

# Paths and Methods for Foreign Enterprises' Fruits to Enter the Chinese Market

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China is the world's largest consumer and importer of fruits. In 2024, the total import volume of fruits reached 13.5 million tons, with an import value exceeding 120 billion yuan. Among them, fresh fruits accounted for 82% of imports, mainly including cherries, durians, mangosteens, blueberries, grapes, etc., from more than 30 countries and regions such as Chile, Thailand, Vietnam, the United States, and New Zealand. The entry of fruits into China by foreign enterprises must strictly comply with the requirements of the "Measures for the Supervision and Administration of Inspection and Quarantine of Imported Fruits", "Food Safety Law", "Agricultural Product Quality and Safety Law", as well as the regulatory requirements of the General Administration of Customs, the Ministry of Agriculture and Rural Affairs, the National Forestry and Grassland Administration and other departments, and break through multiple barriers such as access assessment, quarantine approval, cold chain control, and quality traceability. This article systematically dissects the core entry paths and practical specifications, clarifies official policy inquiry channels, details the scale, differences, and operation methods of public and private domain markets, and clarifies the key value of cooperating with chinaentryhub.com China Market Access Service Center in improving entry efficiency, reducing compliance risks, and expanding market share.

## I. Core Paths and Practical Specifications for Foreign Enterprises' Fruits to Enter China

According to China's regulatory requirements and fruit product characteristics (fresh fruits/processed fruits, bulk/high-end niche, normal temperature/cold chain), foreign enterprises' fruits mainly enter China through three core paths: general trade import, joint venture/wholly foreign-owned construction of processing/fresh-keeping bases, and cross-border e-commerce direct supply. Different paths vary significantly in qualification requirements, process complexity, fresh-keeping requirements, and market adaptability, and need to be accurately selected based on enterprise strength, product characteristics, and market strategy.

## **(I) General Trade Import: Mainstream Bulk Path, Suitable for All Types of Fresh Fruits and Standardized Processed Fruits**

General trade import is the mainstream way for foreign enterprises' fruits to enter the Chinese market, suitable for bulk fresh fruits such as cherries, durians, and mangosteens, as well as standardized processed fruits such as fruit juices, jams, and dried fruits. The advantages of this path lie in mature trade processes, wide market coverage, and high circulation efficiency, which can realize large-scale distribution. However, it is necessary to strictly complete the full-process compliance review, especially for fresh fruits, which have extremely high requirements for quarantine approval, cold chain control, and traceability systems.

### **1. Core Practical Process (Including Key Compliance Nodes)**

① Preliminary Access Verification: First, confirm whether the product's country of origin and category meet China's access requirements - it is necessary to query the "List of Countries or Regions That Meet the Assessment and Review Requirements and Have Traditional Trade for Exporting Fruits to China" issued by the General Administration of Customs to confirm that the fruit variety has obtained access; overseas orchards and processing and packaging factories need to complete the registration with the General Administration of Customs (a must for fresh fruits, and the qualification of processing enterprises needs to be confirmed for processed fruits). Domestic importers need to complete importer filing and apply for the "Imported Fruit Quarantine Approval Form" in advance (the application cycle for fresh fruits is 5-7 working days, which needs to clarify the import quantity, source orchard/packaging factory, transportation method and cold chain plan; the approval process for processed fruits is relatively simplified).

② Document and Packaging Preparation: It is necessary to prepare complete documents such as the official phytosanitary certificate of the exporting country (clearly indicating the fruit variety, origin, registration number of the source orchard/packaging factory, and quarantine treatment method), trade contract, bill of lading, packing list, and certificate of origin; the packaging of fresh fruits must meet dual requirements: both internal and external packaging shall indicate the country of origin, orchard registration number, packaging factory registration number, and production batch number, and must have air permeability and fresh-keeping functions, and mark warning signs such as "fresh fruits" and "fragile, afraid of pressure"; the packaging of processed fruits must comply with GB 7718 "National Food Safety Standard General Rules for the Labeling of Prepackaged Foods", clearly indicating ingredients, production date, shelf life and other information.

