

A SHARED JOY FUTURE

Maximize Your Value in China

Cross the Mist

Globally

Weather

February ends with extreme and unusual heat

NEWS

01 March 2023

The month of February has ended with extreme heat in the southern hemisphere summer and high temperatures atypical of the northern hemisphere winter. The WMO community is monitoring the state of the climate and providing timely forecasts and warnings to protect lives and livelihoods.

Australia faces new year amid strong storms, heat waves

20 December 2022

Facebook X LinkedIn Instagram YouTube

Extreme weather

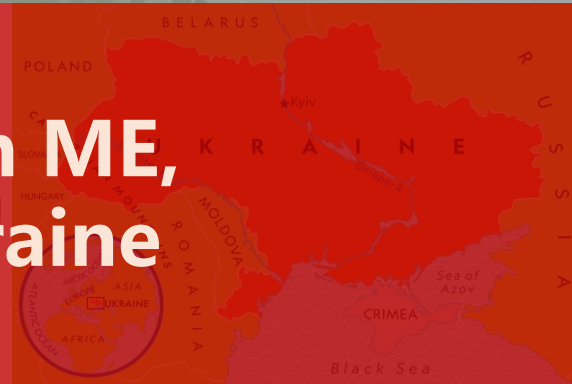
Rain Storm, Droughts, Heat waves happening more often but less predictable

According to the latest forecast from the climatology department, the city of Marble Bar, in the state of Western Australia, could reach 49C on Saturday, a heat wave that will also affect other parts of the country and has led authorities to remain on alert for the possibility of forest fires occurring.

Red Sea Attacks Disrupt Global Trade

In the first two months of 2024, Suez Canal trade dropped by 50 percent from a year earlier while trade through the Panama Canal fell by 32 percent, disrupting supply chains and distorting key macroeconomic indicators

War or conflict in ME, Red Sea and Ukraine



War



Social

Understanding Conspicuous Consumption

The term was coined by American economist and sociologist [Thorstein Veblen](#) in his 1899 book, *The Theory of the Leisure Class*. This type of consumption was considered a sign of the new class of the bourgeoisie in the 19th and 20th centuries. This group had a more significant percentage of [disposable income](#) to spend on goods and services that were generally not considered to be necessary.

Social Consumption Difficult to Read



US-CN Dispute, Extra Tariff

China Two Session, all means to stimulate the economy and consumption



The opening meeting of the third session of the 14th National People's Congress (NPC) is held at the Great Hall of the People in Beijing, capital of China, March 5, 2025. (Xinhua/Ding Haitao)

China targets economic growth of around 5% >>

China targets an economic growth rate of around 5% in 2025, according to the government work report.

The report also outlines an array of other key development goals for this year, including a surveyed urban unemployment rate of around 5.5%, over 12 million new urban jobs, and an around 2% increase in the consumer price index.

China aims for deficit-to-GDP ratio of around 4%

China sets a target of around 4% for its deficit-to-GDP ratio for this year, an increase of one percentage point over last year.

China to issue more special treasury bonds

China will issue a total of 1.3 trillion yuan (US\$182 billion) of ultra-long special treasury bonds in 2025, up 300 billion yuan from last year. It will also issue 500 billion yuan of special treasury bonds to support large state-owned commercial banks in replenishing capital.

China to issue more local government special-purpose bonds

China plans to issue 4.4 trillion yuan of local government special-purpose bonds in 2025, an increase of 500 billion yuan over last year.

CONTAINER LOGISTICS BULK TANKER REGULATION MORE ▾

CONTAINER

US proposes million dollar fees on Chinese built or operated ships

If adopted, the proposal could cost Chinese operators upwards of USD one million per ship calling at a US port.



If the proposal becomes law, the financial burden on US exporters and importers could be "enormous", says shipping analyst and CEO of Vespucci Maritime, Lars Jensen. | Photo: Craig Hudson/Reuters/Ritzau Scanpix

BY LIV ALMER

24 FEBRUARY 2025 AT 08:03

A new tax on Chinese-built ships and a requirement that a portion of US products be transported on US ships may be on the way from the US administration, the US Trade Representative's Office (USTR) writes in a statement.

