PROEXPORT intensifies its commercial activity in Fruit Logística 2017 to increase its share of business

The inauguration of the Fruit Logística 2017 fair in Berlin has provided an intense commercial activity for the horticultural exporters of the Region of Murcia, represented in the stand of the Murcia Association of Producers-Exporters of Fruits and Vegetables (PROEXPORT). Thus, as PROEXPORT director Fernando P. Gómez Molina explains, "we have hosted multiple meetings with the objective of reaching all our customers the interest of the Region of Murcia to meet our commitments to meet the demand we are receiving, as a result of the cold wave that has affected horticultural crops throughout Europe and Murcia is one of the few areas that has been saved, attracting the interest of supermarket chains and intermediaries in the agricultural business".

For the director of PROEXPORT, "the goal is very clear: to give confidence to the customers we have in the world and to capture new business opportunities among the many professional visitors who come to this trade show".

> Europe is the main destination of Murcian productions and the goal is to reach new customers in Asia and the Middle East, as well as to open doors in Canada and the United States

"We have good feelings and we come with the best of spirits so that the contracts we achieve here generate more employment and wealth in the Region," he adds.

PROEXPORT travels to Fruit Logística along with 22 associated companies that exhibit at the fair and that until 10th February they move about a hundred commercials *with the intention of strengthening their situation in the global market in lettuce and leafy specialties, broccoli , Cauliflower, pepper, tomato, celery, artichoke, melon, watermelon and table grape,* among others.

Exhibiting companies

The Proexport coexpositor companies in Pavilion 18, Region of Murcia, Spain stand are: Agrícola Santa Eulalia, Agromediterránea Hortofrutícola, Campo de Lorca, Fruveg, Kettle Produce España, Pozo Sur, Teresa Hermanos, Agridemur Marketing, Murciana Vegetales, Grupo Hortiberia, Kernel Export, Procomel, Verdimed, Sol y Tierra Campo de Cartagena and SAT Primaflor. Complete the list of PROEXPORT partners who will exhibit in other pavilions of the Berlin fair the companies Agroherni, Behr Iberia, Difrusa Export, Grupo G's España, Looije, and Grupo Surinver

Target Markets

Europe is the main destination of the horticultural exports of Murcia. *During the 2015-2016 marketing year, the Region of Murcia exported 2,445,709 tonnes of fruit and vegetables worth 2,457.9 million euros.*

> Germany, with 637,578 tonnes received, is the first destination of Murcia vegetables (26%), followed by the United Kingdom (21%) with 506,358 tonnes

Together with German and British consumers, *France (17%) ranked third in the exports of fruit and vegetables Murcia with 413,182 tonnes. The Netherlands with 223,319 tons and Italy with 117,209 tons complete the five main destinations of the region's shipments. Together, these five countries account for 78% of Murcia's horticultural exports.*

The Association of Producers-Exporters of Fruits and Vegetables of the Region of Murcia (PROEXPORT), *brings together 50 groups of companies and cooperatives leaders in the export of fruits and vegetables in the Region of Murcia. PROEXPORT partners sell more than 1 million tons, export to 42 countries and directly employ more than 28,000 workers*. PROEXPORT has received national prizes for the Promotion of Healthy Eating among Schoolchildren and for Corporate Social Responsibility in the Agrarian Sector and two regional awards for Sustainable Development.

Source: PROEXPORT

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