Market Development

MARKET BRIEF ON

LYCHEES

ITC

INTERNATIONAL TRADE CENTRE UNCTAD/WTO

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GENEVA

1997

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Prepared by Mr. E Bourcelet, Cabinet GRESSARD, Paris)

M.DPMD/97/277

Market and world trade

- ***Country of origin and availability***

NORTHERN HEMISPHERE	J	F	M	A	M	J	J	A	S	O	N	D
Israel						■	■	■				
Thailand				■	■	■	■					
Taiwan, province of China						■	■	■				
Bangladesh					■	■	■	■				
India					■	■	■	■				
China						■	■	■				
Honduras			■	■	■							
United States						■	■					
SOUTHERN HEMISPHERE	**J**	**F**	**M**	**A**	**M**	**J**	**J**	**A**	**S**	**O**	**N**	**D**
Madagascar	■										■	■
Mauritius	■										■	■
Reunion	■										■	■
South Africa	■	■	■								■	■
Australia	■	■								■	■	■

Source: Prepared by Cabinet GRESSARD

- ***Varieties***

In ordinary international commercial practice only the name lychee (or "litchi" in French) is used[1].

The most widespread varieties are Mauritius, Chinensis and Madras.

- ***World output and exports***

Lychees are produced in several countries in Africa, Asia, in the United States and around the Mediterranean.

China and India are the world's two largest producers of lychees with approximately 200,000 tonnes each, almost all of which are consumed locally.

There are therefore many lychee-producing regions in the world. Given that output is often consumed locally, that the fruit is fragile and that it was still relatively expensive a few years ago when exported to markets like the European Union, lychees have for a long time not been a major item of international trade.

As a result of new preservation technologies and the organisation of production, distribution and international trade have grown during the last few years.

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[1] "Rambutan" or "hairy" lychees are essentially marketed and consumed in Europe when there are no lychees on the market and outside the summer period.

- **Madagascar - European Union: Development of an international lychee route**

Once authorisation had been obtained for the treatment of lychees with sulphur dioxide, provisionally in 1987 and then permanently from 1990, maritime freight was able to develop between Madagascar and the European continent, whereas trade in lychees had until then been restricted to air freight. Treatment with sulphur dioxide in fact extends the period for which lychees can be preserved, and as a result they can stand some twenty days transport by ship. Volumes dispatched have therefore increased, and prices on the European market have as a consequence fallen appreciably.

At the present time lychees represent almost all fruit and vegetable exports from Madagascar. The volume potentially exportable from Madagascar amounts to 30,000 tonnes. Production is based on picking, which is not without effects on irregular products quality.

Given the difficulties of organising consignments from Madagascar, which resulted for example in residue limits being exceeded in 1993/94, some large French, Belgian and German importers have regrouped to organise the logistics of dispatch.

This partnership has taken the form of the establishment of terms of reference and advances on harvests, which can amount to up to 50% of the expected volume of sales.

With such an organisation joint dispatch and advertising activities can be rationalised.

Conventional, mixed or container ships leave Tamatave (or Mankara) bound for Marseilles, Port Vendres, Bordeaux and Le Havre in France, Antwerp in Belgium or Felixtowe in England.

Although organisation of the transport of lychees between Madagascar and the European continent has resulted in an appreciable increase in exports, there are still very often problems with the quality of the product once it has arrived in Europe. The last two harvests have been marked by poor quality of the goods on arrival: fruit too small, too acid, unripe, and non-uniformly treated, etc. These quality problems are often associated with a lack of suitable facilities for cold storage, which means for example that lychees become hard when they remain exposed to the air for 1 or 2 days before being loaded on ship. There are also problems with ripeness, as they are too often insufficiently ripe when picked.

Another sign of the lack of organisation in Madagascan exports is the excessively large tonnage arriving on the European Market at the same time. Prices therefore fall rapidly, for example from US$ 2.3/kg to US$ 1.4/kg. Too often targets fixed in advance are not met.

Outside Europe, Madagascan exports to other continents (Africa, Asia) are very much smaller, and only amount to a few hundred tonnes.

- **South Africa - Australia: international volumes and quality**

Lychees dispatched by South Africa have a quality image. This is reflected in optimum treatment of the fruit, rigorous sizing, ripe and non-acid fruits.

This tightness in the production and dispatch of lychees is based on professional growers who have been developing commercial links with importers in target markets over a number of years. It also has to do with the use of containers, which offer the possibility of better control and regulation of supply to the European market.

Thus the product is generally valued more highly on the market than Madagascan lychees.

Trials with untreated lychees, which have a better taste, are increasingly being performed by importers in partnership with South Africa (by air freight).

South African research programmes into varieties and post-harvest treatments other than treatment with sulphur dioxide are also well advanced.

Although the volumes for this type of produce are still marginal, they could represent a substantial niche market.

In Australia, lychees are in the process of becoming a benchmark item in the range of exotic produce for export. 20 to 30% of Australian lychee production is exported.

Volumes produced are however only of the order of a few thousand tonnes.

The main destinations for the few hundreds of tonnes exported by Australia are Hong Kong and Europe. Nowadays South East Asia and Indonesia represent valuable target markets.

- In particular producers and exporters in Queensland are counting on developing sales during the period of the Chinese New Year Festival because their crop is later than in other Australian regions (January-February).

- **Organisation of production and exports in South East Asia**

Because the fruits have a relatively short life after being picked, and are untreated, lychees are traditionally consumed in the south east Asian domestic market, where they are particularly valued.