China PEST

Political

- Disconnecting with rest of world
- Taiwan Issue
- Tightening land regulation

Economic

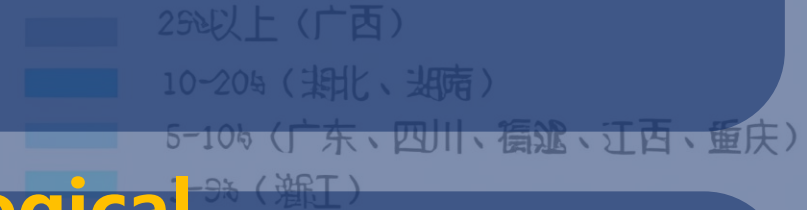
- GDP slow down
- Deflation???
- RMB decreasing Vs USD strong

Social

- Population aging
- Higher unemployment
- Rat Race

Technological

- DeepSeek...
- no major outbreak
- Over producing creating consumption degrading



**Heaven ?
Top Market**

OR

**Hell ?
Uncertainty**

Highest Paid

VS

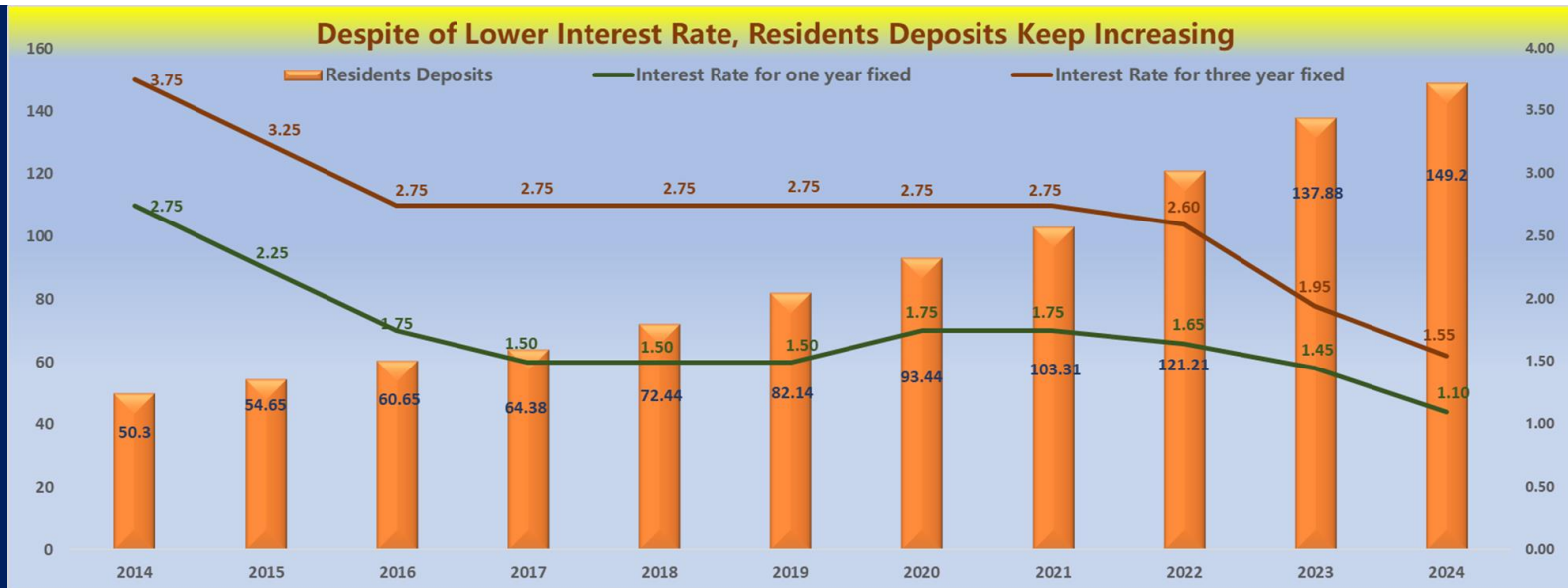
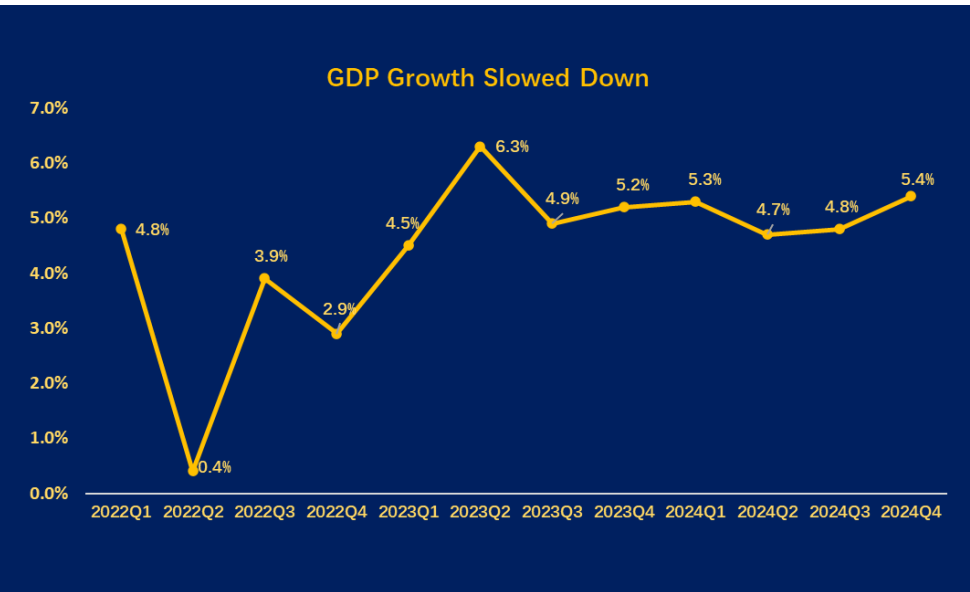
Far From Expectation