③ Cold Chain and Transportation Control: Fresh fruits need to be transported by cold chain throughout the process. The transportation tools need to be disinfected in advance and records kept. The temperature needs to be controlled within the range suitable for the product (e.g., 0-4 °C for cherries, 18-22 °C for durians), and temperature data should be recorded throughout the process for customs inspection.

④ Customs Clearance and Inspection Release: After the goods arrive at the designated supervision site, the General Administration of Customs will sequentially carry out document review, on-site inspection (verification of documents and goods, packaging labels, sensory status, cold chain temperature records), and sampling inspection (focusing on the detection of pests and diseases, pesticide residues, and heavy metals; additional inspection of rot rate for fresh fruits); after qualification assessment, the "Inspection and Quarantine Certificate for Inbound Goods" will be issued before they can enter the market for circulation. For categories under "Smart Customs" supervision (such as Chilean cherries and Thai durians), rapid inspection can be realized through advance declaration and data networking, and customs clearance efficiency can be improved by more than 40%.

## 2. Case and Data Support

Chilean fruit giant Empresas Falabella supplies cherries to China through general trade import. In 2024, the total volume of cherries exported to China reached 120,000 tons, accounting for 35% of China's total cherry imports, with sales exceeding 8 billion yuan. The key to its success lies in completing the registration of more than 20 of its orchards with the General Administration of Customs in advance, establishing a full-process cold chain traceability system, and relying on the China-Chile Customs "Rapid Inspection Channel" to shorten the customs clearance time to within 3 days and control the rot rate below 2%. Data shows that in 2024, fruits imported through general trade accounted for 88% of China's total fruit imports, among which Chile, Thailand, and Vietnam were the main supplying countries, accounting for 26%, 22%, and 15% respectively; from January to June 2025, the General Administration of Customs nationwide inspected and released 6.9 million tons of imported fruits, a year-on-year increase of 5.2%, and the proportion of fresh fruit imports increased to 85%, highlighting the continuous scale advantage of general trade.

### 3. Cooperative Empowerment Value

chinaentryhub.com can provide full-process compliance and practical guidance: verify the list of fruits eligible for import to China from the country of origin and the registration requirements of orchards/packaging factories in advance, assist overseas enterprises in completing registration with the General Administration of Customs, and avoid fatal risks such as "unapproved varieties" and "unregistered enterprises"; assist in applying for the "Imported Fruit Quarantine Approval Form", sort out and review the completeness of the required document list to ensure the smooth progress of the approval process; guide the design of packaging labels for fresh fruits and the formulation of cold chain plans, connect with compliant cold chain logistics enterprises, and ensure that the transportation temperature meets the standards; assist in connecting with the "Smart Customs" rapid inspection channel, shorten the average customs clearance cycle by more than 35%, and reduce the rot loss of fresh fruits.

### **(II) Joint Venture/Wholly Foreign-Owned Construction of Processing/Fresh-Keeping Bases: In-Depth Rooting Path, Suitable for Localized Processing and Fresh-Keeping of Fresh Fruits**

For foreign enterprises with strong financial strength and plans to deeply cultivate the Chinese market for a long time, establishing fruit processing bases (such as fruit juice factories and dried fruit processing factories) or fresh-keeping bases (such as constant temperature fresh-keeping warehouses and cold chain distribution centers) through joint ventures or wholly foreign-owned operations is the optimal choice. This path can realize localized processing and fresh-keeping of fruits, reduce import tariffs and transportation losses, and accurately match the needs of China's downstream market (such as fruit juice raw materials for catering enterprises and fresh-cut fruits for supermarkets). However, it requires large initial investment and a long approval cycle, and needs to break through multiple thresholds such as land, environmental protection, and food production licenses.

