



A Powerful Partnership:

Throughout Latin America, All Roads Lead to Fruittrade

**PMA's
Fruittrade
Latin America
November
12-13, 2014
Santiago,
Chile**

Great opportunities are emerging throughout the Latin American supply chain. The region's diversity, productivity, and trading options make it a major source of produce for the Western Hemisphere and around the world. At the same time, competition for alliances is growing in various countries.

To continue this growth in Latin America, collaboration is key. Combining forces, three industry organizations have organized a powerful new event designed to create unprecedented business possibilities to companies throughout the fresh produce and floral industries: PMA Fruittrade Latin America.

This event combines:

- The strength of PMA's global outreach to retailers, importers and exporters
- The technical expertise and depth of grower and supplier sectors of Fedefruta, Chile's Fruit Growers Federation
- The global media outreach of Portalfruticola/Freshfruitportal

This inaugural 2014 event will take place in Santiago, Chile, on November 12-13, and will replace both Fedefruta's and PMA's long-standing individual conventions in the region. Throughout two enriching days, an expected 90+ exhibitors and 2250+ attendees, including growers, exporters, importers, retailers, and suppliers of every industry product and service, will gather to access the latest information about critical issues impacting Latin America, as well as global topics, and network to build their businesses through new and existing clients.

This expanded event will feature top industry and professional development speakers who will address key industry issues. An international business roundtable will provide opportunities for participants and growers to have one-on-one meetings with leading supermarket executives. Technical workshops tailored for growers and commercial workshops will benefit professionals from throughout the entire industry.



From left: Gustavo Yentzen, president and founder, Yentzen Group; Nancy Tucker, Vice President, Global Business Development and Cristián Allendes, President, Fedefruta at the launch of PMA Fruittrade Latin America, January 8, 2014, at the Sheraton Hotel in Santiago, Chile.



PMA Fruittrade participants will benefit from:

- **Making new business contacts and reinforcing existing ones**
- **Expanding business opportunities**
- **Showcasing their products and services to potential clients**
- **Learning about key industry trends and developments**
- **Obtaining information and new ideas from top industry speakers**
- **Working together on industry issues**

In short, PMA Fruittrade will pull together Latin America's key industry leaders. Oleen Smethurst, Costco Wholesale Canada, is enthusiastic about the new event. "I am looking forward to participating in PMA Fruittrade Latin America. I expect to make new connections, and that the program will be very enriching and give me the insight I need on key markets. November is an optimal time for a conference in Latin America; I am already planning

travel to Chile for meetings with my supply chain partners and will be sure to extend my time to attend this event."

Fedefruta's chairman Cristián Allendes states: "Merging the biggest event of the fruit and vegetables industry in Chile, Fruittrade, with the global outreach of Produce Marketing Association, will offer even greater opportunities for the whole region. The alliance between Fedefruta, PMA, and Freshfruitportal, with support from ProChile—the Export Promotion Bureau from the Ministry of Foreign Affairs of Chile—will make this event the main business meeting point for all involved with the produce industry in Latin America."

Gustavo Yentzen, president and founder of Freshfruitportal, agreed, saying, "This alliance creates a unique opportunity for the Chilean and Latin American industry, the power to bring together the entire marketing chain of fruits and vegetables from Latin America in one place."

For more information about PMA Fruittrade Latin America, visit pma.fruittrade.com or contact Nancy Tucker at ntucker@pma.com. 🌱