



## Chile: Fresh fruit exports to Asia increased by 30.4%

Chile exported a total of 2,776,903 tons of fresh fruit in the 2017-2018 season, i.e. 6.2% more than in the 2016-2017 campaign. Exports to Asia amounted to 625,453 tons, i.e. 30.4% more than in the previous season and the highest growth experienced during the season.

This increase reflects the interest that the Chilean industry has on the Asian markets, where China accounts for 61.6% of the total export of fresh fruits to that continent.

In this framework, and in order to further enhance its positioning and presence in Asia, the Chilean fruit export industry had an outstanding participation in the latest version of Asia Fruit Logistics 2018, which was held in Hong Kong.

At the Asia Fruit Logistica, Chile was awarded for its promotional campaign for Chilean cherries. In addition, the country announced the promotional actions it had planned for the 2018-2019 season, especially for cherries, blueberries, and kiwis. The actions will be coordinated by the respective committees, together with ASOEX and ProChile.

The Chilean pavilion (125 square meters big) was one of the most visited. It included a sample of Chilean seasonal fruits and a culinary tasting prepared with them, especially for the occasion, by Chilean Chef Ricardo Gonzalez.

Charif Christian Carvajal, the Marketing Director of ASOEX for Asia and Europe, said that the pavilion also had a special area so that the participating companies and the representatives of the Fruit Committees could hold meetings with importers, distributors, and retailers. "The meetings area was a success. We got to do a great amount of contacts," he said.

"Asia Fruit Logistica is an important instance for our industry, especially since Chilean exports to the Asian markets have grown by more than 30%. Thus, visualizing new opportunities to diversify our shipments is vital, and this fair offers a very good platform to do so," said Ronald Bown, the President of ASOEX.

"The most important importers and distributors of our fruits in Asia, especially in China, participate in this fair; which is why we take advantage of this scenario to present our promotional campaigns for the 2018-2019 season, strengthen our relationships, and showcase the best of our export offer," Bown added.