Why & HOW ?

Macro Levels

Resident Deposit

Chinese people tend to save for uncertainty and for future...
Despite of all challenges like GDP slow down and lower interest rate, deposit amount increasing significantly.

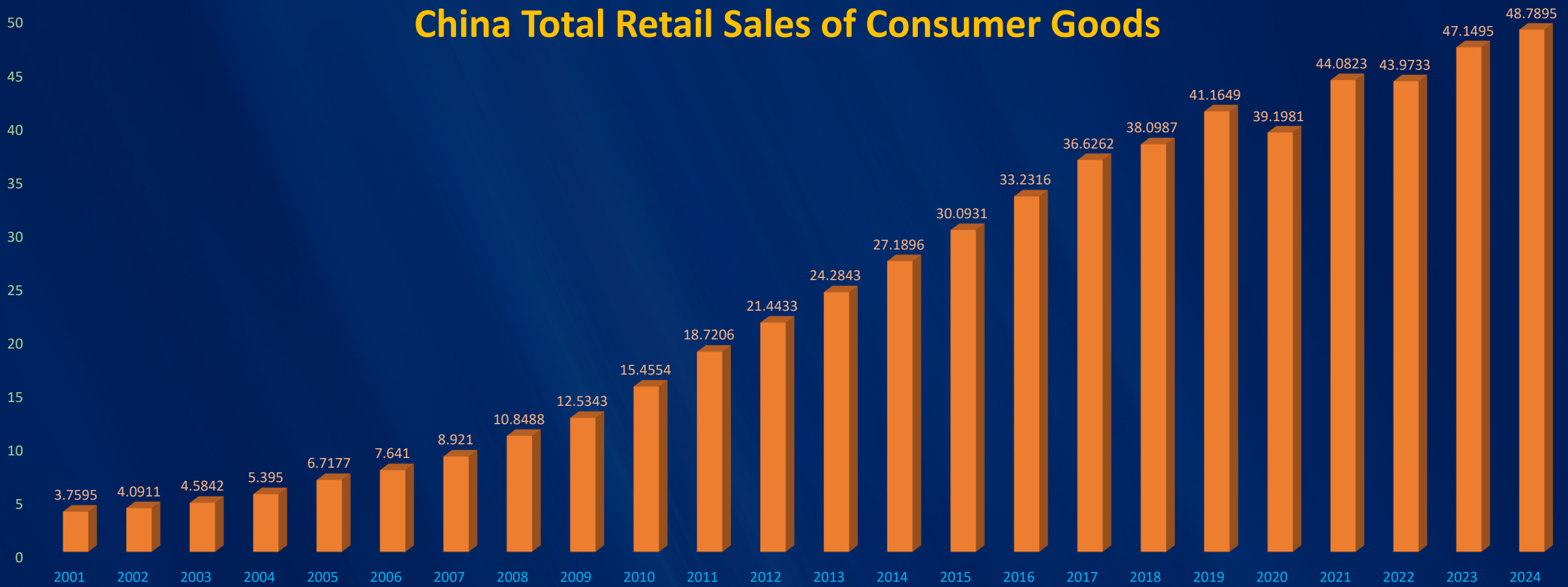


Unit: Trillion RMB

Total Retail Sales of Consumer Goods

Keep Growing

China Total Retail Sales of Consumer Goods

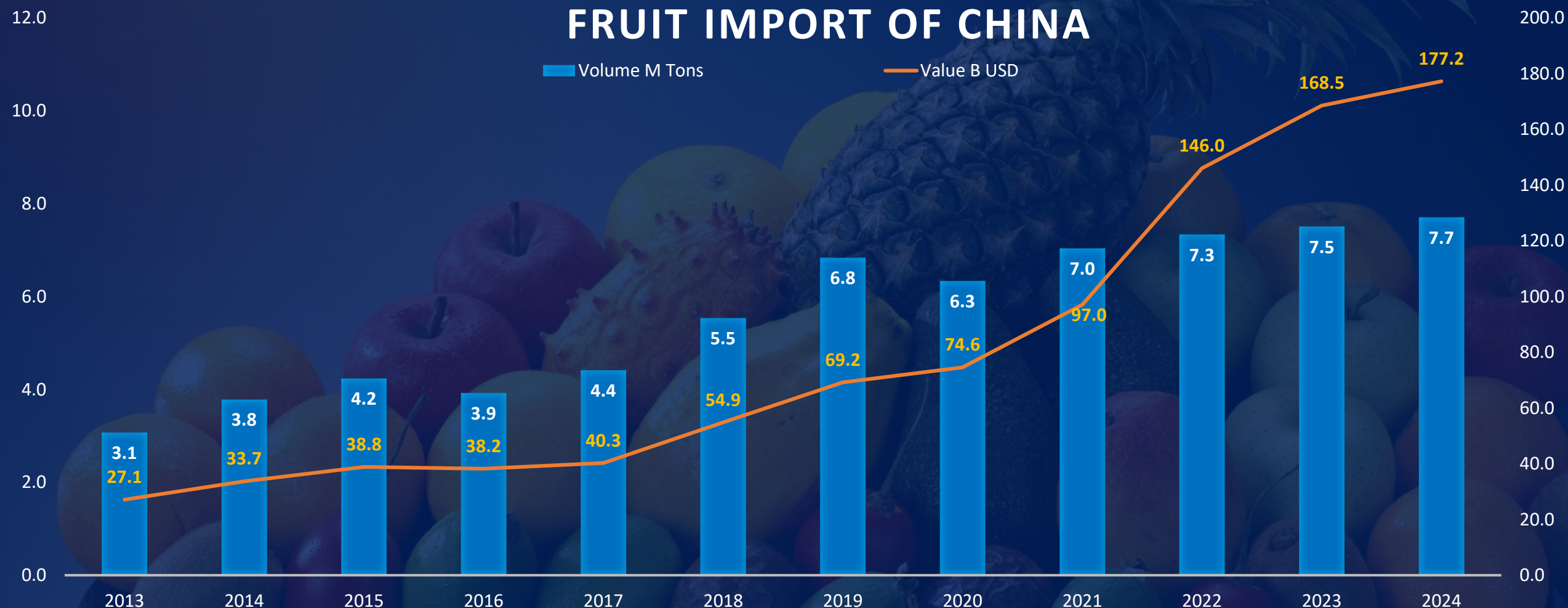


