Argentina to increase its food exports to China through online sales

Alibaba Group **has launched a new program that will allow Chinese consumers to buy Argentinean food in their online platform** Tmall Fresh**. An initiative that will increase the presence of Argentine fresh produce in the People's Republic of China and which has been the result of joint efforts by the** Argentine Agency of Investment and International Trade **and the** Ministry of Agroindustry of the Nation.

The start-up of the Argentine products promotion program through the Chinese fresh food marketing website, Tmall Fresh, *will help Argentina's commercial relationship with the Asian giant continue to strengthen and grow.*

> Through this retail distribution channel cuts of beef, poultry, prawns, squid and wine are available for sale, which can be purchased directly by Chinese consumers

This is the third campaign carried out by the Chinese platform of a specific country, after New Zealand and Norway. According to the representatives of the company, Argentina has been chosen because of the excellent recognition of the products selected for their quality, flavor and health guarantee.

In the first instance, the products are supplied by different local importers of Argentine foods, which are already in the Chinese territory.

The Argentine Government considers this initiative as a great opportunity to encourage companies from both countries to join this platform. *There is a strong interest of the Argentine Government to expand the supply and variety of its products in a market with more than 1,300 million inhabitants and an urban population increasingly demanding of imported foods of high quality.*

> The representatives of Alibaba Group have expressed their commitment to serve as interlocutors to bring together Argentine exporters with Chinese importers who work on the platform or become part of it

Source: Ministry of Agroindustry of the Argentine Nation

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