



Peru sharpens focus on Asian opportunities

Asia's growing importance as an export market for suppliers from Latin America is the focus of a new event that Asiafruit and its partner magazines in the Fruitnet Group is launching in Peru this year.

Fruitnet Peru Asia Export Forum

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Speaker Profile - Koay Swee Aik



Director, Chop Tong Guan Sdn Bhd [Malaysia]

Koay Swee Aik is the managing director and owner of Chop Tong Guan. Having studied law in Australia, Swee Aik returned to Malaysia in 1990 to join the third-generation family business, which specialised in fresh fruit import and wholesale. Over the past 24 years, he has grown the business significantly from a local importer and wholesaler to one of the country's leading fresh fruit importers. During this period, the company has set up an extensive cold room storage system, repacking facilities and a fleet of reefer trucks, supplying and serving major supermarkets across the country as well expanding the supply base for its traditional wholesale business. Swee Aik helped to pioneer and develop South African fresh fruit imports to Malaysia in the mid-1990s as well as Zespri kiwifruit imports from New Zealand. He has also established a vertically integrated supply chain for Chinese mandarin imports by establishing production in China. The fruit is marketed under the Tian Tian brand, which has become a premium mandarin brand in Malaysia. Swee Aik has vast experience of importing, distributing and marketing a wide range of fresh fruits to Malaysia.

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