Unit: Trillion RMB

FRUIT IMPORT OF CHINA

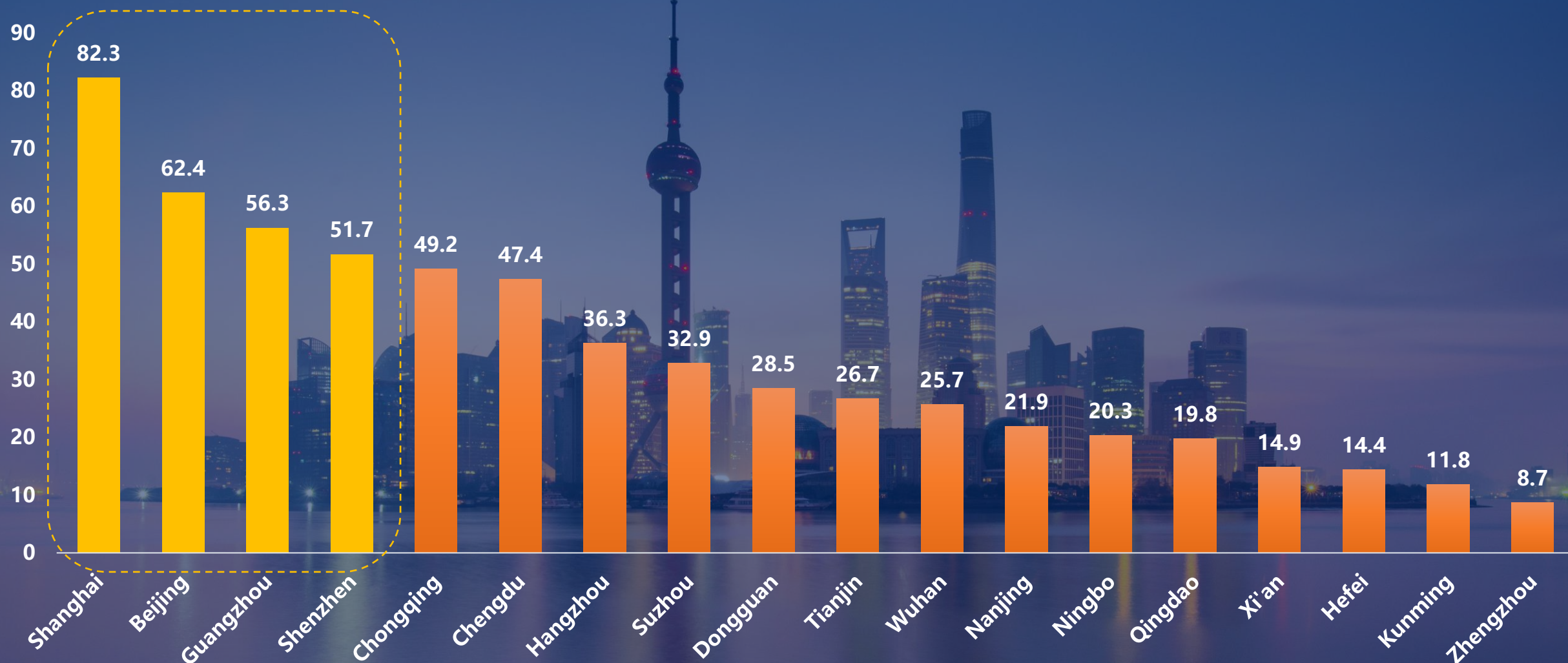
Volume M Tons

Value B USD



Fruit Market Value in First-Tier and New First-Tier Cities 2023

According to data from the National Bureau of Statistics, Shanghai, Beijing, Guangzhou and Shenzhen are in the top four in terms of market volume of more than 50 billion yuan.



Fruit Market Value in Second-Tier and Third-Tier Cities 2023

There are 20 second-tier and third-tier cities with more than 10 billion yuan, and the fruit market capacity of Wenzhou, Shenyang, Wuxi, Hengyang, Fuzhou and Quanzhou all exceed 15 billion yuan.



China Fruit Market

Growth in Traditional Channels

TOP 10 MARKETS BY TOTAL FRUIT SALES SIZE IN 2022 (RMB)



Growth in Retail Channels

Fruits Sales Size in China Retail Channel (Billion RMB)



