2015 iFresh Asian Fruit & Vegetable Industry Summit

Win the market with good reputation, and focus on the grand gathering of the fruit and vegetable industry

Asian Fruit and Vegetable Industry Summit
(Shanghai, Xi'an, Chengdu)

Asian Chain Supermarket and E-business Summit

Asian Fruit and Vegetable, Fruit and Vegetable Products, Supporting Package, Processing and Logistics Summit

2015.5.26-27
Shanghai Everbright International Hotel
www.ifreshfair.cn
Nowadays, Fruit and Vegetable Industry as well as the Fresh Industry are developing vigorously. With the building of international financial center, international shipping transport center, and gradual improving of Shanghai Pilot Free Trade Zone, the consumption capacity of the biggest regional market in Chinese mainland ---- Shanghai, Jiangsu and Zhejiang have increased near 40% per year, and perform as the core engine to the whole industry's development. Taking advantage of Shanghai's location, policy, and platform value, iFresh Asian Fruit and Vegetable Industry Summit is a grand gathering held in this major background.

Being the most professional and influential platform for new technology communication and big commercial cooperation in fruit and vegetable industry, iFresh Asian Fruit and Vegetable Industry Summit has been successfully held for 5 sessions, and has attracted governments, growers association, import and export trade companies from America, Australia, New Zealand, South Africa, Egypt, Malaysia, Philippines, England, Peru, Chile, Thailand, Argentina, Mexico, India, Japan, Holland, Tai Wan have participated in the summit, and high quality competitive products from major producing areas like Shaanxi, Jiangxi, Shandong, Chongqing, Hainan, Gansu, Xinjiang, Yunnan have all presented in iFresh each session.

2015 iFresh Asian Fruit and Vegetable Industry Summit will carry out deep discussion and share experience within industry around current hot topics like development of new products for import and export, package and operation of own brand, case analysis of O2O business model, channel expansion of direct picking and selling in place of origin, sharing of agricultural capital operation mode, efficiency promotion of package and distribution, postharvest and deep processing technology of fruit and vegetable. It aims at open the import and export trade channel, expand distribution channel in mainland, promote own brand and improve additional value of high quality products.

Summit's Organizer

Organizer:
China Fruit Marketing Association
iFresh Information Ltd

Supporting Unit:
Department of Agriculture Hainan Province
Shaanxi Fruit Bureau
China Vegetable Marketing Association
Chongqing Fruit Industry Association
Shanghai Huizhan Fruit & Vegetable Wholesale Market
Shanghai Longwu Import & Export Fruit Wholesale Market
Shanghai Jiangqiao Vegetable Wholesale Market
Jiaxing Fruit Wholesale Market
Shanghai Agricultural Products Center Wholesale Market
Shanghai Shanhua Fruit Wholesale Market
Nanjing Zhongcai Agricultural Products Wholesale Market
Hangzhou Fruit Group
Shanghai Fruit Merchant Industry Association
Shaanxi Fruit Industry Association
Shanghai Melon Fruit Industry Association
Zhejiang Fruit Marketing Association
Shanghai Xijiao International Agricultural Product Trading Center
Chengdu Yurun Agricultural Product Wholesale Market
Royal Thai Consulate-General Shanghai
Ecuador Consulate-General Shanghai
New Zealand Consulate-General Shanghai
Australia Consulate-General Shanghai
Peru Consulate-General Shanghai
India Consulate-General Shanghai

Media Supporter:
Dragon TV, Sina Shanghai, China Fruit Portal, Guojiguoshu.com, Brand Agricultural Magazine, People’s Daily Online, Money.163.com
Main Forum: Asian Fruit and Vegetable Industry Summit's Journey to the West (Shanghai, Xi'an, Chengdu)

Shanghai: May 26th to 27th, Get Ready for Battle, and Get a Head Start
Xi'an: May 29th to 30th, Go to the Place of Origin, and Compete with Each Other
Chengdu: June 2nd, Sichuan, a Journey to the West

Subject:

1. Analysis of Chinese import fruit market trend (policy and data)
2. High quality fruit and vegetable products, position and analysis of potential market expansion in second and third tier cities.
3. Exportation road of high quality fruit and vegetable (hot market analysis and notes).
4. Go to the central cities of second and third tier areas, and seek for wide cooperation with regional distributors.
5. Go to the major producing areas, find high quality goods supplies, and reach the goal of picking from the original place.
6. Learn from the big shots of the industry, allocate quality resources around the world, and get a head start in the market.
7. Gamble between import and export traders and channel distributors (First-class wholesalers, second-class wholesalers, win-win cooperation or industry).
8. Package, promotion and marketing strategy of fruit and vegetable own brand.
10. Good project relies on capital support, how to use other people’s money, and be good at using agricultural capital.