With the development of transport by ship, Asiatic trade has been transformed and organised, moving on to a more industrial scale, particularly in the case of Thailand. Thai producers are tending to group together to organise the dispatch of their lychees. Considerable efforts are also being made with production techniques, and in particular with different varieties, in order to improve the flesh/nut ratio of the fruit and to extend the growing season. Attention is mainly centred on two varieties: Mauritius for its flesh and flavour, and McLean Red, which ripens later in the season.

In China the lack of infrastructure is still too great an impediment to any organisation of the distribution of lychees.

- **Other export sources: smaller volumes limited by local demand**

This applies to Reunion and Mauritius, which have very much smaller outputs than the large African producers, and whose local demand takes up a large proportion of output.

It is therefore through small volumes dispatched by air that such suppliers can generate export trade. They also have to distinguish themselves by high quality products (not sulphur treated, sized, preweighed, etc.) and/or by arriving right at the start of the season.

- ***World import trade***

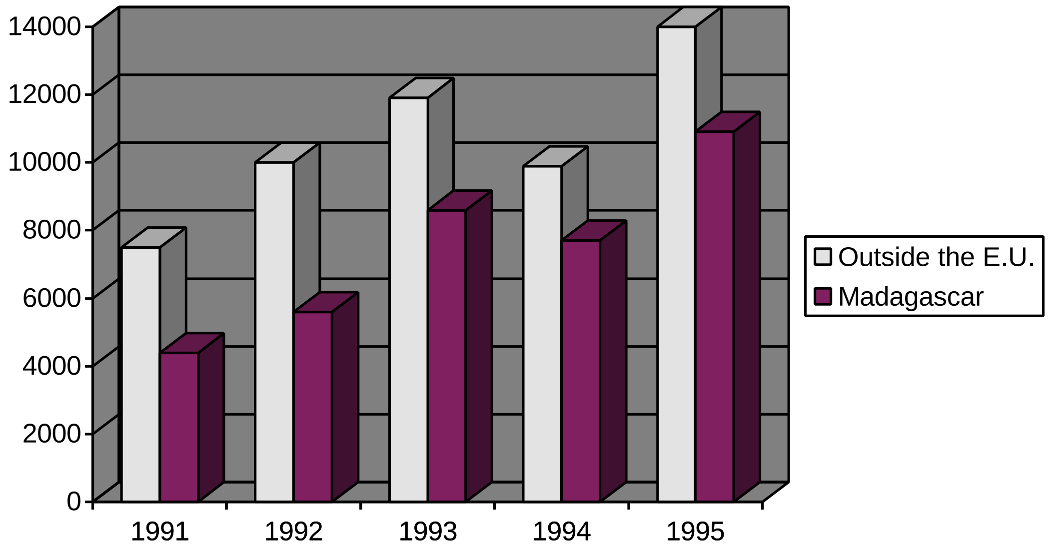
European Union

In the European Union lychee imports amounted to almost 20,000 tonnes in 1995, worth US$72.5 million, of which 30% was accounted for by imports within Europe[2] and 70% by imports from outside Europe.

Lychee imports have really taken off in the last few years: +125% since 1991, which means that despite the fraction of imports represented by lychees being small, operators are becoming more and more interested in them.

[2] Essentially consisting of re-exports between different countries in the EU.

Growth in Lychee imports to the EU 1991-1995
(in tonnes)

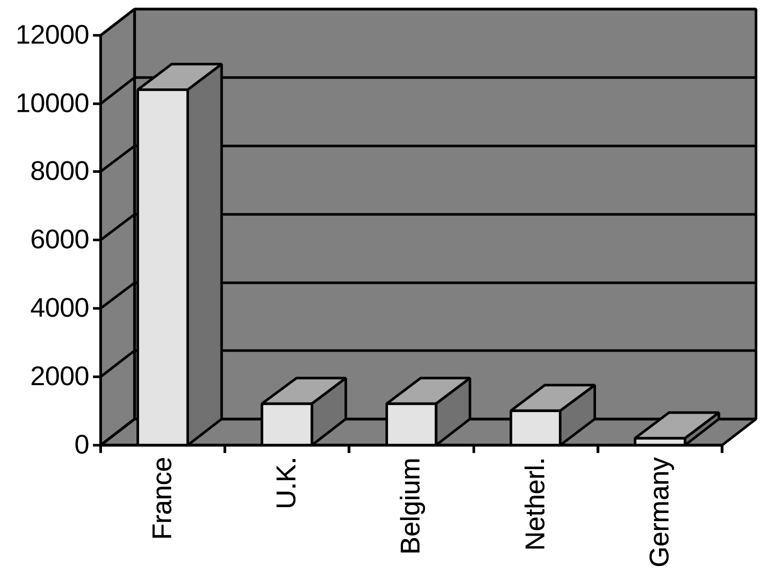


	1991	1992	1993	1994	1995
Outside the E.U.	7500	10000	11900	9900	14000
Madagascar	4400	5600	8600	7700	10900

Prepared by Cabinet GRESSARD after Eurostat/COLEACP

France is by far the leading importing country for lychees in the European market.

