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A Chinese company in Kunming is expected to increase durian imports from Thailand to around 20â??30 containers per day.

Sunanta Kangvalkulkij, Director-General of the Department of International Trade Promotion (DITP), revealed that the department has instructed commercial attachÃ©s posted abroad to explore trade opportunities and Thai export potential.

The latest update came from Nat Wimonchan, Director of the Thai trade center in Kunming, Peopleâ??s Republic of China, who led senior ministry officials to inspect logistics routes and trade facilitation for Thai durian exports to China ahead of the upcoming fruit season.

The trade attachÃ© continued discussions with executives of Yunnan Nongfa Agriculture, a new fruit wholesale market and distribution hub in Kunming. The company is a state-owned enterprise with 100% Chinese government ownership and a registered capital of 50 million yuan. It sources imported fruits from ASEAN countries for distribution across China through both online and offline channels, and also exports Chinese-grown fruits to international markets. Currently, the company imports Thai fruit through four importers but is now interested in directly importing durians at an estimated volume of 20â??30 containers per day.

Director-General Sunanta has instructed the Kunming trade office to work closely with the company to expand Thai fruit distribution into secondary cities and nearby provinces, such as Xinjiang, Qinghai, Tibet, and Chengdu. The company expressed enthusiasm and confirmed its demand for Thai durians. In Yunnan and Chengdu, daily orders are estimated at 20â??30 containers, while Tibet, Xinjiang, and Qinghai are expected to import about two containers per week.

The DITP also plans to expedite business-matching events between Thai durian exporters and the company under the "Quick-win Business Matching" initiative, which was developed through collaboration between trade offices in Kunming, Chengdu, and Nanning. The goal is to boost Thai fruit demand in western and southwestern China. The department will also invite the company to participate in future DITP events.

Located in Guandu District, Kunming, the company spans 110,000 square meters and features 78 cold storage rooms, three rail lines for fruit transport, and a live streaming sales zone. Currently in trial operation, the company is set to launch officially on May 1st, with a projected durian import value over the next year estimated at 4 billion baht.