



# CHINA STUDY TOUR



**EXPERIENCE**  
CHINA'S FRESH  
PRODUCE MARKETS



**CONNECT**  
WITH INDUSTRY LEADERS



**GAIN INSIGHTS**  
INTO RETAIL & SUPPLY  
CHAIN INNOVATIONS

**HONG KONG**  
1 SEP, 2026

**DISTRIBUTOR**  
S&F Produce Group

**STORE WALK**

**WHOLESALE MARKET**  
Yau Ma Tei Wholesale Fruit Market

**WHAT'S INCLUDED?**  
Transportation, dinner

PRICE

**USD 120**

**SHANGHAI**  
6-7 SEP, 2026

**WHOLESALE MARKET**  
Shanghai Huizhan Market

**IMPORTER**  
Riverking Group  
Goodfarmer Group

**RETAILER**  
Costco

**WHAT'S INCLUDED?**  
2 nights of hotel accommodation, meals, local transportation  
(round trip flights shall be borne by participants)

\*Detailed Itineraries to be published in July.  
\*Registrations are subject to approval before confirmation.

**OR**

**ZHENGZHOU**  
6-7 SEP, 2026

**WHOLESALE MARKET**  
Henan Wanbang Market

**SUPPLY CHAIN**  
Chen's Sun

**RETAILER**  
Chengxin Zhiyuan Fruit Group  
Pang Donglai

**WHAT'S INCLUDED?**  
2 nights of hotel accommodation, meals, local transportation  
(round trip flights shall be borne by participants)

**FOR MORE INFORMATION, PLEASE CONTACT:**

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🌐 [www.asiafruitlogistica.com](http://www.asiafruitlogistica.com)

Information updated as of June 16, 2026, and subject to change.

Registration  
Deadline:

**JULY 31, 2026**

**HONG KONG**  
**1 SEP, 2026**

# A PREVIEW OF THE TOURS

## S&F Produce Group – Driving Fresh Produce Distribution Across Hong Kong



Gain exclusive insight into one of Hong Kong's leading fresh produce distributors. S&F Produce Group plays a pivotal role in connecting growers, exporters, retailers, wholesalers, and foodservice operators, ensuring a reliable supply of premium fresh produce to the local market across Hong Kong and Macau.

## A Trusted Industry Partner

With decades of experience in the fresh produce business, S&F Produce Group has established itself as a key player in the region's fruit and vegetable supply chain. The Group represents globally recognised brands such as Rokit, Envy, and Driscoll's and has evolved into a vertically integrated fresh produce service provider. Through its import office and global sourcing network, S&F distributes over 300 lines of fresh produce, serving retail, wholesale, and foodservice sectors across Hong Kong and Macau.

## Why Visit?

**Distribution Excellence** – Explore the operations behind one of the region's leading fresh produce distribution businesses and gain insight into the processes that keep products moving efficiently from source to market.

**Global Sourcing Network** – Learn how produce is sourced from key growing regions worldwide and managed through an integrated supply chain.

**Market Intelligence** – Gain valuable perspectives on consumer trends, retail requirements, sourcing challenges, and opportunities within Hong Kong and Macau's dynamic fresh produce sector.

**Industry Connections** – Meet experienced professionals from across the fresh produce value chain and exchange insights on market developments and future opportunities.

## The Experience

Participants will gain a behind-the-scenes understanding of how fresh produce is sourced, managed, distributed, and delivered across Hong Kong and Macau. The visit offers a unique opportunity to learn from an established industry leader while exploring the critical role distributors play in connecting global suppliers with local buyers.

**HONG KONG**  
**1 SEP, 2026**

# A PREVIEW OF THE TOURS

## Yau Ma Tei Wholesale Fruit Market – Hong Kong's Historic Heart of Fruit Trade



Step into the pulse of Hong Kong's fresh fruit supply chain. The Yau Ma Tei Wholesale Fruit Market, nestled in the vibrant heart of Kowloon, is the city's oldest and most consequential wholesale fruit marketplace – a living bridge between Asia's growers and the world's fruit buyers.