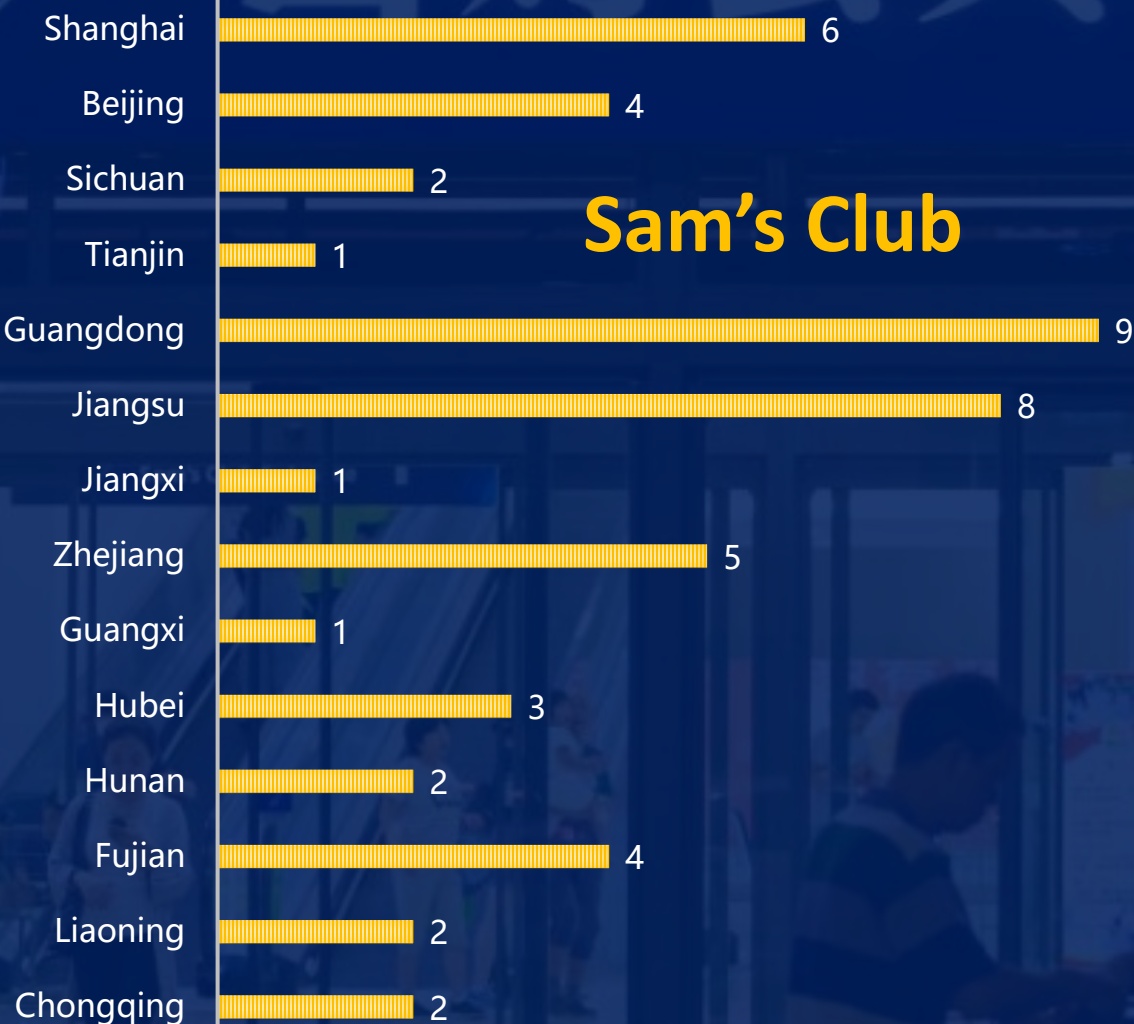
Growth in Retail Channels

2024 Membership Store in China

COSTCO



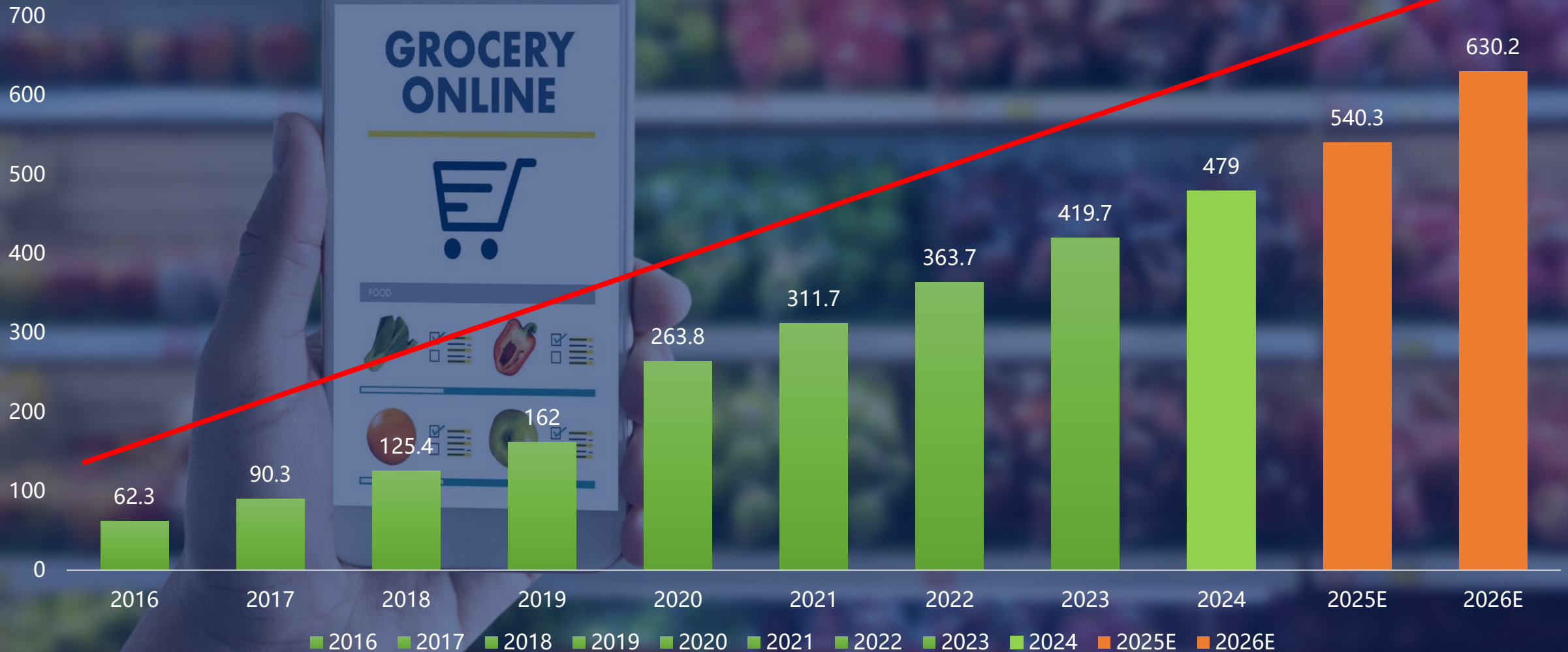
Sam's Club



Membership stores
volume keeps increasing,
Consumers are more
focusing on product
Quality

Growth in Emerging Channels

China Fresh Emerging Market Size and Forecast 2016-2026 (Billion RMB)



Membership

- Fast Growing

Hypermarket

- Adjusting and reforming

O2O

- Hema start to make profit and expanding again

Instant Retail

- Adjusting and Growing, dark stores

E-Platform

- Stable

Livestream

- Growing and adjusting

Dark Store

- Xiaoxiang boosts...

Retail Evolving



Retail Evolving



Community store,
Select SKU,
small pack,
average quality,
Unique Supply chain
and in house brands



Cozy store,
Select SKU,
High quality and safe,
Sound Supply chain and
in house brands
Meticulous service
Loose after sales policy



Online and 30-
60mins delivery;
Select SKU,
High quality and safe,



Food safety

Overcropped → No shelf life and not ideal eating

Over packing Capacity

车厘子价格崩盘

从百元一斤到暴跌80%
消费者该如何选择



直播吃三斤车厘子的大姐住院后
全网卖车厘子的商家天都塌了



