Chile, the main supplier of fresh fruit from China

The President of the Association of Fruit Exporters of Chile AG (ASOEX), Ronald Bown, accompanied by the general manager of the entity, Miguel Canala-Echeverría, met with the Ambassador of the People's Republic of China in Chile, Xu Bu, to analyze the potential of bilateral fruit exports.

On the occasion, the representatives of ASOEX, stressed the importance that the Chinese market is acquiring for fruit exports from Chile, **which has led it to become the main supplier of fresh fruits of the Asian Giant.**

“The visit was very positive, as we were able to address various topics of interest for our fruit export industry, but at the same time for Chinese imports to our country. Currently, we are the main supplier of fresh fruits from China, which distinguishes Chile as a supplier of quality products and that meets the requirements that this market demands. Together with the Ambassador, we were able to discuss the progress of the process of entering Chilean citrus fruits to China and the kiwis from China to Chile, whose signature could be made in November in Chile, within the framework of APEC, ”said Ronald Bown, President of ASOEX.

Bown added: “Between Chile and China there are very good relations, so that each negotiation seeks to benefit both countries. In this framework of reciprocity, along with the process of entering Chilean citrus fruits to China, progress is being made in opening the Chilean market for Chinese kiwis, as well as the possibility of importing kiwi plants and dates (jujube) by Chile ”.

Likewise, the leader highlighted, within the framework of reciprocity between the two nations, the support that the Chilean sector made to promote Chinese apples and pears in Chile, carrying out various actions in the national retail.

Promotions

In addition, the leaders surveyed the promotional actions that ASOEX, together with ProChile, are carrying out in the Chinese market, where activities in blueberries, table grapes, nectarines and cherries from Chile stand out. “The cherry campaign in China is unique, and every year includes more innovations and creative ideas, as it was last season to break a Guinness Record with the world's longest fruit line, made with more than 24 thousand cherries. This campaign involves the investment of 5 million dollars and actions ranging from tastings at points of sale to contests through social networks, ”said the President of ASOEX.

As part of the promotional actions, the representatives of ASOEX commented that during this week a public-private delegation will visit this country of Asia, to carry out the 5th Version of Chile Week in China, which will take place between August 29 at September 3, ending with the participation of the fruit industry in the **Asia Fruit Logistics Fair.**

It should be noted that at the end of the meeting the Chilean representatives and the Ambassador of China agreed to coordinate a new meeting to deepen some matters.

Exports

According to information from EXPORDATA of ASOEX, during the 2017-2018 season, our country sent 385,516 tons of fresh fruits to the Asian Giant, which was 66, 46% more than last season. Of that amount, **cherries were located as the main product (41.4% of the total fruit exported by Chile to China); table grapes (30.8%), plums (10.7%), nectarines (4.3%), kiwis (4.2%), avocados (3.2%), and apples (2.9%) .**