

The Chilean nectarine export campaign to China has been a success

According to data provided by ASOEX, Chile has exported 20,063 tons of nectarines to China this year, i.e. 20.47% more than in the previous season. The export of this fruit has been a commercial success between both countries since the opening of the Chinese market in 2017.

Ronald Brown, the president of the association of exporters ASOEX, stressed the importance of this market for Chile, with which the country had already reached trade agreements for the export of pears and is now negotiating the export of citrus. Brown added that this growth also reflects the great interest that the markets of the Asia-Pacific have for the sector, where China is the main destination, for which Chile has become the main supplier of fruits.

The nectarines reached China in week 52, experiencing strong growth in the following weeks. Sales were driven by a new promotion campaign carried out by the Fruit Exporters Association of Chile AG (ASOEX), and ProChile, mainly in the markets of Shanghai and Jiangnan of China. The campaign's slogan "Make your life bloom with the Chilean nectarines", invited consumers of that country to recover and maintain their health after the Chinese New Year festivities, a period in which people usually eat more than usual.

The promotional activities included tastings and exhibitions in wholesale markets and retail outlets, interviews and publications in the local press, a seminar via WeChat, and sports activities in a Shanghai gym, which linked the fruits benefits to the people's health.

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