## A Legacy of Trade

For decades, this iconic market has served as the primary trading hub where locally grown produce and imported fruits from Southeast Asia, Mainland China, the Americas, and beyond change hands before reaching millions of consumers across Hong Kong. Its iron-framed structure and pre-dawn auctions are woven into the fabric of the city's food culture.

## Why Visit?

- Scale & Scope – Witness high-volume B2B transactions across an extraordinary range of tropical, subtropical, and temperate fruits.
- Supply Chain Insight – Trace the journey from farm to table through one of Asia's most efficient wholesale channels.
- Cultural Immersion – Experience a traditional Hong Kong market operating as it has for generations, now modernizing for a new era.
- Networking Opportunities – Connect with leading importers, distributors, and buyers in a setting unlike any trade show floor.

## The Experience

Tours are designed for trade professionals seeking firsthand understanding of Hong Kong's fruit import and distribution ecosystem – a key gateway to broader Asian markets.

**SHANGHAI**  
**6-7 SEP, 2026**

# A PREVIEW OF THE TOURS

## Shanghai Huizhan Fruit & Vegetable Market – China's Commercial Capital's Gateway to Global Produce



As the premier wholesale market in China's most cosmopolitan city, Shanghai Huizhan Fruit & Vegetable Market stands at the crossroads of domestic production and international trade – a vital conduit connecting the world's orchards to one of Asia's most discerning consumer markets.

### Strategic Position

Located in Shanghai, the nation's economic engine and a city of 25 million residents with significant purchasing power, Huizhan serves as the primary distribution hub for premium imported and domestic fruits and vegetables across the Yangtze River Delta region. Its proximity to the Port of Shanghai – one of the world's busiest container ports – makes it uniquely positioned for seamless cold-chain imports from over 40 countries.

### Market Profile

- Import Focus** – Leading platform for premium imported fruits including durian from Southeast Asia, cherries from Chile, citrus from the USA, and blueberries from Peru.
- Domestic Reach** – Aggregates produce from Mainland China's major agricultural regions for distribution to retailers, restaurants, hotels, and wholesale buyers across eastern China.
- Modern Infrastructure** – Purpose-built cold storage, inspection facilities, and integrated logistics – reflecting the professionalization of China's fresh produce trade.
- Trade Ecosystem** – Home to hundreds of specialized importers, distributors, and logistics providers operating under one roof.

### Why Visit?

- Gateway to China's Market** – Understand how imported fruits enter and distribute through China's massive domestic supply chain.
- Importer Relationships** – Meet face-to-face with key Chinese importers and buyers actively seeking new supplier partnerships.
- Scale & Professionalism** – Witness the modernization of China's fresh produce sector firsthand.
- Regional Impact** – See how Shanghai's market dynamics influence pricing and trends across the entire Yangtze Delta.

### The Experience

A visit to Shanghai Huizhan Fruit & Vegetable Market offers unmatched insight into the world's fastest-growing market for premium fresh produce.

**SHANGHAI**  
**6-7 SEP, 2026**

# A PREVIEW OF THE TOURS

## Riverking Group — Connecting Global Premium Fruit with China's Dynamic Market



Headquartered in Shanghai, Riverking Group is one of China's leading premium fruit importers and supply chain service providers. Originating from Shanghai's historic Shiliupu Fruit Market, the company has evolved over the past two decades into a fully integrated platform encompassing global sourcing, cold-chain logistics, wholesale distribution, brand development, and agricultural production.

## A Trusted Partner for Global Premium Fruit Brands

Riverking works closely with leading exporters and breeding companies worldwide to introduce premium fruit varieties to the Chinese market. From Chilean cherries and Peruvian blueberries to Australian apples and premium seedless grapes, the company has played an important role in helping international brands establish a strong presence among China's increasingly quality-conscious consumers.