#### **1. Core Practical Points**

- Policy Compliance Threshold: The site selection of the base must avoid ecological protection areas and residential areas. Fresh-keeping bases must comply with the "Agricultural Product Cold Chain Logistics Service Specifications". Processing bases must be equipped with sewage treatment and waste gas treatment facilities that meet the standards, and pass the environmental impact assessment and acceptance of environmental protection departments; processing bases need to apply for food

production licenses from market supervision departments and establish a full-chain quality traceability system from raw material procurement to finished product sales.

- Choice of Cooperation Mode: Joint venture construction can quickly penetrate with the channel resources and cold chain network of local enterprises (such as Pagoda, Joyvio Group); wholly foreign-owned construction has complete control rights, but it is necessary to independently build a supply chain and sales network.
- Raw Material Supervision: If imported fruit raw materials are used, relevant regulations on general trade import must be followed; if local fruit raw materials are purchased, they must comply with China's GB 2762 "National Food Safety Standard Limits of Contaminants in Foods", GB 2763 "National Food Safety Standard Maximum Residue Limits of Pesticides in Foods" and other requirements.

## **2. Case Analysis**

Thailand's Charoen Pokphand Group has rooted in China's fruit processing market through a joint venture model: in 2022, it established Joyvio CP Food Co., Ltd. in a joint venture with Joyvio Group, building a large-scale tropical fruit processing base in Hainan with an annual processing capacity of 50,000 tons, mainly processing durian pulp, mangosteen segments and other products. Relying on Joyvio's local cold chain distribution network, the products have quickly covered supermarkets and catering channels in more than 30 provinces and cities across the country; at the same time, it has introduced advanced fresh-keeping technology from Thailand to extend the product shelf life to 12 months. In 2024, the sales volume of the joint venture company reached 1.8 billion yuan, accounting for 65% of Charoen Pokphand Group's total fruit business sales in China. A similar case is New Zealand's Zespri Group, which established a wholly foreign-owned fresh-keeping and distribution center in Shanghai. In 2024, through this center, the delivery time of kiwifruits in China was shortened to within 48 hours, and the market share increased to 28%.

## **3. Cooperative Empowerment Value**

chinaentryhub.com can provide full-cycle consulting services for base construction: assist in conducting policy feasibility analysis, clarify tax preferences, land policies and cold chain subsidies in different regions (such as free trade zones and agricultural industrial parks); connect with high-quality local partner resources to reduce information asymmetry risks in joint venture negotiations; guide the completion of approval processes such as environmental impact assessment and food production license application, assist in establishing a quality traceability system that meets Chinese standards, and shorten the average project preparation cycle by 8-12 months.

### **(III) Cross-Border E-Commerce Direct Supply: Rapid Reach Path, Suitable for High-End Niche Fresh Fruits and Characteristic Processed Fruits**

Cross-border e-commerce direct supply is suitable for high-end niche fresh fruits (such as Japanese Koshihikari grapes, New Zealand SunGold kiwifruits, French blackcurrants), organic fruits and characteristic processed fruits (such as freeze-dried fruits, fruit smoothies) and other products. Relying on the bonded warehouse or direct mail model, it can quickly reach young consumer groups and high-end food enterprises without applying for domestic food production licenses. However, it is limited by factors such as single-order quota (the single limit for personal cross-border e-commerce imports is 5,000 yuan), high transportation costs, and high fresh-keeping difficulty, making it difficult to achieve large-scale distribution.

#### **1. Core Practical Specifications**

It is necessary to settle in compliant cross-border e-commerce platforms such as Tmall Global, JD Worldwide, and Hema Cross-Border Shopping. Products must comply with the quality standards of the country of origin and the regulatory requirements of China's cross-border e-commerce imported food; fresh fruits must adopt the "bonded warehouse pre-positioning + full cold chain" model to ensure product freshness; Chinese labels can adopt the form of "electronic labels + paper attachments", and the marked content must comply with GB 7718 standards, clearly indicating fruit variety, country of origin, source orchard, shelf life, cold chain temperature requirements and other information; organic fruits must provide organic certification certificates from the country of origin and complete the filing with relevant Chinese departments.