The leading 5 European importers of lychees in 1995
(in tonnes)

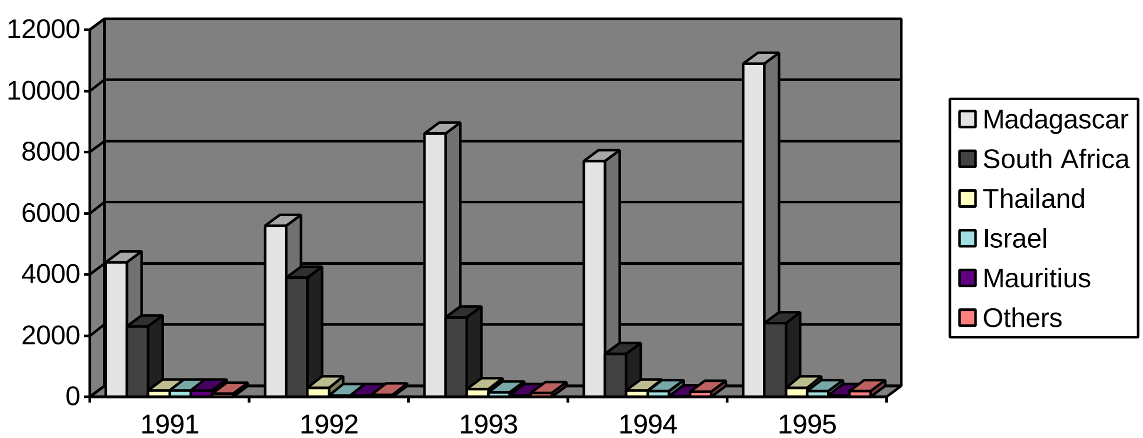


France	U.K.	Belgium	Netherlands	Germany
10400	1200	1200	1000	200

Prepared by Cabinet GRESSARD after Eurostat/COLEACP

Although some 15 countries are recorded as being suppliers of the European Market, Madagascar is the largest supplier. South Africa is another country which has a significant volume of exports to the European Union.

Main lychee suppliers to the European Union - growth 1991-1995
(in tonnes)



	1991	1992	1993	1994	1995
Madagascar	4400	5600	8600	7700	10900
South Africa	2300	3900	2600	1400	2400
Thailand	200	300	250	200	300
Israel	200	50	150	180	180
Mauritius	200	50	50	20	50
Others	100	70	120	170	180

Prepared by Cabinet GRESSARD after Eurostat/COLEACP

United States

The United States is itself a producer of lychees. Imports are very limited. Where these exist, they mainly come from Mexico.

Statistics available from American customs show that a few hundred tonnes per year are imported.

Lychee imports to the United States 1994-1995
(in tonnes)

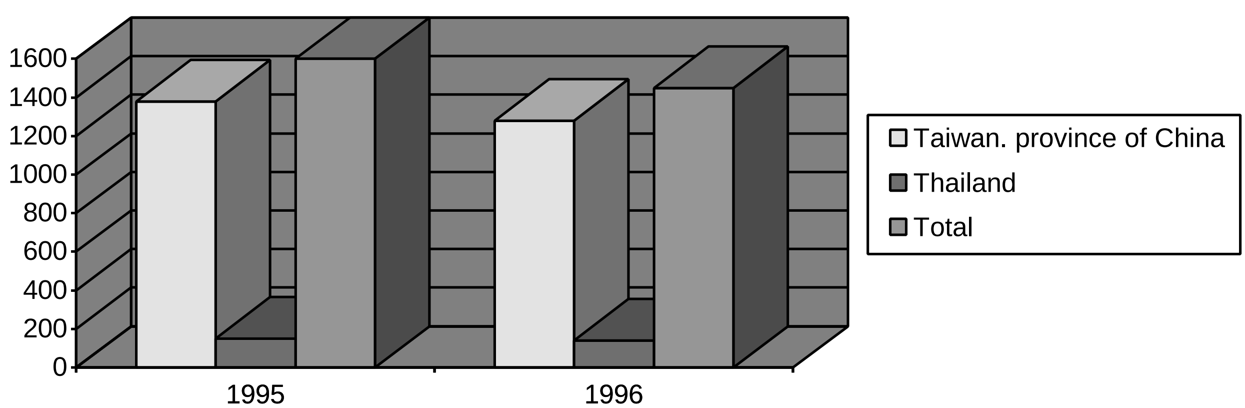
	1994	1995
Mexico	450	900
Costa Rica	180	230
Thailand	50	n.d.
Singapore	50	n.d

Source : Prepared by Cabinet GRESSARD after CFCE/American customs
n.d.: no data

Japan

Japanese customs statistics include various exotic products as well as lychees under the same heading, so it is difficult to measure accurately the flow of lychees entering Japan. However, when the statistics are examined it must be said that the flows remain small, and the main suppliers are Taiwan, province of China, and, to a lesser extent, Thailand.

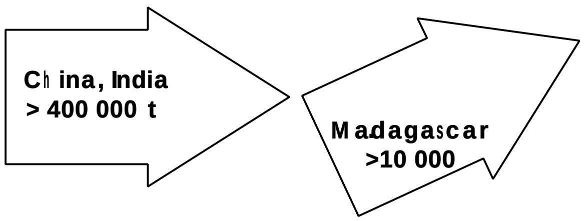
Japanese lychee imports (+rambutans+passion fruit+chinese gooseberries), 1995-1996
(in tonnes)



	1995	1996
Taiwan, province of China	1380	1280
Thailand	150	140
Total	1600	1450

Source : Prepared by Cabinet GRESSARD after PEE/Japanese customs

Key data for world supplies and trade



- 1 major transcontinental trade incompletely developed
  Madagascar → E.U. (France)

- 2 commercial and logistic alternatives air and sea

- Emergence
  of new suppliers: Thailand, Mauritius, etc.
  New products: untreated, other forms of treatment

World market and demand

- ***Lychees, an important fruit in the exotics market***

Lychees are not one of the major tropical fruits which are consumed on an everyday basis, like bananas, pineapples, or even mangoes. Conversely, of the exotic fruits, lychees have experienced some success over a number of years, in particular on the European market, far more than other exotic fruits such as e.g. passion fruit. Not only are they liked by (Asiatic) ethnic communities, but the public at large is also increasingly including them against a background of consumption which is more world-oriented, and seeking vitamin-containing products which are valued because they are exotic and contribute to health and keeping trim.