## Why Visit?

- Market Entry Insights — Learn how international fruit brands successfully enter and grow within one of the world's most dynamic fresh produce markets.
- Supply Chain Excellence — Explore an integrated operation covering sourcing, customs clearance, cold-chain logistics, packaging, and nationwide distribution.
- Speed-to-Market Expertise — Discover how premium seasonal products are rapidly introduced and scaled across China's key wholesale and retail channels.
- Industry Connections — Engage directly with one of China's leading fruit importers and gain valuable insights into branding, channel development, and market expansion strategies.

## A Fully Integrated Industry Platform

Beyond importing and distribution, Riverking has expanded into agricultural technology, variety development, and domestic growing operations. Investments in blueberry and cherry production projects, among others, provide the company with a comprehensive understanding of both domestic production trends and international supply dynamics, creating a unique farm-to-market perspective.

## The Experience

A visit to Riverking Group offers delegates a valuable opportunity to understand what it takes to build a successful premium fruit brand in China. Participants will gain first-hand insights into advanced cold-chain management, evolving consumer preferences, and the commercial strategies driving growth in China's premium fresh produce sector, while exploring potential partnership and co-branding opportunities with one of the industry's key market players.

**SHANGHAI**  
**6-7 SEP, 2026**

# A PREVIEW OF THE TOURS

## Goodfarmer Group – Transforming Global Bulk Scale into China's Leading Nationwide Distribution Network



Headquartered in Shanghai, Goodfarmer Foods Holding (Group) Co., Ltd. is a titan of China's fresh food supply chain services sector. Since its founding in 2002, the company has scaled aggressively to solve the ultimate challenge in China's fresh produce market: moving massive volumes of highly perishable, daily staples across a vast geography without breaking the cold chain. Focusing on branded fruit, vegetable, and beverage products with a consumer-centric approach, Goodfarmer sources safe, delicious, and nutritious produce from around the world. Today, Goodfarmer stands as an absolute powerhouse – operating over 32 distribution centers across more than 123 cities, combining immense global sourcing power with a heavy infrastructure footprint to directly serve over 50,000 retail outlets nationwide across tier-1 hypermarkets, e-commerce platforms, and high-end boutique fruit chains.

### Why Visit?

**Massive Scale Insights** – Learn how a mega-scale distribution network successfully manages massive daily volumes of highly sensitive tropical fruits like bananas and pineapples.

**Cold-Chain & Ripening Leadership** – Tour an advanced technical setup featuring industry-leading, automated ripening rooms that precisely adjust fruit color and texture to meet specific retailer demands.

**Omni-Channel Mastery** – Gain first-hand perspective on how an industry giant feeds a nationwide network of over 50,000 retail endpoints, spanning tier-1 hypermarkets, e-commerce platforms, and high-end boutique fruit chains. Experience the full omni-channel ecosystem in action, including an immersive live-streaming setup powered by Goodfarmer's own in-house hosts – a growing sales channel that is redefining how fresh produce reaches Chinese consumers.

**Food Safety & Standards Compliance** – Discover how a leading Chinese distributor maintains strict international food safety standards across its entire supply chain, from import inspection and post-harvest handling to retail-ready packaging at scale.

### The Experience

A visit to the Goodfarmer Group Shanghai Distribution Center provides delegates with an unparalleled look into the sheer scale of China's contemporary fresh food infrastructure. Participants will observe sophisticated post-harvest handling and technical preservation systems in action. The tour offers an exceptional opportunity to understand how a world-class supply chain operates under strict international food safety standards, while exploring what it takes to achieve market-leading brand distribution and long-term retail placement in China.

