Brand Planner, Bazhou Korla<br>Fragrant Pear Association  |
|   | 报告内容 Topic  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?  商务间歇 Networking break  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。库尔勒香梨新季伊始之床,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 |

# 15:30 - 16:00

### 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 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.

周整,合伙人,贝克·麦坚时 Zhou Zheng, Partner, Baker Mckenzie

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|------------------------|---|--------------|
| DAY TWO<br>September 9 | CHINA MEET UP Conference Program  |              |
| 时间 Time                | 报告内容 Topic  | 演讲嘉宾 Speaker |
| 10:00 - 10:30          | 角逐国际: 国产水果营销全球<br>Chinese fruit marketing: connecting with global<br>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          | 采后技术革新: 人工智能解锁价值<br>Post-harvest Al innovations: unlocking value<br>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 postharvest processes such as sorting, quality inspection, grading, and traceability. Leading specialist shares the latest cuttingedge 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          | 聚焦拉美 / 厄瓜多尔香蕉 / 蓝莓<br>Ecuador   |              |
| 11:50 - 13:00          | 午餐间歇 Lunch break  |              |
| 13:00 - 15:00          | 2025 澜湄水果采购节——广州专场<br>2025 Lancang-Mekong Fruit Procurement Festival<br>- Guangzhou   |              |