

Australian MFC oranges introduce to Chinese market

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A container truck loaded with fresh oranges arrived at Shanghai Huizhan Fruit and Vegetable Wholesale Market in east China, marking fresh oranges of Australia's Mildura Fruit Company (MFC) officially entered the Chinese market.

Bright Food International Trading (Shanghai) Co., Ltd., a subsidiary of Shanghai-based Bright Food Group, has been working on this import deal since last November, going through eight months of intense negotiation over each process from product selection, contract signing, shipping, customs declaration and inspection, customs clearance and transportation, supply chain services, and so on.

Striving to optimise integrated management of the global trade supply chain, Bright Food International Trading (Shanghai) Co., Ltd. is continuously expanding its overseas business through coordination with Bright Food Group's overseas enterprise resources. This recent import of Australian MFC oranges marks a breakthrough in the Chinese company's fruit import business.