

Expanding International Connections: Chengdu Accelerates the Global Reach of "Chengdu Products"



Chengdu, Sichuan Sep 8, 2025 ([Issuewire.com](https://www.issuewire.com)) - Kung Pao Chicken, Mapo Tofu, Hot Pot... Chengdu, recognized by UNESCO as a City of Gastronomy, has gained global acclaim. More and more international visitors are coming to Chengdu to savor these unforgettable delicacies. Meanwhile, Chengdu's unique agricultural products are also speeding up their journey to the world, allowing people from more countries and regions to experience the charm of high-quality "Chengdu Products."

Signing Contracts Worth 1.39 Billion Yuan: Specialty Agricultural Products Venture into New International Markets

Sweet honey, refreshing fruits—on September 4, at the 11th Chengdu International Urban Modern Agricultural Expo, Russian businessmen praised the honey lemon water and honey small tangerine products from Sichuan Jianshengtang Agricultural Development Co., Ltd. They immediately invited Jianshengtang Agricultural to explore opportunities in Russia and develop local agents. Yang Xianqiang, General Manager of Jianshengtang Agricultural, stated, "Guests mentioned that our honey drinks suit Russian tastes, and there are currently no similar products in the Russian market." Yang has prioritized a visit to Russia, expecting to expand overseas markets within the year.

In addition to Jianshengtang honey, the expo showcased a special pavilion titled "Agricultural Expo

Treasures: Chengdu Products Going Abroad," presenting Chengdu's fresh goods like Jintang Morel Mushrooms, fresh asparagus, Sichuan garlic, and flowers, alongside traditional brands like Pixian Douban, Chongzhou Loquat Tea, Qionglai Black Tea, Dujiangyan Tea, and Jianzhou Large-Eared Sheep, as well as new products like Runzhao Caviar and Haiguang Eel. This collective effort aims to promote "Chuan Brand" and "Chengdu Brand" agricultural products to the world.

During the expo, a matchmaking event for the 2025 China Agricultural Products Promotion and "Chengdu Products Going Abroad" was held. A cooperation framework agreement was signed between Wenjiang District and the Ministry of Agriculture and Rural Affairs' Foreign Economic Cooperation Center, aiming to accelerate the development of Chengdu as a gateway for western openness and a core engine for agricultural modernization. Over 100 international buyers and domestic distributors participated, signing multiple agricultural trade agreements and investment projects worth 1.39 billion yuan, continuously broadening the channels for Chengdu's specialty agricultural products to go global.

Widening Pathways for International Trade: High-Quality "Chengdu Products" in Demand

During the expo, the 11th China-Germany Agricultural Week was also held in Chengdu. The city's high-level modern urban agriculture left a deep impression on German guests, revealing significant potential for cooperation in high-quality agricultural production, sustainable rural development, and ecological agriculture. Chengdu's premium agricultural products are expected to accelerate their international journey as a result.

In recent years, Chengdu's innovative agricultural models and products have garnered increasing attention from international investors. The pathways for international trade are expanding. Dujiangyan City successfully entered the ASEAN market with "national geographical indication" kiwifruit, maintaining a stable market share in Thailand, Indonesia, and other countries through innovative operational models. Wenjiang District's "Chuan Nong Niu" red fragrant glutinous rice candy has reached preliminary cooperation intentions with multiple buyers in Oman, targeting the halal food and high-end gift market. Dayi County's konjac products have secured an order worth 2 million yuan with Thailand's S&S TRADING. In April 2025, Chengdu's tea companies established intention agreements with enterprises from Thailand, Russia, Uzbekistan, Australia, and others, with international orders exceeding 50 million yuan.

On their journey abroad, Chengdu's agricultural enterprises are continually honing their skills to unlock international markets with quality products. Chengdu Fengke Biotechnology Co., Ltd.'s edible fungi products are sold in 57 countries and regions, with exports of crab-flavored mushrooms and white jade mushrooms ranking first in the nation. Chengdu Zhongyue Agricultural Development Co., Ltd. exports high-quality garlic, onions, and ginger to Thailand and South Korea, with an annual export plan exceeding 1,000 tons. Sichuan Tiandi Sheep Biological Engineering Co. has successfully tapped into the African market by exporting breeding sheep to Uganda.

An increasing number of "Chengdu Products" are making their debut on the international stage, enhancing the overseas recognition of Chengdu's specialty agricultural products and accelerating the expansion of foreign markets, further establishing the global reputation of the "Land of Abundance."



Media Contact

Chengdu New East Exhibition Co., Ltd.

*****@neweastfair.com

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