

Produce trader Golden Wing Mau Group (GWMG) has moved its operational headquarters to the South China City Development Center in Shenzhen, ushering in a new era for the 18-year-old firm.



A company spokesperson said the new office space was double the size of the previous center, at 2,000sqm (21,527 square feet), while a 20,000sqm (215,278sqf) cold storage area would have a capacity for 30,000 metric tons (MT) of goods.

At the opening ceremony, general manager Zhang Jian said he had witnessed "amazing growth" at the company, which just over a decade ago only had a tiny office at a food storage facility.

He said the then five-person team has now grown into a "commercial juggernaut" with more than 3,000 employees.

"The past 18 years have been fundamental. We've gradually achieved 1 billion, 2 billion and now 3 or 4 billion RMB (US\$483-644 million) of sales," Zhang said.

"There's been rapid growth. I now think it's totally possible to build a 10 billion RMB (US\$1.6 billion) company in the Chinese produce industry in the next three or five years. We're now amidst a golden age."

Golden Wing Mau has opened offices in Beijing, Shanghai, Nanjing, Shanghai, Chengdu, Haikou, Qingdao and 80 other cities. The firm has also established more than 50 produce bases and 20 fruit processing centers nationwide, supplying fresh fruit to more than 2,000



retailers and supermarkets with over one million customers around the country

The location of Golden Wing Mau's new operations headquarters is Floor 10, South China Development Center, No.1 Huanan Avenue, Long'gang District, Shenzhen. Almost 1,500 of Wing Mau's employees now work in Shenzhen.

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