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Market Development Reports

**Wholesale Fruit Market Began a New Phase of
Development**

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Report Highlights:

The Guangdong Li Shui Fresh Fruit Wholesale Market launched a website to begin a new phase of development.

Includes PSD changes: No
Includes Trade Matrix: No
Unscheduled Report
Guangzhou [CH3], CH

Wholesale Fruit Market Began a New Phase of Development

The Guangdong Li Shui Fresh Fruit Wholesale Market, formerly known as the Nanhai Lishui Fresh Fruit Wholesale Market, began a new phase of development with the launching of a website on June 18, 2003. The website, www.intfruit.com, is dedicated to disseminating information, in Chinese and English, on fresh fruits. The Xinhua Network supports the operation of this new website.

Through subscription to the website, traders worldwide are able to have direct access to fruit market information including suppliers and buyers not generally available to the public. The website also carries information on import requirements and regulations of various countries. ATO Guangzhou is in the process of becoming a subscriber to the website.

The launching of the website is one of several tasks the Market undertakes to further enhance its position as the leading distribution center of imported fresh fruit in China. The Market has expanding its scope of service to include processing and exporting Chinese fresh fruit to other countries. Its goal is to make the Market a worldclass logistic center and to establish Li Shui Market (LSM) as a brand name for Chinese fresh fruits' entry into world competition.

The new website will assume the following roles:

- A. Information Center
Provide information on the international markets and the local markets in a timely manner.
- B. Business Center
Provide business assistance such as the exhibition of fruit, e-business, latest news on fruit industry, on-line tender and bidding, etc to its users.
- C. Database of the Fruit Industry
Provide 11 databases on the fruit industry including information on the international fruit markets and local markets, local fruit production bases and relevant laws and regulations.
- D. Expert Corner
Provide occasional market analysis reports based on the network's analysis system.

Li Shui Market launched the website to coincide with the 5th anniversary of the market's establishment and the moving of its office headquarters to a new location in the market. ATO Director and Staff were present at the anniversary celebration along with representatives from Australia, Malaysia, the Philippines and Thailand.