- ***World lychee consumption***

Consumption in the European Union

The leading European lychee consumer today is essentially France.

The period during which there is heavy consumption of lychees extends from December to March. Consumption is not only seasonal, but also traditionally festive: Christmas, the European and Chinese New Years.

With the considerable fall in price which lychees have experienced since the large scale arrival of produce from Madagascar by ship, lychees are now being bought in increasing numbers by the public at large.

Import figures from outside Europe reflect an increase in consumption (given that lychees are not produced within the Union, and if re-exports are not taken into consideration) of the order of + 85% over 5 years.

Consumption in the United States

In the United States lychees are essentially consumed by the Asian communities.

Consumption in South East Asia

When considering exports to this region, it should be borne in mind that consumers in Singapore, China and Hong Kong do not like lychees which have been treated with sulphur dioxide, and more specifically the aftertaste which the treatment gives the product. Thus attempts by Madagascan exporters to send lychees by sea to these markets have so far resulted in failure.

Most consumption is of local output. Consumption is rising.

Consumption in Japan

Japanese consumers of fresh fruits pay particular attention to the external appearance of the product, which must be free from defects, and be of a regular shape and colour. Bright colours and large sizes are generally preferred. They must be very carefully packaged.

Imports of fresh lychees to Japan reflect a more than negligible consumption of this product.

Imported lychees also take the form of dehydrated products and preserves.

Key data on world demand

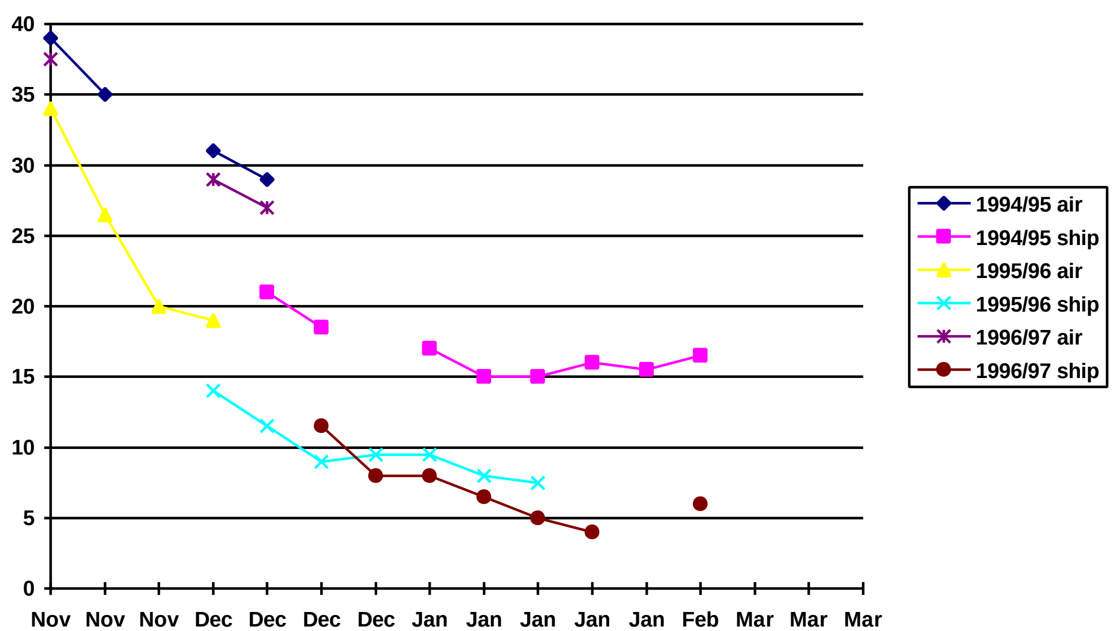
- ***Growing consumption***
- ***European demand changing from an ethnic and festive product to a more widely consumed exotic product***
- ***Differentiated demand according to markets: treated, untreated, fresh, preserved, dehydrated, etc.***

Lychee prices in destination markets - Examples -

- **_European Union (the French example)_**

The French example is characteristic in the sense that three quarters of European imports are sold on this market.

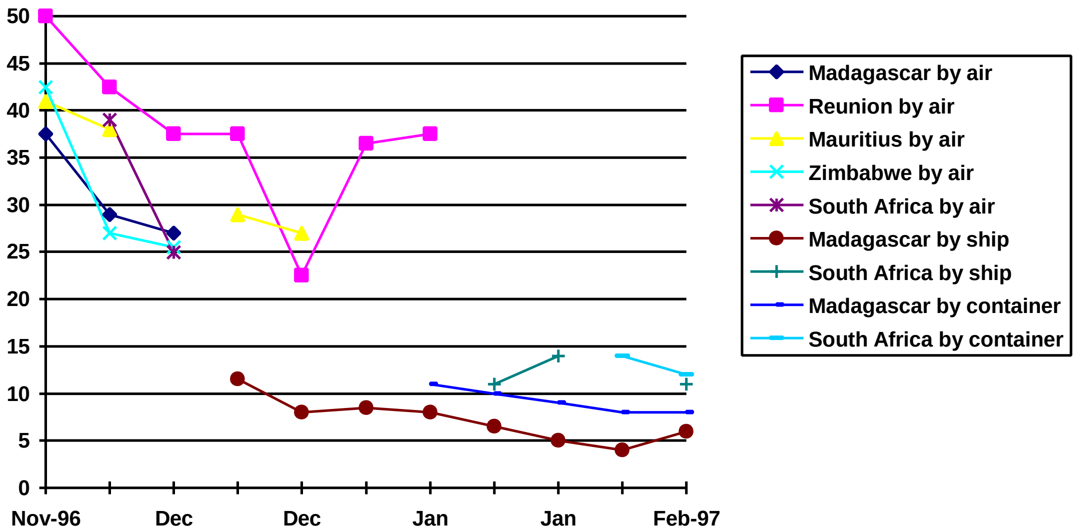
Change in average lychee prices between 1994 and 1997
(in FRF/kg - average prices for French imports from Madagascar