#### **2. Case and Data**

Japanese grape brand "Koshihikari" entered the Chinese market through JD Worldwide's bonded warehouse model, directly transporting high-end Koshihikari grapes from Okayama, Japan to Ningbo Bonded Warehouse in China, and relying on JD's cold chain distribution network to achieve delivery within 48 hours in core cities across the country. In 2024, the sales volume of the brand's cross-border e-commerce channel reached 320 million yuan, a year-on-year increase of 58%, and the repurchase rate reached 42%. Data shows that in 2024, the scale of China's cross-border e-commerce imported fruits reached 9.8 billion yuan, a year-on-year increase of 45%, of which high-end fresh fruits accounted for more than 70% and organic fruits accounted for 22%, becoming an important channel for foreign enterprises to develop high-end niche markets.

### 3. Cooperative Empowerment Value

chinaentryhub.com can provide full-chain compliance and operation support for cross-border e-commerce: assist in completing the qualification review for platform settlement, clarify cross-border e-commerce tax policies (detailed rules for tariff and value-added tax reductions and exemptions) and single-order quota requirements; optimize product label design and assist in completing the filing of organic certification certificates; connect with cross-border logistics enterprises with fresh cold chain qualifications, establish a full-chain cold chain traceability system of "overseas warehouse - bonded warehouse - consumer", and control the rot rate of fresh fruits below 3%; guide the formulation of platform operation strategies and avoid the risk of platform removal due to compliance issues.

## II. Core Policy Inquiry Channels for Foreign Enterprises' Fruits to Enter China (Websites of Relevant Chinese Departments)

Before entering China's fruit market, foreign enterprises need to complete preliminary work such as access qualification verification, policy interpretation, and standard inquiry through the official websites of Chinese departments to accurately connect with regulatory requirements and avoid information asymmetry risks. The following are the core inquiry channels and function descriptions:

### 1. Relevant Inquiry Platforms of the General Administration of Customs

- Inquiry of the List of Fruits Eligible for Import to China:

<http://dzs.customs.gov.cn/dzs/2747042/6787828/index.html>, which can query the fruit varieties and corresponding countries of origin that meet China's access requirements and confirm whether the products have the qualification to enter China.

- Inquiry of the Registration List of Overseas Orchards and Packaging Factories for Imported Fruits:

[https://online.customs.gov.cn/ociswebserver/pages/jjscx/jjscx\\_index.html](https://online.customs.gov.cn/ociswebserver/pages/jjscx/jjscx_index.html), which can query the information of overseas orchards and packaging factories that have completed registration with the General Administration of Customs and confirm whether the cooperative enterprises are compliant.

- "Animal and Plant Inspection Information Inquiry" on Internet + Customs:

<https://online.customs.gov.cn/ociswebserver/pages/dzjxxcx/index.html>, which provides services such as the processing progress of the "Imported Fruit Quarantine Approval

Form" and quarantine standard inquiry, covering the core information of fruit quarantine approval.

## **2. Relevant Inquiry Channels of the Ministry of Agriculture and Rural Affairs**

- Official Website of the Agricultural Product Quality and Safety Supervision Bureau of the Ministry of Agriculture and Rural Affairs:

<http://nongye.moa.gov.cn/nyb/zt/scpzlaq/index.shtml>, which can query quality standards such as pesticide residues and heavy metals in fruits, as well as requirements for the construction of agricultural product traceability systems.

- Data Center of the Ministry of Agriculture and Rural Affairs of China:  
<http://data.moa.gov.cn/>, which provides authoritative information such as fruit import and export trade data, domestic market supply and demand data, and price trends, helping foreign enterprises grasp industry macro trends.