近日广东的“三斤姐”在狂炫三斤车厘子后，出现了高烧、嗓子痛、眼睛肿等一系列症状，医院给出的诊断居然是药物过敏

吃车厘子为什么会导导致药物过敏呢？很多网友对车厘子的锁鲜深表怀疑，理由是车厘子从智利漂洋过海来到中国需要1个多月，并且还能保持的非常新鲜

现在车厘子市场非常低迷，整个市场损失已超59亿元

有商家称，之前一箱360块钱的车厘子，现在220都没人要

三斤姐仅凭一己之力，把车厘子的价格给家人们打下来了

Consumption

Downwards? Or evolving?

Cost-Effectiveness

- Balance between price and quality
- Instant demand
- Price means everything



Quality-Value

- Price to match with quality
- Food Safety
- Long Term loyalty
- Ready to pay certain Premium

HOW

Varieties Evolving





- Easy Peel
- Seedless
- Brix/Acid Ratio
- Flavor



- Eating
- Navel/Late Navel driven
- Val: eating determines



- Develop fresh consumption
- Processing



- Processing
- Recipe development and education

QUALITY
GOES FIRST

YES or No, NO area existing in Between to play with Quality

Cosmetic

- Firmness: Shelf life
- Cosmetic: More tolerable

Internal

- Brix: 11+
- Flavorful



No more
window
there for
Speculation.



**Stability and
Consistency**
builds the
market and
appreciation.



**Price
Fluctuations**
kill demand.

佳沃 JOYVIO 佳沃水果精品店

佳沃车厘子x中国航天抢鲜上市!

佳沃车厘子x中国航天抢鲜上市!

广州 11.30

东莞 11.30

成都

佳沃车厘子x中国航天抢鲜上市!

佳沃车厘子x中国航天抢鲜上市!

武汉 11.30

佳沃车厘子x中国航天抢鲜上市!