	Nov	Nov	Nov	Dec	Dec	Dec	Dec	Jan	Jan	Jan	Jan	Jan	Fev
1994/95 air	39	35		31	29				31			29	
1994/95 ship					21	18.5		17	15	15	16	15.5	16.5
1995/96 air	34	26.5	20	19									
1995/96 ship				14	11.5	9	9.5	9.5	8	7.5			
1996/97 air	37.5			29	27								
1996/97 ship						11.5	8	8	6.5	5	4		6

Source : Prepared by Cabinet GRESSARD after POMONA/COLEACP

Lychee prices by major suppliers in 1996-97
(in FRF/kg - average French import rate)



	Nov	Nov	Dec	Dec	Dec	Dec	Jan	Jan	Jan	Jan	Feb	
Madagascar by air	37,5	29	27									
Reunion by air	50	42,5	37,5	37,5	22,5	36,5	37,5					
Mauritius by air	41	38		29	27							
Zimbabwe by air	42,5	27	25,5									
South Africa by air			39	25								
Madagascar by ship				11,5	8	8,5	8	6,5	5	4	6	
South Africa by ship								11	14		11	
Madagascar by container								11	10	9	8	8
South Africa by container										14	12	

Source : Prepared by Cabinet GRESSARD after POMONA/COLEACP

A number of conclusions can be drawn:

- Prices fall regularly during the season between November and February.
- Prices have tended to fall year by year over the three seasons.
- The price difference between air and ship is very marked.
- Whether by ship or by air, other sources make better use of their produce than Madagascar.
- Containers make it possible to sell lychees at prices higher than those dispatched by conventional sea transport.

In the course of time, lychee prices should remain at relatively low levels, particularly during the Madagascar season, because of a superabundance of availability in relation to demand.

- ***United States***

Average price surveys indicate that in 1994 and 1995 lychee prices varied from US$ 1 to 8 per kilo (depending upon origin and mode of transport, at the importing stage).

Access to markets: customs tariffs, regulations and commercial practices

- ***European Union***

Commercial practices and customs are those normally applicable to overseas products, namely by sales on commission often tempered by a guaranteed minimum price, and supplemented by prefinancing of the harvest.

The minimum guaranteed price is a starting purchase price. Loading and freight costs are covered by the importer.

There is no official quality standard. Minimum regulation criteria applicable to imported fruit and vegetables have to be complied with (plant health certificate from the country of origin).

In practice, individual fruits should be cut off at the first knot on the stalk. In the case of branched fruits, the wood should not be longer than 15 cm and bear at least 3 fruits. Colour and size should be uniform in each box.

The most common packaging is:
300x400x120 = 5 kg net
210x300x120 = 2kg net

The fruit should have a diameter of between 3 and 4 cm and weigh from 20 to 25g., the nut representing 10% of the weight.

4 or 5 kg boxes for branched lychees are found.

Specifications may be drawn up between Madagascan exporters and European importers. In this case they relate to size, plant health treatment, shape (stalks), colour and packaging.

Telescopic boxes and packaging in bags are valued in the case of lychees imported by air.

Reinforcement of boxes by plastic is also very much appreciated by importers.

A plant health control certificate indicating the products used for treatment before and after harvesting is required for exports of any fresh fruits, including lychees, to the European Union.

As far as tariff barriers are concerned, the situation depends upon the source. The common external tariff applied to the importation of lychees in the European Union is 7.3%.

ACP countries are exempt from customs duty when importing lychees in particular. An EUR 1 certificate of origin is required in this case in order that the preferential tariff can be obtained. This would apply for example to Madagascar, Zimbabwe or Uganda.

For other developing countries the duty is 7.3%. This applies to lychees from South Africa and Thailand, which do not benefit from a preferential tariff. A certificate of origin of the FORM A type is required.

As part of bilateral agreements other countries of origin are exempt from customs duty. This applies to Israel.

In the long term, and subsequent to the latest WTO (GATT) agreements, the 7.3% duty will gradually fall.

- ***United States***

Taxes on imports of lychees to the United States are as follows:

• a sales tax, on all products	0.21% of the FOB price
• a port tax common to all products imported by sea	0.125% of the FOB price
• a general customs duty	2.8% of the FOB price

it should be noted that a 0.6% reduction in duty applies in the context of preferential agreements of the NAFTA type and an increased duty of 35% of the FOB price applies to certain countries such as Cuba and Vietnam.

A plant health certificate issued by the country of origin is required for all imports. Goods are inspected on arrival at a port or airport.

Commercial practices require that packages indicate (in English) at least the name of the product, the origin, the weight and the size.

- ***Japan***

The regulations in Japan are particularly strict.

Fresh fruit and vegetables exported to Japan must be dispatched with a plant health certificate. Imports are also subject to regulations based on the "Plant Protection Law" which is the responsibility of the MAFF (Ministry of Agriculture, Forestry and Fisheries) and the "Food Hygiene Law" which is the responsibility of the MOHW (Ministry of Health).