**ZHENGZHOU**  
**6-7 SEP, 2026**

# A PREVIEW OF THE TOURS

## Henan Wanbang Fruit & Vegetable Market – Central China's Wholesale Produce Powerhouse



Strategically positioned in Zhengzhou – the geographic heart of China and a key logistics nexus – Henan Wanbang Fruit & Vegetable Market is the dominant wholesale trading hub for fresh fruits and vegetables across central China's vast and rapidly growing consumer base.

### Scale & Significance

As the largest trading footprints in the region, Wanbang serves as the primary clearinghouse connecting domestic fruit and vegetable producers from across China with distributors, retailers, restaurants, and institutional buyers throughout Henan and neighboring provinces. Its massive throughput and competitive pricing make it a barometer for wholesale produce trends across central China.

### Market Profile

- Central Distribution Hub – Aggregates and redistributes high volumes of both domestic and imported fruits to secondary cities and rural markets across six provinces.
- Cold Chain Infrastructure – Purpose-built cold storage and modernized trading halls reflecting significant recent investment in logistics efficiency.
- Product Diversity – Handles a broad spectrum from everyday staples to premium imported offerings, driven by rising middle-class demand in China's interior.
- Strategic Location – Zhengzhou's national railway hub status enables rapid distribution to major population centers across the interior.

### Why Visit?

- Interior Market Access – Witness how produce flows from coastal ports deep into China's vast interior regions.
- Scale of Opportunity – Understand the purchasing power of central China's emerging urban consumer base.
- Supply Chain Depth – See multi-tier distribution in action across a market serving hundreds of millions of consumers.
- Emerging Demand – Discover which premium fruits are gaining traction beyond China's coastal cities.

### The Experience

A visit to Henan Wanbang Fruit & Vegetable Market reveals the next chapter of China's fresh produce story – beyond the coastal megacities into the high-growth heartland.

**ZHENGZHOU**  
**6-7 SEP, 2026**

# A PREVIEW OF THE TOURS

## Chen's Sun - The Gateway and Supply Chain Engine of Central China's Fruit Industry



Zhengzhou Chen's Sun is a premier supply chain giant, first-tier importer, and distribution powerhouse in Central China. Strategically headquartered at the Wanbang Wholesale Market in Zhengzhou, Chen's Sun serves as the critical bridge connecting global growers with leading retail chains, hypermarkets, and secondary wholesalers across China's interior provinces.

## A Leading Import & Brand Gateway

Chen's Sun is renowned for its exceptional capability in handling high-value imported fruits. From Chilean cherries and Peruvian blueberries to Southeast Asian durians and Australian citrus, the company acts as a trusted first-tier agent for the world's top fruit brands, offering global suppliers immediate, high-volume access to millions of inland consumers.

## State-of-the-Art Cold Chain Infrastructure

At the heart of Chen's Sun's operations is an advanced logistics ecosystem. The company operates massive, modern cold storage facilities, precise computer-controlled banana ripening rooms, and highly efficient processing centers. Delegations will observe how they preserve cold-chain integrity from the port of entry straight to the wholesale floor.

## The Backbone of Omnichannel Supply

Beyond traditional wholesales, Chen's Sun is a major B2B supplier for China's leading e-commerce platforms, community buying groups, and premium boutique supermarkets (including partners like Pang Donglai). They specialize in "re-packing, strict grading, and value-added processing," transforming raw imports into retail-ready, premium-packaged products.

## Why this visit is a must for the AFL Delegation

While Chengxin zhiyuan and Pang Donglai show us the front-end retail brilliance, Chen's Sun reveals the back-end logistical muscle required to move global fruit into China's interior. For international exporters and trade bodies, this visit is a premier opportunity to engage with a first-tier importer capable of moving massive volume and managing complex domestic distribution.

**ZHENGZHOU**  
**6-7 SEP, 2026**

# A PREVIEW OF THE TOURS

## Chengxin Zhiyuan Fruit Group - China's Rising Top-Tier Fruit Retail Powerhouse



As a fast-growing giant in China's specialized fresh produce retail sector, Chengxin Zhiyuan Fruit Group ranks among the top three specialized fruit chains in the country. It will offer an exceptional case study in rapid market expansion, robust regional supply chains, and advanced digital retail ecosystem management.

