

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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China - Peoples Republic of

Post: Guangzhou

U.S. Raisins enjoy significant sales upon ATO persistent endeavor

Report Categories:

Market Development Reports

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Report Highlights:

General Information:

China imported \$20.32 million U.S. raisins in 2010 which led to approximately 23 percent increase compare to 2009. Apart from fully supporting Raisin Administrative Committee in terms of participate in their media seminar and educational lectures in 2010, ATO/GZ yet participated in several industrial trade events and spare no efforts in promoting to Chinese companies, which led U.S. raisins enjoy remarkable reputation and enlarge the using coverage in South China middle-hi end markets. On May, ATO/GZ has facilitated business meetings for U.S. raisins supplier, the National Raisin Company, who seeks for export assistance in South China market. Individual meetings with decision makers of Chinese distributors, bakery chains and retails; logistic and interpretation arrangement, as well as the follow up service are provided by ATO/GZ which is expected to bring fruitful sales result of U.S. raisins in the upcoming year.