The importation of most fresh fruits and vegetables is prohibited, or subject to special conditions in the case of permitted imports.

Even if produce is authorised for import, it will be subjected to inspection on arrival at a port or airport.

All negotiations on plant health authorisations for imports to Japan must be undertaken on a country by country basis.

Lychees are often packed in 2 kg net cardboard boxes containing approximately 200 fruits.

Whatever the destination market, regulations and commercial practices constitute real constraints on access to these markets.

In the case of access to the market of the European Union, it should also be noted that ACP countries benefit from a more than negligible competitive advantage, namely zero customs duty, whereas countries like Thailand are subject to a duty of 7.3%.

Opportunities and prospects

International trade dominated by trade between Madagascar and the European Union

⇒ Exporters will have to adjust their exports and in particular the timing of exports in relation to this dominant trade where exports to the European Union are concerned.

⇒ For other destination markets, which are smaller at present, specific requirements apply in areas not reached by Madagascan lychees (South East Asia, North America, etc.).

A potential market

- Opportunity for volumes: outside France, the other members of the European Union have yet to be conquered.
- Opportunity for market niches: top-of-the-range lychees (untreated, biological) and early lychees still need to be exploited.
- Opportunity in timing of marketing: for example supplying the European market with lychees by sea during the summer and spring.

Promising strategic segments for the future

- Technology to watch

⇒ Research into alternatives to treatment with sulphur dioxide, to conquer the Asiatic market and new western consumers who are increasingly keen on healthy or organic natural products.

⇒ Research into varieties to extend the marketing period.

- ***Commercial factors to watch***

⇒*Measurement and choice of appropriate timing for marketing.*

Examples: arrival of lychees from Mauritius before Madagascar on the EU market, supplying the EU with lychees from Thailand or Israel in summer and spring, arrival of lychees from Queensland in South East Asia in time for the New Year festival.

⇒*Segmenting the product/market pair for better utilisation of the best quality lychees. With this in mind, creating for example 2 categories, "extra" and "1", according to size.*

⇒*Collective advertising activities which can be carried out by local industry organisations in close relationship with importers.*

- ***Quality measures***

⇒*Complying with specifications, where these exist.*

⇒*Ensuring a quality standard for the product and packaging: sufficient ripeness, sizing, treatment, nut/flesh ratio, limited residues, reinforced boxes, etc.*

⇒*Initiating procedures for providing a quality guarantee: name, make, even certification, etc.*

- ***Partnership***

⇒*Working in partnership with importers to adjust availability to existing and potential demand and thus ensure a sufficiently remunerative price.*

APPENDICES

Appendix 1: EXPORTING FRESH FRUITS FROM OVERSEAS: WHAT IS INVOLVED

Before exporting

...Carry out a rapid check on your company from the technical, financial, human and commercial points of view.

- Will existing logistics permit exporting? Is infrastructure (ports, airports) and traffic sufficient? What are the costs of the logistics?

- If you are a dispatcher, what is the production capacity and the quality of the relationship with your suppliers? How regular are supplies?...

- If you are a producer/dispatcher, what is the viability of production? What is the state of cash flow? What capacity do you have in terms of quantities to follow-up a season?

- Are personnel sufficient and competent?

- Does the product being exported meet the requirements of the market? Is it competitive?

These are some examples of questions which must be asked before exporting.

Preparing for export

✈ Means knowing the market so that the commercial feasibility of exporting can be measured, and selling a product/services concept which meets purchasers' expectations.

✈ Means identifying and getting to know potential customers better, namely specialist fruit and vegetable importers, and in this case more particularly those which import exotic fruits and vegetables,

✈ Means becoming familiar with tariff and non-tariff barriers to exporting: various taxes, regulations and commercial practices,

✈ Means envisaging prefinancing or the financing of a season,

✈ Means knowing how to deal with the local industry organisation, where this exists, about any logistical, information and advertising matters in destination markets.

Exporting

- Means adjusting the selling price on the basis of all the operations required to bring the fruit produced to the customer, and in relation to the market price,

- Means contracting sales, whether firm or on a commission basis,

- Means organising logistics along a distribution system which is specific to fruits and vegetables,

- Means completing the necessary administrative documents (certificates, insurance, waybills, etc.),

- Means invoicing,

- Means ensuring that exports are followed up.

It means initially asking the core questions which an exporter of fresh fruits, and in particular lychees, should ask himself, and providing the information for an answer, in particular as regards the world market and developments in it.

Appendix 2: EXPORTERS' PROBLEMS

- ***WHERE*** to take up a position?

In one or more existing flows and markets

It is a matter of having an objective knowledge of the market for lychees, the main flows, the products exported and the seasonality of exports, in order to be able to take up a position in relation to the existing major export flows.

- ***WHAT*** to export?

Products for which there is a demand on the market

Produce what the market wants and not the other way round, and getting to know destination markets well is the way to ensure that your products meet demand, and therefore that they are potentially exportable.

Conditions of access to the market, commercial regulations or practices, and final demand are the main factors characterising a market.

- ***HOW*** to export?

By organising logistics

Exporting fresh fruit and vegetables assumes a specific logistic organisation from the fields to the destination port: receipt, packaging, overland transport to a port or airport, and sea or air transport are some of the logistic operations which have to be provided for. Service providers such as forwarders play an essential role in exporting success.

In the case of lychees, post-harvest operations are particularly important to the success of exports: pre-refrigeration at the time of harvesting, preservative treatment (fumigation with sulphur dioxide, treatment with hot water, soaking in hydrochloric acid) which increases the period for which the fruit can be preserved (30 days in the case of treatment with sulphur dioxide), cold storage, etc.