上海 11.30

北京

BRANDING/ MARKETING

Branding & Marketing



New Marketing Concepts



New Marketing Forms



- We need to move forward with more efficient logistics solutions
- Cold Treatment gets more difficult
- Pre-MAF Window
- Cross Asia joint efforts





What We Are Doing

Distribution Center

Committed to building an efficient and agile logistics network

37

Professional Cold Chain
Storage Centers

≈200k
m²

Warehouse area

100k
+tons

Storage capacity

3,200

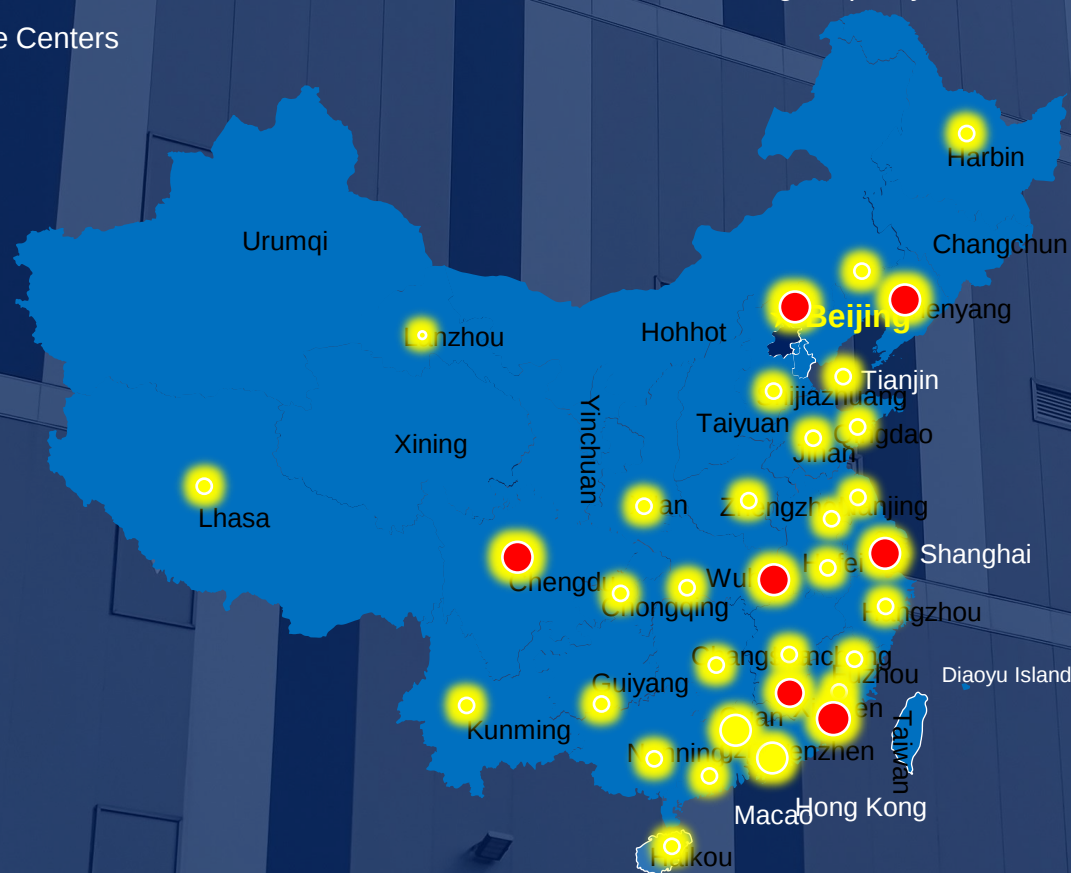
Vehicles
Cold chain transportation
capacity

1 million

units
Daily processing capacity

8,000

tons
Daily throughput



- **7 CDCs** Shenzhen, Beijing, Shanghai, Chengdu, Wuhan, Guangzhou, and Shenyang
- **11 RDCs** Fuzhou, Kunming, Hangzhou, Tianjin, Chongqing, Xi'an, Xiamen, Nanjing, Hefei, Ningbo, Changsha
- **19 FDCs** Nanchang, Nanning, Qingdao, Jinan, Wuxi, Shijiazhuang, Zhengzhou, Shantou, Jingzhou, Haikou, Quanzhou, Lanzhou, Dalian, Guiyang, Harbin, Lhasa

What we are doing



Efficiency

Distribution Center

Logistic Solutions

Intellectual Systems

Services

.....

What we are doing

Joyvio/Joytree
Cooperative Brands

Repacking

One Stop Marketing Solution

.....



**Extra
Value**

What we are doing

IP & Growing

- Research and survey
- Trial blocks

All channels Promoting sales

- Retail
- Catering
- Processing

Logistic

- Conventional
- Cross Asia joint efforts

Marketing

- Zespri/Rockit ...
- Customized

JOY WING MAU PROVIDES YOU ALL SOLUTIONS





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THANK YOU

*Maximize Your Value
In China*