Sub-Forum One: Chain Supermarket, E-business and Catering Summit

1. Chain Supermarket, E-business’s requirements for access, and publish of suppliers’ cooperative strategy. (Include the quantity demands of seasonal products, purchase standards, billing cycle and purchase hotspots of next season).
2. Sparks by the collision between O2O model and traditional fruit and vegetable operation industry, share successful and failed cases, listen to the voices from different industries.
3. Thirsty cannot be killed by drinking poison, how to refinance for fruit and vegetable chain supermarket and E-business.
4. In Internet era, it is still a long way for the transformational change of supermarket entity.
5. In Internet era, the rising E-business is surging, tell stories? Compete with capital? Design package? Who will be the JD.COM, INC of fruit and vegetable industry? And who will be the next Chu orange?
6. Docking of agriculture and supermarket? Direct picking and selling? If you want to settle down, you can’t clap with one hand.
7. Quality control – a barrier that cannot be bypassed, self-construction, outsourcing, listen to the experienced purchasers.
8. Distribution of fresh food, the bestselling industry is undergoing transformation, increase income and reduce expenditure, and to win in the future.

Sub-Forum Two: Asian Fruit and Vegetable, Fruit and Vegetable Products, Supporting Packages, Processing and Logistics Summit

1. Reduce loss to the largest degree, case analysis of the newest preservation products and technologies from both domestic and abroad.
2. Improve commercialization efficiently of fruit and vegetable, sorting and processing equipments give the technology support for postharvest and processing.
3. Deep processing of fruit and vegetable, dig deep to improve additional value of fruit and vegetable products.
4. Single product packaging, mixed packaging, gift packaging, creative packaging, experts express fruit and vegetable brand package thinking (case analysis).
5. Multinational logistics, main logistics, cold chain logistics, improve logistic efficiency, solve shortcomings of logistics, and boost industrial development.
6. Solve problem of the last kilometer, improve service is more important than just focus on technology.
7. Air-conditioned cold storage, freezer and other supporting cold chain products are indispensable companions for fruit and vegetable industry.
8. Handle the safety of food, and keep full traceability of fruit and vegetable industry to make sure the safety of baskets.
All Previous Guests and Guests to be invited

Lu Fangxiao---China Fruit Marketing Association---Executive vice President and secretary general

Huang Guansheng---Director of AQSIQ

CHOLTISAK CHAWPAK NAN---Agriculture Consul, Royal Thai Consulate-General Shanghai

Vladimir Kocerha---Economic and Commercial Counselor of Peru in Shanghai

Tengkai---Officer of SHCIQ

Christophe Durrieu---President of Fructidor.com

Xu Fei---Director of Tesco Fresh Department

Liu Yuhua---Deputy secretary of Shanghai Melons And Fruits Association

Jia Xiao---Deputy director of Center for Agricultural and Rural Development, Zhejiang University

Chen Fei---Vice County Mayor of Puchen County

Liu Zijie---President of Goodfarmer

Mai Tianci---General Manager of Metro Purchasing Department

Mi Ping---CEO of Yummy TT

Zhang Tonggui---President of Tony’s Farm

Bertrand Frachon---Socomo Asia Manager at Carrefour China

Yu Huafeng---Founder of Benlai.com

Yu Huiyong---President of Pagoda

Vincent Yeh---Senior Fresh Director of Wal-mart

Liu Yuhua---Deputy secretary of Shanghai Melons And Fruits Association

Jia Xiao---Deputy director of Center for Agricultural and Rural Development, Zhejiang University

Chen Fei---Vice County Mayor of Puchen County

Liu Zijie---President of Goodfarmer

Zhou Guoping---Co-Founder of Health Shield

Li Buxiang---Deputy general manager of Shanghai Huizhan Fruits Vegetables Market

Pan Liwei---General Manager of Zespri China

Fang Lin---Logistic Director of Sodexo China

Sun Xisheng---R&D Director of AgroFresh Inc

Wang Yugu---General Manager of China Commerce Networks (Shanghai) Company (SCN)

Ni Guanyi---General Manager of Tony’s Farm

Jia Fuchang---President of Tianshi Huaniu Apple Group

Zhao Ning---Senior Investment Manager of Beijing Oriental Aige Agricultural Consulting Co., Ltd

Li Wei---Vice General Manager of Shanghai Tianzheng Wealth

Group Conversation: Fresh Fruit & Vegetable Online & Offline Leaders Conversation

Fresh Fruit & Vegetable Online & Offline Leaders Conversation

Fruit Chain Supermarket Leaders Conversation

China Fruit Chain High-end Conversation: The Innovation Rules of Continuously Surpass Ourselves

Matchmaking between Growers and Hypermarkets Leaders Conversation

Fruit Assembling---Regional Agricultural Brand Leaders Conversation

Leaders Conversation: Analysis of the Enterprise Culture behind Multiple Stores
Serious Buyers of iFresh Fair

