

WEBINAR AUSTRALIAN FRESH PRODUCE EXPORTS TO SOUTH ASIA

ABOUT THIS WEBINAR

Austrade invites you to join this interactive webinar on **Australian fresh produce exports to South Asia**. The webinar will offer insights and opportunities for exports of Australian fresh produce to South Asia.

The webinar will also provide an overview on the market, trends, opportunities, challenges and issues in South Asia.

WHY SOUTH ASIA

India

The size of the imported fruit market in India is around 450,000 MT per year. This includes apples, kiwifruit, citrus, pears, grapes, plums, avocado and blueberries. Apples, kiwifruit and citrus are the largest imports.

There is a good potential for exports of Australian citrus – mandarin and navels and stone fruits such as cherries, nectarines and peaches. Australia largely has market access for these products, and there is a growing market gap in South Asia.

Bangladesh

Bangladesh's annual fruit import is valued at A\$1.75 billion and at 1,570 MT per year as of 2017.

Apples, grapes, citrus and pomegranate are the leading fruits imported by Bangladesh. Fruit demand, especially imported fruits is growing in Bangladesh. Australia currently exports mandarin, valencia and navel citrus followed by red globe and calmeria grapes.

Sri Lanka

Sri Lanka imports citrus fruits, table grapes and apples. Sri Lanka used to be a major buyer of apples from Australia but lately Sri Lanka has been importing from the US, China and South Africa. The Sri Lankan market offers opportunities for exporters of niche varieties of fruits and vegetables to the expanding modern retail platform.

Webinar Information

Date:

Wednesday 12 June 2019

Time:

2.30 pm – 3.30 pm AEST

Cost: No charge

Who should attend?

- Australian businesses in fresh produce
- Australian:
 - > growers
 - > consolidators
 - > fruit exporters
 - > horticulture associations.



Register now at www.austrade.gov.au/safruits

WEBINAR

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WHY YOU SHOULD ATTEND

- Receive an update on the market and opportunities for imported fruit in India, Bangladesh and Sri Lanka.
- Gain an insight into current trends in the fresh produce sector in South Asia.
- Hear from market experts, including a leading importer.
- Learn about opportunities in South Asia and how Austrade can assist you in these markets.

FACTORS INFLUENCING THE GROWTH IN DEMAND FOR IMPORTED FRUITS IN SOUTH ASIA

- Growing health consciousness amongst an expanding consumer class in South Asia.
- Well-travelled and well-heeled consumers that are exposed to imported fruit.
- Growth of organised and modern retailing.
- Availability and lower costs of imported fruit with growing demand and bulk imports.
- Counter seasonality in harvesting period in Australia and South Asia.

MORE ABOUT THE SPEAKERS

Details



Mr Tarun Arora, Director, IG International Pvt Ltd

Tarun has more than a decade of experience in fresh produce industry and acquired diploma in private equity at “Harvard Business School” with MBA from MIT School of business.

Tarun understood the need of developing end to end cold supply chain wherein he incorporated IG Supply Chain Pvt. Ltd consisting of temperature-controlled warehouses holding a capacity of 20,000 pallets across nine facilities. The company plans to double this capacity to 40,000 pallets. In addition to the cold stores, IG Supply Chain operates a fleet of 70 trucks, out of which 50 are reefer trucks with trailers to ship product from ports to markets to plug any gap in the cold chain.

IG International entered in a Joint Venture with Mountain Blue Orchards with an aim to plant premium varieties of Blueberries in India. This is the first project in India with a focus on blueberries.

IG International is presently importing Australian peaches, nectarines, cherries, citrus, pears and in the past mandarins.

WEBINAR

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Dr Mark Morley

Trade Commissioner – India and Pakistan, Austrade

Mark is responsible for managing Austrade's staff and posts in Northern India and Pakistan. In India and Pakistan, Mark also has lead responsibility for promoting Australian food and agriculture, alongside Australia's defence industry. Mark worked from 2013 to 2017 as Austrade's Senior Trade Commissioner to Saudi Arabia, Oman and Bahrain based at the Australian Embassy in Riyadh. Prior to his posting in Riyadh, Mark was the Director of Trade Engagement, Middle East and Europe for the State Government of Victoria.

LIMITED PLACES - REGISTER NOW

Register now to this free webinar at www.austrade.gov.au/safruits. The registration confirmation email will include all webinar log-on information. If you require help with registration, please call 13 28 78.

Please note that Austrade will only work with clients that maintain appropriate business ethics, and demonstrate a commitment to legal obligations including anti-bribery laws, both in Australia and overseas markets.

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