## Exponential Retail Footprint

Established in 2005, Chengxin Zhiyuan has transitioned from a single storefront into a massive regional empire. With a highly efficient franchise model, the group has expanded to over 2000 stores across 15 provinces and autonomous regions, penetrating deeply into China's high-potential tier-2, tier-3, and tier-4 markets.

## Fully Integrated Global Supply Chain

The group operates its own advanced 28,000 sqm modern logistics and distribution park near Zhengzhou, supported by 11 specialized regional distribution centers. By heavily investing in full-chain cold chain logistics, automated grading, and direct-from-source global procurement, Chengxin Zhiyuan seamlessly bridges international fruit brands with millions of Chinese consumers.

## Nine Systems: Safeguarding Franchisee Success

Chengxin Zhiyuan is deeply committed to franchisee success. The company has developed nine comprehensive systems to provide full-spectrum support: domestic and international cooperative origins for supply chain stability, IoT-enabled distribution for efficient logistics, 5S fruit management for quality assurance, franchise chain operations, standardized store services, comprehensive training, big data-driven operations support, talent incubation, and financial services. These nine systems form a robust ecosystem that safeguards the success of every franchise partner.

## Why this visit is a must for the AFL Delegation

Participants will get a behind-the-scenes look at how a dominant regional retailer successfully navigates China's vast interior markets, manages massive franchise networks with a 95% profitability rate, and builds robust cold chains to handle high-quality imported and domestic fruits.

**ZHENGZHOU**  
**6-7 SEP, 2026**

# A PREVIEW OF THE TOURS

## Pang Donglai - The Legendary "Gold Standard" of Chinese Retail & Customer Experience



Pang Donglai is one of the most fascinating and legendary names in global retail right now. Even international retail executives and Harvard business researchers travel to Henan just to study it. It is frequently called "the utopia of retail" and "the ceiling of Chinese customer service."

As an extraordinary highlight of the AFL Study Tour, our delegation will visit Pang Donglai, a regional retail phenomenon that has captured global attention. While intentionally operating only in Xuchang and Xinxiang within Henan Province, Pang Donglai boasts a cult-like customer loyalty and sales-per-square-meter metrics that rival the world's most successful retail giants. It is widely regarded across China as the absolute pinnacle of corporate culture and customer-centric retail.

## World-Class Customer Obsession

Pang Donglai has redefined customer service. From providing dozens of different types of shopping carts tailored to elderly pets, babies, and specific shopping needs, to an unconditional return policy (even for tasted fruits), the retailer treats customer satisfaction as a science. Delegations will see firsthand how "extreme service" drives immense foot traffic and unrivaled brand equity.

## Premium Fresh & Direct-Source Produce

In the fresh produce sector, Pang Donglai is highly selective. They prioritize transparent labeling (showing origin, sugar content, and even the date the fruit arrived), meticulous grading, and premium packaging. The retailer heavily relies on global direct-sourcing to ensure its shelves are stocked with the highest-tier imported and domestic fruits, offering a massive platform for international suppliers.

## The "Happy Enterprise" Paradigm

What truly makes Pang Donglai a corporate marvel is its philosophy: distributing up to 95% of corporate profits back to its employees. This creates an incredibly motivated, high-efficiency workforce. For logistics and supply chain professionals, observing their state-of-the-art regional distribution centers and highly disciplined staff reveals how corporate culture directly translates into retail operational excellence.

## Why this visit is a must for the AFL Delegation

Pang Donglai proves that a retailer doesn't need thousands of stores to be a market leader. Delegates will witness how a regional powerhouse creates an emotional bond with consumers, manages a flawless cold chain at the store level, and maintains uncompromising quality control that sets the trend for the future of Chinese supermarkets.