



REPORT  
—Lychees

# Growing influence

KUALA LUMPUR—Australia’s lychee industry is hoping to build demand in the Malaysian market through a promotion launched in December.

by Matthew Jones



BELOW—Euro-Atlantic’s Aida Ahmag, TIQ’s Judy Noller, Sun Lychee’s Martin Walker and Euro-Atlantic’s Ebby Loo help launch the promotion

have been immediately packed and airfreighted under tight cool chain management, ensuring maximum freshness at the point of sale.

While Malaysia is a developed lychee market, it currently relies on mid-year imports from nearby countries such as China, Thailand and Taiwan by either road or sea.

“While Australian lychees have been going to Malaysia for some

**C**onsumer awareness of Australian lychees is expected to grow in Malaysia this summer, with the tropical fruit set to be the feature of a promotion run over late December and January.

The programme will be delivered by Malaysian importer-wholesaler Euro-Atlantic, which will run in-store tastings across eight retailers in Kuala Lumpur, including key supermarket chains Cold Storage and Aeon.

Euro-Atlantic has helped develop the promotion alongside the Australian Lychee Growers Association (ALGA), Martin Walker of the Sun Lychee marketing group and the participating retailers. Horticulture Innovation Australia and Trade & Investment Queensland (TIQ) have also lent their support.

TIQ’s trade and investment officer, Judy Noller, says the tastings will expose consumers to lychees that

time in the form of spot sales, this will be the first fully coordinated programme initiated by the ALGA and its partners Horticulture Innovation Australia and TIQ,” explains ALGA president Derek Foley. “It links together an Australian exporter with a Malaysian importer, to not only sell Australian lychees into Malaysia, but to promote and grow sales in this emerging market.”

With an unusually cool Queensland winter has delaying the start of harvest, the promotion is expected to start in the last week of December.

Australian lychee production is centred around the coast and hinterland of Queensland and northern New South Wales, with exports traditionally running between December and February. The wide range of varieties grown in Australia gives local exporters the world’s longest trade window. 🌱



**POS MATERIALS**  
The Taste Me Now poster (pictured) is one of three point-of-sale posters developed for the campaign. Wobblers highlighting Australian lychees will also be hung in stores.



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