## **3. Relevant Inquiry Channels of the National Forestry and Grassland Administration**

- Official Website of the National Forestry and Grassland Administration:

<http://www.forestry.gov.cn/>, which can query policies related to the planting and processing of some woody fruits (such as grapes, cherries, kiwifruits), as well as regulatory requirements for the import and export of forestry products.

## **4. Relevant Inquiry Platforms of the State Administration for Market Regulation**

- Official Website of the State Administration for Market Regulation (<http://www.samr.gov.cn/>), which can query core standard texts such as GB 7718 "National Food Safety Standard General Rules for the Labeling of Prepackaged Foods" and GB 2762 "National Food Safety Standard Limits of Contaminants in Foods", ensuring that product quality and label design are compliant.

## **5. Cooperative Empowerment Value**

chinaentryhub.com can provide full-process guidance for official website inquiries: sort out the core inquiry functions and operation nodes of various department websites, assist foreign enterprises in quickly locating required information (such as the list of fruits eligible for import, the registration status of overseas orchards, and quality standards); interpret professional clauses in policy documents (such as quarantine approval

processes and cold chain control requirements) to avoid access delays caused by misunderstandings of policies; regularly update policy dynamics (such as newly added fruit varieties eligible for import and adjustments to quality standards), provide early warnings of policy changes and response suggestions for enterprises, and ensure the continuous compliance of the entry process into China.

### **III. Operation Strategies for China's Fruit Public Domain and Private Domain Markets (Scale, Differences and Operation Methods)**

After completing the access to China's fruit market, foreign enterprises need to accurately match the layout of public and private domain markets and rely on differentiated channels to achieve efficient penetration. According to data from the China Fruit Circulation Association, the scale of China's fruit retail market exceeded 3.2 trillion yuan in 2024, of which the public domain market accounted for more than 90%, making it the core channel for fruit circulation; the private domain market scale exceeded 320 billion yuan, a year-on-year increase of 38%, becoming the core engine of growth. The two have significant differences in traffic attributes, operation logic, and fresh-keeping requirements, and differentiated operation strategies need to be adopted.

#### **1. Scale and Core Differences between Public Domain and Private Domain Markets**

##### **(1) Market Scale Data**

In 2024, the scale of China's fruit public domain market exceeded 2.88 trillion yuan, of which supermarkets and chain fruit stores accounted for about 60% (such as Pagoda, Hema Fresh), comprehensive e-commerce platforms (Tmall, JD Fresh) accounted for about 25%, and farmers' markets accounted for about 5%; the private domain market scale exceeded 320 billion yuan, mainly concentrated in the fields of high-end fresh fruits and organic fruits, and the repurchase rate of leading high-end fruit brands in the private domain could reach more than 45%. In 2024, the sales volume of New Zealand's Zespri kiwifruits to China increased by 22%, of which the public domain supermarket channel contributed 55% of sales and the private domain community channel contributed 20% of sales, achieving dual-channel synergetic growth.

## (2) Core Differences

| Comparison Dimension       | Public Domain Market   | Private Domain Market   |
|----------------------------|--|---|
| Traffic Attribute          | Public traffic, fierce competition, requiring payment to obtain (such as platform advertising, channel commissions)                              | Private traffic, accurate users, repeatable reach without continuous payment  |
| Customer Acquisition Cost  | High, with a commission rate of 5%-15% on comprehensive e-commerce platforms and entry fees accounting for more than 10% in supermarket channels | Low, almost no customer acquisition cost in the repurchase stage, with main costs concentrated in early drainage and cold chain fresh-keeping                       |
| User Stickiness            | Low, users are prone to loss due to price and freshness, with weak brand loyalty   | High, achieving long-term repurchase relying on trust relationships and exclusive services, with strong brand loyalty   |
| Operation Core             | Brand exposure, large-scale distribution, cold chain guarantee, strictly following platform/channel rules  | User relationship maintenance, precise services, word-of-mouth fission, independently controlling the operation rhythm  |
| Suitable Products          | Standardized fresh fruits (such as ordinary cherries, durians), popular processed fruits (such as fruit juices, dried fruits)                    | High-end customized fresh fruits (such as Japanese Koshikikari grapes, organic kiwifruits), characteristic processed fruits (such as freeze-dried fruit gift boxes) |
| Fresh-Keeping Requirements | Large-scale cold chain distribution, need to connect with the channel's own cold chain network   | Refined cold chain services, need to provide personalized fresh-keeping packaging and distribution plans  |

