



NOV 2015
11-12
Espacio Riesco
SANTIAGO/CHILE

Convention + Expo + Business Roundtable = Latin America's Meeting Point

Greater networking opportunities for producers, buyers and suppliers

RATES & OPPORTUNITIES

Organized by

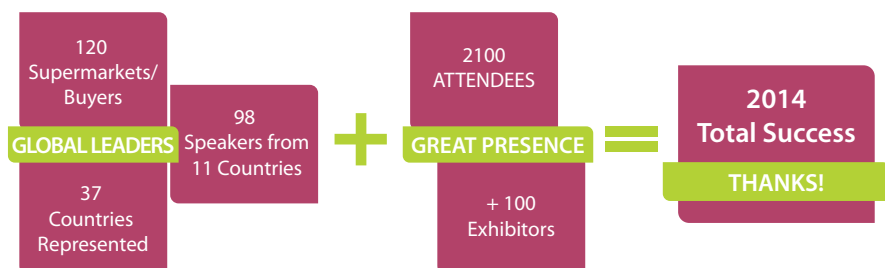


Welcome to PMAFruittrade 2015

The Produce Marketing Association (PMA), Fedefruta and Yentzen Group are proud to introduce the 2nd edition of PMA Fruittrade Latin America which brings together the entire produce supply chain to explore, learn, network, and increase business opportunities.

PMA FRUITTRADE = CONVENTION+EXPO+BUSINESS ROUNDTABLE = LATIN AMERICA'S MEETING POINT

The energy and opportunities generated by bringing together global retailers and importers with growers and suppliers, plus global media outreach, creates a unique value.



In 2015, The **Convention's** educational sessions will cover key topics and issues with local and international experts. The **Business Roundtable** will bring together buyers and sellers for private meetings. The **Exposition** is expanded and will feature more than 200 stands.

We invite you to join us on November 11-12, 2015 in Santiago, Chile at the Espacio Riesco Convention Center.

Sincere appreciation is offered for the support of ProChile - the Export Promotion Bureau from the Ministry of Foreign Affairs of Chile, that allows us to make this event Latin America's Meeting Point.

Looking forward to see you soon



Nancy Tucker
PMA



Juan Carolus Brown
Fedefruta



Gustavo Yentzen
Yentzen Group

Who Attends?

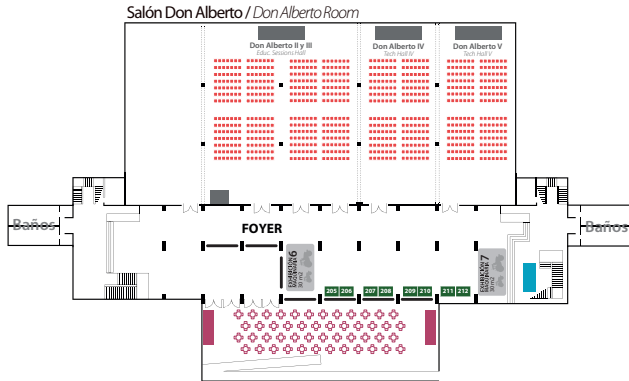
- Global and regional supermarket buyers
- Importers from every region of the world
- Wholesalers and distributors
- Latin-American growers/exporters
- Industry suppliers (machinery, services, products, materials)
- Logistics and transportation
- National and international authorities
- Media
- Researchers
- Scholars



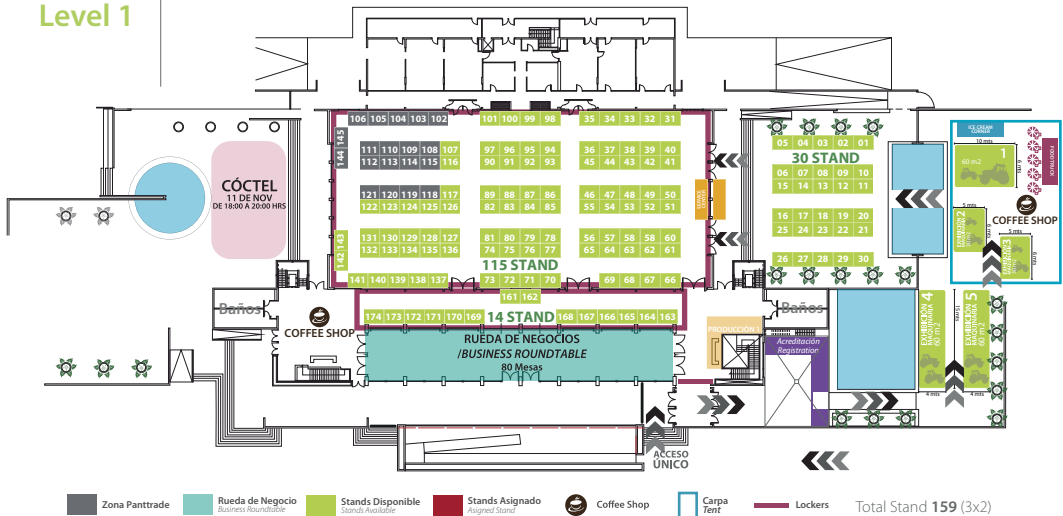


FLOOR PLAN PMA FRUITTRADE 2015

Level 0



Level 1



Level 2



BUSINESS CONTACT

☎ Producer: (+56-2) 2792 3178
 📠 Event Director: (+56-9) 7397 1112



CONVENTION RATES

REGULAR FULL PASS: This ticket entitles you to participate in:

- Educational Sessions
- Exhibition Area
- Inaugural Breakfast
- Grand Cocktail

REGULAR FULL PASS: Both days 11-12 Nov / **DAY PASS:** Just one day.

