

#### Abstract:

Hunan locates in the central-southern region of China, with subtropical and temperate climate, and is one of the major areas of kiwifruit origination. Research on kiwifruit in Hunan started in late 1970's at several institutions. The emphasis was on breeding and postharvest technology. Four superior cultivars have been released since 1990's, i.e. *A. chinensis* cultivars 'Fengyue' and 'Cuiyu', and *A. deliciosa* cultivars 'Miliang 1' and 'Qinxiang'. Commercial development of kiwifruit in Hunan started in early 1980's with a rapid expansion from mid 1990's, mainly in the western region of the province. Total planted area has reached 1,500 ha, and fruit output 20,000 tons. 'Miliang 1' and 'Fengyue' are the two major cultivars planted. 'Cuiyu' is likely to become the most popular cultivar for its very outstanding taste and storage quality. Two important companies have been set up for kiwifruit industrialization, i.e. Changsha Truwind Fruit Co. Ltd for freshfruit development, and Hunan Laodie Agricultural Technology Co. Ltd for kiwifruit processing. It is expected that kiwifruit industry in Hunan will have a further expansion in the next 10 years.