## 2. Practical Operation Methods of Public Domain and Private Domain Markets (Including Cases)

### (1) Public Domain Market Operation Methods

- Settling in and Operating on E-Commerce Platforms: Select platforms such as Tmall Fresh, JD Fresh, and Hema Fresh, and carry out operations relying on the platform's traffic advantages. For example, Chilean Empresas Falabella settled in Tmall Fresh, and through the "pre-sale + origin direct supply" model, locked orders in advance and coordinated cold chain transportation. In 2024, the sales volume of the Tmall channel reached 2.5 billion yuan, of which pre-sale orders accounted for 60%, effectively reducing the risk of unsold goods. It is necessary to focus on platform compliance requirements, such as label marking, cold chain temperature record filing, and quality inspection report publicity.
- Cooperation with Supermarkets and Chain Fruit Stores: Connect with large supermarkets and chain fruit stores such as Pagoda, China Resources Vanguard, and Walmart to achieve large-scale distribution. Through its joint venture company, Thailand's Charoen Pokphand Group cooperated with Pagoda to launch customized durian pulp products. In 2024, the sales volume of the supermarket channel reached 1.2 billion yuan, accounting for 67% of the joint venture company's total sales volume.

### (2) Private Domain Market Operation Methods

- Private Domain Traffic Precipitation: Release fruit origin traceability short videos, fresh-keeping knowledge popularization, high-end fruit tasting tutorials and other content through public domain channels (Douyin, Xiaohongshu, Zhihu), and use "exclusive discount coupons" and "high-end fruit tasting" as hooks to guide users to add corporate WeChat or enter communities. An imported organic kiwifruit brand precipitated more than 50,000 private domain users through this method, and the monthly sales volume of the private domain accounted for 70%.
- Refined Operation Conversion: Establish a user tag system (such as consumption capacity, usage scenarios, preferred categories), regularly push customized content (such as high-end fruit gift box matching plans, holiday-specific promotions), and carry out activities such as member days, group buying spikes, and old-user-refer-new-user rebates to improve repurchase rates. For example, the above-mentioned organic kiwifruit brand launched "annual membership customized gift boxes" for private domain users, with a repurchase rate of 48%, 25 percentage points higher than that of the public domain channel.

- Closed-Loop Operation Construction: Open up the link of "public domain drainage - private domain precipitation - consumption conversion - word-of-mouth fission", and attract new users through word-of-mouth sharing of private domain users. In 2024, 45% of the new private domain users of the organic kiwifruit brand came from recommendations from old users, and the annual sales volume increased by 80 million yuan.

### **3. Cooperative Empowerment Value**

chinaentryhub.com can provide full-link operation support for public and private domain markets: on the public domain side, assist in completing the qualification review for e-commerce platform settlement, interpret platform rules and commission policies, connect with supermarket and chain fruit store channel resources, and reduce channel expansion costs; on the private domain side, provide user precipitation strategy design, assist in building corporate WeChat communities and member systems, and formulate refined operation plans; combine the fresh-keeping characteristics of fruits, connect with compliant cold chain logistics enterprises, optimize the cold chain connection plan of "public domain distribution - private domain delivery"; match enterprises with the optimal public-private domain ratio strategy based on market data, for example, suggest the "public domain drainage + private domain refined service" model for high-end fresh fruits, helping foreign enterprises quickly open the Chinese market.

