ITALIAN TRADE AGENCY

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NEWSLETTER

FOOD AND BEVERAGE/ AGROINDUSTRY/HORECA
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Tech-Driven Agriculture Transforms High-Altitude Farming in Qinghai
Tech-driven agriculture is transforming harsh, high-altitude terrain in Qinghai Province into thriving farmland. By utilizing greenhouses, smart irrigation and high-value crops like cool-season vegetables and goji berries, local farmers have overcome severe weather. Enhanced supply chains and advanced processing connect Qinghai's organic produce to major markets like Hong Kong, significantly boosting regional exports and rural incomes. **(Xinhua)**

Cambodia Gains Official Market Access to China for Fresh Jackfruit
China and Cambodia signed a phytosanitary protocol for Cambodian fresh jackfruit exports and a quarantine & food safety cooperation MoU in Beijing on July 15, granting jackfruit market access to China following mangoes, bananas, longan and durian; Industry insiders see jackfruit as a promising export, but Cambodia lacks processing and storage facilities to meet China's import rules. **(Asiafruit)**

Malaysia Explores Overland Routes to China to Ease Durian Oversupply
Malaysia is negotiating new land transport links with China to boost durian export capacity and cut logistics costs by up to 40%, as only 40 tonnes are flown to China daily; its agricultural authority will purchase 1,000 tonnes of durian worth around 1.71 mln USD by August to absorb surplus stocks, while authorities also research pre-cut durian exports and check transit-country phytosanitary rules. **(Asiafruit)**

China's Wine Imports Show Volume Drop but Rising Prices in H1 2026
China Customs data shows China's wine imports hit 7.16 mln USD in value for Jan-Jun 2026, up 0.83% year-on-year, while total volume slipped 10.98% with average price jumping 13.26%; June alone reached 1.6 mln USD in import value, rising 30.24% year-on-year, as Australian wine and sparkling wine gained strong momentum while France, Italy and Spain faced import declines. **(Wine Business Observation)**

China's H1 2026 Spirits Imports See Lower Volume Yet Higher Value Driven by Cognac
China's spirits imports hit 8030 mln USD in value for the first half of 2026, rising 12.48% year-on-year, while import volume fell 13.98% and average price jumped 30.76%; Cognac surged to 3830 mln USD with a 83.86% value growth, whisky reached 2420 mln USD amid volume decline, while vodka, liqueurs and other white spirits slumped sharply due to destocking. **(Wine Business Observation)**