East China
(Including Shandong, Jiangsu, Anhui, Zhejiang, Fujian, Shanghai)

Tesco
Carfour
Wal-Mart
Auchan
SFBest.com
YH Supermarket
City Shop
RT-Mart
Family Mart
Fruityday
Shanghai NGS Supermarket
GMS Supermarket
Shanghai Bailu Investment
Shanghai Nongfu Fruit
Shandong Jiajiayue Group
Shanghai Lixi e-business
Yoguo.com
Womai.com
Shanghai Chibing International
Goldenjaguar Group
Shanghai Junmei management
Hangzhou Xingbang Fruit
Xianguomai.com
Yamy77
Shanghai Caiguanjia
Shanghai Fields
Shanghai Tongmai Investment
Nanjing Haoxiang
Shanghai Chamate
Shanghai Yile
Shanghai Yuqian
Shanghai Primitive Agriculture
Hangzhou Zugeng
Ningbo Huaguoshan
Shanghai Mellpen Fresh Co.Ltd
Shanghai Xiangishi
Shanghai Guoyuan
Hangzhou Youkang
Horizon Trading(Shanghai)
E-cooking Times
Suzhou Daning Group
Jiansu Suizi
Zhejiang Tianhong
Shanghai Jiayi Tranding
Shanghai Qinxing Trading
Shanghai Dushi Development
Shanghai Yingju Agriculture
Jinyin International Trading
Jixian Fruit Wholesale Market
Hangzhou Duoliyuan Agriculture
Shanghai Cidoko
Shanghai Dongfang Xiezuo E-business
Shanghai Aoyu Investment
Shanghai Guolin
Hangzhou Dunguo
Shanghai Guangyu
Shanghai Bukou
Shanghai QL
Shanghai township field food
Jianguo Datonghua
Shanghai Jiadeli
Zhejiang Puhuidatong
Shanghai Shiweilei
Shanghai Youhe Agriculture
Daming Group
Shanghai Caijian E-commerce Co., Ltd
Shanghai Zhongke Agricultural Technology Co., Ltd
Hailiang Health Food Group
NASDAQ: NTES
Wuxi Nongda International Trading Co., Ltd
Zhejiang Wulian E-commerce Co., Ltd
Shanghai Beiji Information Co., Ltd
Shanghai Yuhua Fruit
Shanghai Langding Industries Co., Ltd
Ningbo Dasheng Import & Export Co., Ltd
Shanghai Shangshu E-commerce Co., Ltd
Guangxu Agriculture
Shanghai Xinhuadao Supermarket
Nanjing Lvhai Fruit Co., Ltd
Shanghai Hualong Fruit Co., Ltd
Lotus
Xiamen Heitun Trading Co., Ltd
Changzhou Jieji Fruit Sales Co., Ltd
Qingdao Youyi Fruit Chain Store

Central China
(Including Hubei, Hunan, Henan province)

Xuchang Pangdonglai Trading Group
Xiantang Maile E-commerce Co., Ltd
Hubei Liangpinziu Food Industry Co., Ltd
Changsha Lvye Agricultural Trading Co., Ltd
Wuhan Judong Trading Co., Ltd

East North of China
(Including Liaoning, Jilin, Heilongjiang province)

Heilongjiang Daqing City Agricultural Product
Lijuan Banana Wholesale Department
Dalian Caiyiya Agriculture Developing Co., Ltd
Jian City Lvjiaoyuan Agriculture Developing Co., Ltd

West South of China
(Including Sichuan province, Chongqing City)

Sichuan Haidiliao Catering Co., Ltd
Chongqing Chaoqi Agricultural Product Co., Ltd

North of China
(Including Beijing, Tianjin, Hebei province)

Beijing Furongxiang Trading Co., Ltd
Tianjin Xianyouduo Fruit Sales Co., Ltd
Jialumeihe (Beijing) International Trading Co., Ltd
Tangshan Xindalu Fruit
Beijing Bentley Technology Co., Ltd
Sanhe City Xiaoxifu Fruit Chain Store
ECFruit.com
Beijing Meiriyouxian E-commerce Co., Ltd
Jinghuayijia Logistics (Beijing) Co., Ltd

South of China/Hong Kong
(Including Guangdong, Guangxi province)

Guangzhou Xianbadou Investment Management Co., Ltd
Guangzhou Lvnong Trading Co., Ltd
Guangzhou Shiji Fruit Information Co., Ltd
Guangzhou Aiguo Fruit Co., Ltd
City Super
Guangzhou Xingguo Trading Co., Ltd
Shenzhen Pagoda Orchard Industrial Development Limited Company
China Resources Vanguard Co., Ltd
Wal-Mart China
Zhaoyang Fruit Co., Ltd

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