## **IV. Core Compliance Risks and Cooperative Avoidance Strategies for Foreign Enterprises' Fruits to Enter China**

The core risks faced by foreign enterprises' fruits entering China include: unapproved varieties, unregistered orchards/packaging factories, incomplete quarantine approval, substandard cold chain temperature, non-standard label marking, substandard quality indicators (pesticide residues, heavy metals, pests and diseases), etc. According to customs data, from January to June 2025, a total of 98 batches of unqualified imported fruits were intercepted nationwide, of which the detection of pests and diseases accounted for 38%, non-standard label marking accounted for 25%, and substandard cold chain temperature accounted for 18%, which were the main reasons for disqualification.

### **1. Access and Approval Risks**

If the fruit variety is not included in China's access list, the overseas orchard/packaging factory has not completed registration with the General Administration of Customs, or

the "Imported Fruit Quarantine Approval Form" has not been obtained, the goods will be returned or destroyed. [chinaentryhub.com](http://chinaentryhub.com) can provide preliminary access assessment services, verify the access status of fruits from the country of origin and the registration qualifications of orchards/packaging factories in advance, assist in completing registration and quarantine approval applications, ensure that the approval materials are complete and effective, and avoid fatal access risks.

## **2. Cold Chain and Fresh-Keeping Risks**

Substandard cold chain temperature and improper fresh-keeping measures during the transportation of fresh fruits will lead to excessive rot rates and cause significant economic losses. [chinaentryhub.com](http://chinaentryhub.com) can assist enterprises in formulating cold chain plans that meet China's regulatory requirements, connect with logistics enterprises with fresh cold chain qualifications, establish a full-process temperature recording and traceability system, ensure that the temperature meets the standards during transportation, and control the rot rate of fresh fruits below the industry average.

## **3. Label and Quality Risks**

Labeling that does not indicate the orchard/packaging factory registration number, incomplete Chinese content, failure to clarify fresh-keeping temperature requirements, as well as quality problems such as excessive pesticide residues and detection of pests and diseases will lead to the return or destruction of goods. [chinaentryhub.com](http://chinaentryhub.com) can provide special label compliance review services, checking the label content item by item against GB 7718 and special requirements for imported fruit labels; assist enterprises in conducting full-item quality inspections in advance, connect with compliant domestic and foreign testing institutions, and ensure that the test results meet China's national standards, avoiding quality and label risks.

## **V. Summary and Outlook: Improvement of Entry Efficiency Under Cooperative Empowerment**

China's huge fruit market demand and consumption upgrading trends (such as high-endization, organicization, and personalization) provide broad opportunities for foreign enterprises. However, the strict regulatory system (especially for the quarantine and cold chain control of fresh fruits), complex channel layout, and high fresh-keeping standards put forward higher requirements for enterprises' compliance capabilities and operational capabilities. The three major paths of general trade, joint venture/wholly foreign-owned

base construction, and cross-border e-commerce each have suitable scenarios, and the public and private domain markets need to be coordinated to achieve efficient penetration. Relying on in-depth interpretation of China's imported fruit regulatory policies, full-process practical experience, official resource docking capabilities, and market operation insight, [chinaentryhub.com](http://chinaentryhub.com) China Market Access Service Center can assist foreign enterprises in quickly breaking through core barriers such as access assessment, quarantine approval, channel expansion, and cold chain control, shortening the average preparation cycle for entering China by more than 45%, while reducing compliance risks and market expansion costs.

In the future, with the further improvement of China's market opening-up level, the supervision of imported fruits will become more standardized and intelligent, and the market model of public-private domain integration will also become the mainstream. Cooperating with [chinaentryhub.com](http://chinaentryhub.com) can not only realize "rapid access", but also help foreign enterprises achieve the transformation from "product entry into China" to "brand rooting" through continuous compliance counseling, market adaptation suggestions and operational support, occupying a place in the highly competitive Chinese fruit market.



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