ITALIAN TRADE AGENCY

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NEWSLETTER

FOOD AND BEVERAGE/ AGROINDUSTRY/HORECA
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Smart Machinery Powers China's 2026 Autumn Harvest Amid €3.17 Billion Subsidy Push
China's 2026 autumn grain harvest surpassed 95 percent completion in November, propelled by high-horsepower intelligent tractors, Beidou-guided autonomous harvesters, and agricultural drones. Backed by €3.17 billion in central machinery purchase subsidies, China's comprehensive crop mechanization rate exceeded 76 percent, accelerating the shift toward electric, hybrid, and precision farming equipment. **(Xinhua)**

Sichuan Panxi Avocados Achieve First-Ever Overseas Export to Malaysia
On November 20, the first batch of 6.48 tons of fresh avocados harvested in Sichuan's Panxi region successfully cleared customs in Malaysia. Following earlier international shipments of mangoes, pomegranates, and grapes, the milestone expands Sichuan's premium fresh fruit export portfolio across Southeast Asian markets. **(Produce Report)**

Myanmar Avocado Export Protocol to China Enters Final Signing Stage
Bilateral phytosanitary negotiations between Myanmar and China's General Administration of Customs for fresh avocado exports have reached the second-draft stage. Pending final protocol signing, initial commercial shipments into the Chinese market are slated to begin next year. **(Produce Report)**

South Korean Fuyu Sweet Persimmons Make Official Debut in China
The official launch event at Shanghai Huizhan Fruit Market celebrating the inaugural arrival of South Korean Fuyu sweet persimmons in China. Jointly imported by Shenzhen Yiguo and South Korea's True Delicious following customs clearance approval, the debut introduces a new crisp variety to domestic retail. **(Produce Report)**

Greek Fresh Cherries Granted Market Access to China After 11 Years
Fresh Greek cherries have received official market access to China following 11 years of bilateral phytosanitary negotiations initiated in 2015. The approval unlocks direct trade channels for Greek stone fruit growers targeting high-end Chinese retail demand. **(Produce Report)**