

GLOBAL BUSINESS NETWORK IN ACTION



Chamber Support in Opening up a New Market for Avocados

BRITISH CHAMBER OF COMMERCE IN MYANMAR

Myanmar's harvest of avocados are currently only sold on the domestic market and exported to China. One UK exporter has seen an opportunity to tap into this new market and start to export to the UK.

UK importer FreshPro Imports have established an exclusive agreement with MAVO, the Myanmar Avocado Producer and Exporter Association

Using the expertise and network of the British Chamber of Commerce in Myanmar, they are trialling and developing avocados which have been grown in the country.

"We have already received a small air freight shipment and are currently assessing the consignment and will be sampling various sectors of the industry in the coming days, explained Chris Fagg from Freshpro. "First impressions of the avocado arrival are promising. We have also delivered samples to the Myanmar Embassy in London who were very keen to see the first arrivals from Myanmar into the UK."

A benefit of importing avocados from Myanmar is that it features a range of different climates, so whilst the main season for Myanmar avocados is October though to February/ March, supply would not be limited to this period. Chris Fagg continued "There are more growers coming on board, but first we have to do some trials to ensure that shelf life etc will be good."

FACTFILE: Myanmar has been opening up and developing its economy during the last decade, and has a growing British business community. It's situated between China and India, which can make it a good location for businesses looking to grow their presence in the area.

Myanmar's agricultural sector is a major contributor to its economy, contributing 38% of gross domestic product and accounting for around 30% of total export earnings. Myanmar has established 12 political, economic and social objectives in its efforts to establish a peaceful, modern and developed country.