- ***WHO*** to export to?

To specialist operators

In the case of fresh fruit and vegetables, and in particular tropical fruits, your customers will be specialist importers who act as an interface between overseas producing areas and the needs of retail distribution in the destination markets. They may take several forms: pure importers, full service importers, brokers, purchasing offices for supermarket chains and importing wholesalers. In all circumstances these must be identified and agreements must be entered into with them to make them partners through whom a foothold can be gained in the market.

Appendix 3: DISTRIBUTION CYCLE FOR FRESH FRUIT EXPORTED FROM ABROAD

FUNCTION/STAGE	OPERATOR
PRODUCTION Harvesting	Producer
Transport to station	
PACKAGING Sorting Washing, sizing, classification Labelling Palleting	Producer/exporter
OVERLAND TRANSPORT TO EMBARKATION POINT Carrier	Local carrier
EMBARKATION Administrative and legal procedures Loading	Forwarder
INTERNATIONAL TRANSPORT Sea or air transport	Major international companies
Unloading Administrative procedures	Forwarder
OVERLAND TRANSPORT	Local transport by lorry
MARKETING	Importer Wholesaler/importer
WHOLESALE STAGE	
RETAIL STAGE	Supermarkets Specialists Market stall
CONSUMERS	

Appendix 4 : List of lychees importers in Europe

(Non exhaustive list)

BELGIUM

GOOSSENS & Fils S.A.
☎ : 32/22169255
32/22169241
Télex : 21915
Fax : 32/22162946

CEI Quai des Usines 112-154
Magasins 44-45
1210 BRUXELLES

STAR FRUIT Company
☎ : 32/22420876
Télex : 24700
Fax : 32/22421208

112-154 Quai des Usines
Magasin 49
1210 BRUXELLES

FRANCE

ANAREX S.A.
☎ : 33 1 41.73.02.70
Télex : 260 393
Fax : 33 1 46.86.25.74

94, rue de Carpentras
Fruileg 303
94612 RUNGIS CEDEX

COMPAGNIE FRUITIERE IMPORT
☎ : 33 91.10.17.10
Télex : 410 027
Fax : 33 91.10.17.00

B.P. 354
13309 MARSEILLE CEDEX 14

S.A. DREVIN EXOTICS
☎ : 33 1 45.60.70.80
Télex : 261 090
Fax : 33 1 46.86.35.58

7 et 13, rue d'Avignon
Bât. C2
Fruileg 671
94574 RUNGIS CEDEX

EXOFARM
☎ : 33 1 45.60.42.71
Télex : 263 558
Fax : 33 1 46.87.33.39

Cour d'Alsace
PLA 389 - Bât. C6 B
94619 RUNGIS CEDEX

HELFER S.A.
☎ : 33 1 45.12.36.50
Télex : 263 288
Fax : 33 1 45.60.48.52

1, rue des Tropiques
Entrepôt 133
94538 RUNGIS CEDEX

MALET-AZOULAY
☎ : 33 1 49.78.20.00
Télex : 260 351
Fax : 33 1 46.87.16.45

24, rue du Pont des Halles
94656 RUNGIS CEDEX

POMONA IMPORT
☎ : 33 1 40.28.30.00
Télex : 220 997
Fax : 33 1 40.28.30.14

21, rue du Pont-Neuf
75039 PARIS CEDEX 01

SELECTION
☎ : 33 1 45.12.27.80
Télex : 265 100
Fax : 33 1 46.87.07.42

36, rue d'Angers
Bât. A3
Fruileg 708
94584 RUNGIS CEDEX

GERMANY

ATLANTA HARDER & Co.GmbH
☎ : 49/4213092286
49/4213092271
Télex : 245485/244512
Fax : 49/42113695

Breitenweg 29-33
28195 BREMEN

FRUCHTHANSA
☎ : 49/221937570
Télex : 8882753
Fax : 49/2219375754

Marktstraße 10
50968 KÖLN

T. PORT HAMBURG GmbH & Co
☎ : 49/4030100077
Télex : 17402272, 2161301
Fax : 49/4030100044

Kontorhaus Grossmarkt
Lippeltstraße 1
20097 HAMBOURG

NETHERLANDS

BUD HOLLAND B.V.
☎ : 31/174535353
Télex : 38361
Fax : 31/174513912

Transportweg 67
3155 RJ MAASLAND
Postal address : Postbus 411
3140 AK MAASSLUIS

F.T.K. HOLLAND B.V.
☎ : 31/105241700
Télex : 22593/23482
Fax : 31/105219616

Klappolder 191-193
2665 MP BLEISWIJK

UNITED KINGDOM

EXOTIC FARM PRODUCE
☎ : 44/818902222
Fax : 44/81 8906261

628 Spur road FELTHAM
Middlesex TW14 OSX

FRUMAR
☎ : 44/181 390 1133
Fax : 44/181 399 3499

Tolworth tower, Tolworth
Surbiton, Surrey KT6 7EL

GEEST TROPICAL PRODUCE
☎ : 44/1753-687697
Fax : 44/1753-689273

Hellmann House
Colnbrook Bypass
Colnbrook
BERKSHIRE SL3 0EG

J.O. SIMS Ltd
☎ : 44/71 407 0756
Fax : 44/71 403 4889

16 Winchester Walk
LONDON SE1 9AQ

MACK MULTIPLES DIVISION
☎ : 44/1892835577
Télex : 95215
Fax : 44/1892834890

Transfesa Road
Paddock Wood
KENT TN12 6UT

SAPHIR PRODUCE
☎ : 44/795530700
Fax : 44/795530790

The Oast Perry court
London Road Faucrsham
KENT ME13 8RY

Appendix 5: Useful addresses

First of all it is recommended that an approach should be made to any organisations which might exist in the countries of origin, whose business is to support and inform potential exporters.

