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New Zealand fruit brand ZespriÂ reinforces strategic partnership in Chinese market

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A delegation of fruit industry representatives from China and New Zealand have signed the "Strategic Sustainable Development Agreement" to strengthen the strategy of green environmental protection and sustainable development, and upgrade the new chapter of Sino-Singapore fruit industry cooperation.

As the core strategic partner of the Zespri ecosystem, Joy Wing Mau Together with Zespri, has committed to the promotion of environmentally friendly packaging, and to gradually achieve sustainable packaging within three years.

While simultaneously combining its own earth-friendly strategy, Joy Wing Mau will develop a chain of green fruit products from the field to the dining table through ecological planting, environmentally friendly packaging, energy-efficient storage, and transportation, and encourage upstream and downstream cooperation.

New Zealand Prime Minister Hipkins and a business delegation officially visited China. During his visit, on the "New Zealand Partnership and Product Launch Conference" held in Shanghai on the 30th, the signing ceremony was held in collaboration with Bruce Cameron, Chairman of the Board of Directors of Zespri International Group, Zhang Jian, chairman and CEO of Golden Wing Mau Fruit Technology Group, a representative of the fruit industry in China and New Zealand, and Zespri Jiang Shijie, president of the Greater China region of the group, signed the "Strategic Sustainable Development Agreement".

The collaboration stems from an earlier five-year strategic partnership agreement fostering China-New Zealand economic and trade cooperation in 2021. Earlier agreement has now been upgraded to a strategic cooperation on the protection of the environment and development of sustainable communities.

China is a crucial overseas market for New Zealand's agricultural products. Since the upgrade of the China-New Zealand Free Trade Agreement, new policies such as tariff reduction and exemption, customs clearance facilitation measures, and greater field opening have brought more convenience and benefits to the trade between the two countries.

China has become the largest export market for Zespri New Zealand kiwifruit, setting a model for China-New Zealand economic and trade cooperation. Zespri is one of the most representative export companies in New Zealand. Since Zespri entered the Chinese market, Joy Wing Mau and Zespri have established a long-term friendly strategic partnership of mutual trust and mutual benefit.

With its strong omni-channel sales network, digital intelligent supply chain, and professional brand marketing service capabilities, Joy Wing Mau continues to empower Zespri to achieve sustainable development in the Chinese market, contributing to the sound development of China-Singapore economic and trade.

Next year will usher in the 10th anniversary of the establishment of a comprehensive strategic partnership between China and New Zealand. Joy Wing Mau, as a leading company in the Chinese fruit industry and the largest distributor of New Zealand fruits in the Chinese market, will further consolidate the partnership of New Zealand partners represented by Zespri and Rockit.