ITALIAN TRADE AGENCY

ITA Beijing Office

NEWSLETTER

FOOD AND BEVERAGE/ AGROINDUSTRY/HORECA
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Norway Sets €2.58 Billion Seafood Export Target for China by 2035
At the 9th China International Import Expo, the Norwegian Seafood Council launched its Target 2035 plan, aiming to boost seafood exports to China to €2.58 billion. Now Norway's second-largest market, China imported 158,230 tons worth €1.07 billion from January to September 2026 (+26% year-on-year), supported by expanded wild aquatic product protocols. **(China Daily)**

Australian White Wine Exports to China Surge Over 143% in Q3
According to China Customs, Australian white wine exports to China surged over 143% in the third quarter, defying a 7.3% global export decline to USD 357 million. The rapid expansion underscores a structural preference shift among Chinese drinkers toward crisp white varieties. **(Vino Joy News)**

First Batch of South African Yellow Peaches Arrives in China
China received its inaugural air-freighted shipment of South African yellow peaches and white nectarines in Shanghai, officially launching the 2026/27 stone fruit season. Arriving counter-seasonally ahead of Lunar New Year, the shipment expands premium fruit import options following market access approval. **(Produce Report)**

China's Bulk Wine Imports Shift Toward Lower-Priced Sourcing
According to China Customs, China's bulk wine imports fell 5.56% in volume to 36.92 million liters during the first half, while import value dropped 35.15% to USD 24.47 million. Despite sluggish global bulk trade, lower-cost bulk inflows helped domestic wineries manage raw material expenses. **(Wine Business Observer)**

Zero-Tariff Policy Fuels Surge in African Fruit and Nut Imports to China
China-Africa bilateral trade rose 22% year-on-year to USD 312.11 billion from January to September following China's zero-tariff implementation for 53 African nations. African avocado and frozen strawberry import values jumped 82% and 113% respectively, with 90% of South African pecan exports heading to China.
(Produce Report)