



昱立貿易
YULI TRADING

SHANGHAI YU LI TRADING CO LTD

China-Based Premium Food Importer

Today's Agenda



1

ABOUT US

2

THE OPPORTUNITY

3

THE CHALLENGE

4

OUR SOLUTION

5

THE TEAM

6

CONTACT US



ABOUT US

YU LI TRADING is a seamless full-service food importer offering an end-to-end solution for international brands to enter, reposition and grow in the China market.

We handle everything from logistics and regulatory approvals to customs clearance, bonded warehousing, nationwide distribution, and deep e-commerce penetration, ensuring reliable, hands-on service at every stage.

Our integrated services and bilingual team provide essential support to engage with international brands efficiently, reducing both costs and time to market.

THE OPPORTUNITY

WHY CHINA? WHY NOW?

- China is the world's largest food importer, with F&B sales historically growing at more than three times the world average.
- Total food imports reached \$197 billion in 2024.
- Consumer Packaged Goods TAM accounts for 41% of total China food imports—about \$80 billion.
- Over 500 million middle-class consumers are fueling strong demand for premium imported foods.

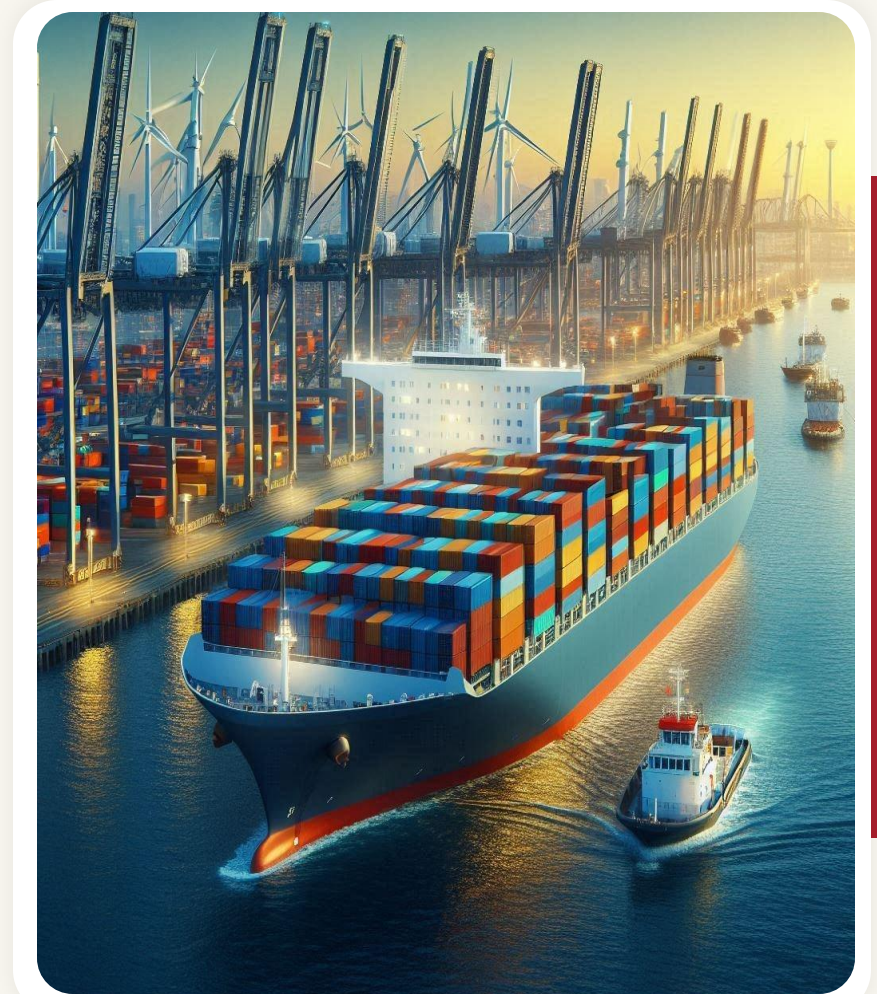


- Consumer packaged goods TAM makes up 41% of total China food imports (\$80 billion).
- 50% of imported packaged food in China is sold through the world's largest \$2.5 trillion e-commerce platforms like Alibaba, Tmall, JD.com, Tik Tok, and Taobao—**aligning with one of Yuli Trading Co. Ltd.'s core strengths**
- China accounts for nearly 13% of global food imports, making it the single largest national import market.
- Out of every \$100 spent globally on food imports, \$13 is spent by China—underscoring its massive market influence.



CHALLENGES IN THE CHINESE MARKET

- Compliance with China food import regulations can be challenging to navigate without a local a partner, leading to delays at customs or rejections due to non-compliance.
- International and domestic logistics to and within China including bonded warehousing are complex requiring local expertise
- Requires a bilingual local team, a corporate entity, local capital, and a national sales network with access to niche, complex channels.
- Extensive knowledge of the domestic market trends and product fit is critical for success



CHALLENGES IN THE CHINESE MARKET

- It is difficult for a new local team without long-term experience to effectively manage potential consumer complaints
- If repacking is necessary, it requires additional logistics and resources, which necessitate an experienced team familiar with the process.
- Supply chain disruptions, due to delayed export shipments, require experienced local expertise with long-term relationships at the end-user client level.
- Precise reorder timing requires local expertise to manage warehouse stock and coordinate supply-side production and shipping schedules.





OUR SOLUTIONS & SERVICES

Introduction: Successfully entering the China market requires a multi-tiered strategy. This includes a broad network of retail chain stores and, crucially, strong e-commerce penetration. With over 900 million internet users and 250 million online shoppers, China's digital landscape is unprecedented and rapidly evolving. **Yu Li Trading has a strong track record of successfully penetrating these markets.**

OUR SOLUTIONS & SERVICES

- **Ongoing support:** Continuous bilingual support, client engagement, logistics, sales tracking, and reordering.
- **Bonded warehousing:** Temperature-controlled, secure bonded warehousing
- **Regulatory approval:** CIQ & GACC registration, and labeling compliance
- **Customs clearance:** Expert, experienced handling of inbound shipments through customs to the warehouse



Select Brands Served



Select End Users



Multiple Retail
Store Chains



Core Teams Build Dreams



Kevin Xu Bo Hsu

Founder & CEO

26 years of China food Import Export

Yan Wang

CFO

Sterling LeFevre

President

10 Years' On the Ground in China

July Gu

Logistics Manager

Eric Wei

Direct Sales Manager

Nicole Xu

Wholesale/Distributor Manager

Unlock Your Brand's Potential in China

CONTACT US



Whatsapp

+ 66 93 649 7676



Phone

+ 86 400 862 2116



Enquires

info@yulitrd.co



Video Call

Zoom / Teams



Website

www.yulitrd.co



Address

506 Shangcheng Road Shinmay Union Square suite
2828, 28/F, Block B Pudong New
District, Shanghai China 200120



昱立贸易
YULI TRADING

Thank you