The internationalization of the fruit and vegetable sector, strategic growth line

The Spanish agri-food system has the capacity to achieve higher levels of business development. The internationalization of the fruit and vegetable market is one of the strategic lines for virtually all links and operators. There is no doubt that the recent geopolitical events (Russian veto, Brexit, etc) have shown, more if possible, this need.

By Marta Fernandez

According to MAGRAMA, the Spanish agrifood system has the capacity to achieve higher levels of business development, thus improving its presence in traditional markets such as consolidating and expanding the achievements in new markets, especially in third countries. Therefore, from the Central Administration they have created the Working Group for the Agrifood Sector Internationalization (GTISA), and the Working Group on International Agricultural Food Promotion.

> The aim of GTISA is to help Spanish companies to go abroad. A market for the fruit and vegetable sector represents the bulk of its business

One example is that *in the first half of 2016 the export of fresh fruits and vegetables has totaled 7,101 million euros (+ 5.3%), although volume has fallen by 3.21% (6,747,605 tons).*

Meanwhile, with the Working Group on International Agricultural Food Promotion it has completed the establishment of coordinating all tables that had established the Advisory Committee GTISA sector, to comply with the provisions of the Strategic Lines Internationalization Agri-food Sector.

Promotion Group, chaired by ICEX, comes in response to sectoral demands to establish a coordination forum for matters related to the promotion.

Concretions

Perhaps the best known development has been the opening of the Chinese market for export of stone fruit, although it is true that talks are held to establish new business opportunities with the United States, Argentina and Brazil. Meanwhile, Andalusian Extenda-Trade Promotion Agency has organized several international meetings with the aim of establishing business contacts between Spanish operators and South Americans. Colombia and Peru have been the scene of such meetings.

> From Extenda it have also been established contacts with Ecuador, second destination of Andalusian exports in Latin

Thus, the ratio of services Business Antenna of Extenda in Ecuador was presented during a meeting which was attended by 36 companies and by the Ambassador of Ecuador in Spain, Miguel Calahorrano, and Secretary General Economy and president of Extenda, Gaspar Llanes.

A promotional level, one of the most recent actions is the implementation by Freshuelva of the "Strawberries in Europe: Vive la Red" with the aim of promoting the consumption of berries in Spain, France and Germany.

And in business some examples of internationalization would be carried out by Agricultural Cooperative San Isidro (CASI), and Gruventa, Murcia. The first has opened a sales office in the Netherlands, after partnering with local operator Norfresh International, while the second has an office in Dubai.