Apart from these organisations, other addresses in countries of destination may be useful to know.

- **CHAMBERS OF COMMERCE**

These are organisations from which general information on international and national trade can be obtained (company data bases, customs regulations - organisation of commercial missions). Chambers of Commerce generally make a charge for services provided.

BELGIUM
Fédération Nationale des Chambres de Commerce et d'Industrie de Belgique,
Address : Avenue des Arts, 1/2, bte 10 b-1040 Bruxelles
Tel : 32 2 217 36 71
Fax : 32 2 217 46 34

FRANCE
Assemblée des Chambres Françaises de Commerce et d'Industrie (ACFCI)
Address : Avenue d'Iéna, 45 P-75769 PARIS
Tel : 33 1 40 69 37 00
Fax : 33 1 47 20 61 28

GERMANY
Deutscher Industrie und Handelstag (DIHT)
Address : Adenauerallee 148 D 53113 BONN
Tel : 49 228 1040
Fax : 49 228 104158

ITALY
Unione Italiana delle Camere di Commercio, Industria, Artigianato e Aggricoltura
Address : Piazza Sallustio 21 I-00187 Roma
Tel : 39 6 47 041
Fax : 39 6 474 47 41

NETHERLANDS
Vereniging van Kamers van Koophandel en Fabrieken in Nederland
Address : Watermolenlaan 1 NL-3440 GT WOERDEN
Tel : 31 348 42 69 11
Fax : 31 348 42 43 68

SPAIN
Consejo Superior de Cámaras de Comercio, Industria y Navegación
Address : Claudio Coello 19, 1° E-28001 Madrid
Tel : 34 1 575 34 00
Fax : 34 1 435 23 92 / 435 42 55

UNITED KINGDOM
Association of British Chambers of Commerce
9, Tufton Street GB - LONDON SW 1P 3QB
Tel : 44 171 222 15 55
Fax : 44 171 799 22 02

- **INDUSTRY ORGANISATIONS IN THE FRUIT AND VEGETABLE SECTOR**

FRANCE

CTIFL (Centre Technique Interprofessionnel des Fruits et Légumes)
Address : 22 rue Bergère 75009 PARIS
Tel : 33 1 47 70 16 93
Fax : 33 1 42 46 21 13

FIFFEL (Fédération des Importateurs Français de Fruits et Légumes)
Address : 3, rue de la Corderie Centra 403 94616 RUNGIS Cedex
Tel : 33 1 45 60 72 80
Fax : 33 1 46 75 36 31

GERMANY
Zentralverband des Deutschen Früchte Import und Grosshandels e.V.
(Federation of Fruit and Vegetable Importing Wholesalers)
Address : Schedestrasse 11 53113 BONN
Tel : 49 228 911450
Fax : 49 228 213265

Bundesverband Deutscher Fruchthandelsunternehmen (BVF)
Tel : 49 30 396 23 90 (Berlin)
Fax : 49 30 396 26 62 (Berlin)
Tel : 49 89 76 48 22 (München)
Fax : 49 89 76 30 72 (München)
Tel : 49 40 33 76 24 (Hamburg)
Fax : 49 40 33 77 75 (Hamburg)

ITALY
ANIPO (Associazione Nazionale Importari Prodotti Ortofrutticoli)
The association which includes the importers of tropical fruits
Address : Largo Brindisi 5-00182 ROMA (RM)
Tel : 39 6 70 49 74 72
Fax : 39 6 700 44 28

UIAPA (Unione Italiana Associazioni Produttori Ortofrutticoli e Agrumari)
Address : Via Alessandria, 199 - 00198 ROMA (RM)
Tel : 39 6 855 16 95
Fax : 39 6 841 78 10

UNAPROA (Unione Nazionale Associazioni Produttori Ortofrutticoli, Agrumari e Frutta in Guscio)
Address : Via Francesco De sanctis ROMA
Tel : 39 6 372 59 86
Fax : 39 6 372 40 05

NETHERLANDS
Centraal Bureau van de Tuinbouwveilingen in Nederland (CBT)
This is the central organisation of the Dutch “Veilings”, whose purpose is to promote the sales of horticultural products.

UNITED KINGDOM
Fresh produce Consortium
Address :266/270 Flower Market New Covent Garden London SW85NB
Tel : 44 171 627 3391
Fax : 44 171 498 1191

EUROPEAN UNION
COLEACP (Comité de liaison Europe-Afrique-Caraïbes-Pacifique)
This is an organisation financed by the European Commission which is responsible for promoting tropical fruits and vegetables, fruit and vegetables which are out of season and flowers and plants originating from Africa, the Pacific and the Caribbean.
Address : 5, rue de la Corderie Centra 342 94586 RUNGIS Cedex FRANCE
Tel : 33 1 41 80 02 10
Fax : 33 1 41 80 02 19

CIMO (Confederation of Importers and Marketing Organizations in Europe of fresh fruit and vegetables)
This is an association which includes the main European importers of overseas fruit and vegetables. Its purpose is to support and develop the importing and distribution of these products
Address : Avenue de Brocqueville 272, bte 4, B-1200 BRUXELLES BELGIQUE
Tel : 32 2 771 36 35 - Fax : 32 2 762 94 25