Regular Pass	USD	CLP
Member Regular Full PASS	USD 200 + TAX	CLP \$130.000 + TAX
Member Day PASS	USD 170 + TAX	CLP \$110.000 + TAX
Non Member Regular Full PASS	USD 300 + TAX	CLP \$190.000 + TAX
Non Member Day PASS	USD 250 + TAX	CLP \$160.000 + TAX

Quantity Discount	5 Passes	5 Passes
Member Regular Full PASS	USD 800 + TAX	CLP \$510.000 + TAX
Non Member Regular Full PASS	USD 1,120 + TAX	CLP \$720.000 + TAX



IMPORTANT NOTICE FOR MEMBERS

If your company is a PMA or Fedefruta member, you can have one (1) Regular Full **FREE PASS** if you register before **August 31, 2015**.

If you want to know your membership status:

PMA: Contact Marie Bach | E-mail: mgbach@yc.cl

Fedefruta: Contact Lisette Olivares | E-mail: lolivares@fedefruta.cl



BUSINESS ROUNDTABLE RATES

The Business Roundtable registration entitles you to:

- Arrange one on one meetings with new and existing contacts
- Attend educational sessions
- Visit exhibition area
- Participate in Inaugural Breakfast
- Enjoy the Grand Cocktail

Business Roundtable Pass	USD	CLP
Member / Without Stand	USD 599 + TAX	CLP \$385.000 + TAX
Non Member / Without Stand	USD 850 + TAX	CLP \$540.000 + TAX

Member: Members of the Produce Marketing Association (PMA) or Fedefruta

If you want to know your membership status:

PMA: Contact Marie Bach | E-mail: mgbach@yc.cl

Fedefruta: Contact Lisette Olivares | E-mail: lolivares@fedefruta.cl



Important Notice for Suppliers:

Learn about new opportunities in www.pmafruittrade.com Business Roundtable Section.



EXHIBITION RATES

At PMA Fruittrade 2015 you will find many options for your company to exhibit.

Exhibition Booth 6 sqm (3x2)

Exposition

Nov 11 from 10:30 - 17:30

Nov 12 from 10:00 - 17:30

Member Price

Early Registration (Until July 31 th)	
USD	CLP
USD 3,200 + TAX	CLP \$2.000.000 + TAX

Prices from August 1 st	
USD	CLP
USD 3,500 + TAX	CLP \$2.200.000 + TAX

Non Member Price

Early Registration (Until July 31 th)	
USD	CLP
USD 4,200 + TAX	CLP \$2.700.000 + TAX

Prices from August 1 st	
USD	CLP
USD 4,500 + TAX	CLP \$2.900.000 + TAX

Member: Members of the Produce Marketing Association (PMA) or Fedefruta

Benefits include

- 3m x 2m stand
- Carpet
- Stand structure with company name
- 1 Chest white cube
- 1 cover glass table
- Three (3) chairs
- Brochure Rack
- Trashcan
- One (1) business round table pass
- Ten (10) regular passes
- Four (4) booth worker (set up) passes
- Company name in web site
- Company description and contact information in App on-site program
- Security at the convention center
- Company name and contact information in on-site program



Stand Standard

Measures

- 3 meters length
- 2 meters deep
- Side wall 1/4 circle 2x2 meters



EXHIBITION RATES

Equipment Exhibition

Exposition

Nov 11 from 10:30 - 17:30

Nov 12 from 10:00 - 17:30

*Info: Machinery exhibition space outside the building, **Organizers must approve equipment specifications.**

Price

Member & Non Member

30 Mt ²	
USD	CLP
USD 2,500	CLP \$1.600.000
Additional sqm	
USD	CLP
USD 90	CLP \$58.000

Benefits include

- One (1) business round table pass
- Fifteen (15) regular passes
- Four (4) booth worker (set up) passes
- Company name in web site
- Company description and contact information in App on - site program
- Security at the convention center
- Company name and contact information in on-site program

Automobile Exhibition

Exposition

Nov 11 from 10:30 - 17:30

Nov 12 from 10:00 - 17:30

*Info: Automobile exhibition space outside the building, "E" Zone **Organizers must approve equipment specifications.**

Price

Member & Non Member

30 Mt ²	
USD	CLP
USD 2,500	CLP \$1.600.000
Additional sqm	
USD	CLP
USD 90	CLP \$58.000

Benefits include

- One (1) business round table pass
- Fifteen (15) regular passes
- Four (4) booth worker (set up) passes
- Company name in web site
- Company description and contact information in App on - site program
- Security at the convention center
- Company name and contact information in on-site program

BUSINESS CONTACT

☎ Producer: (+56-2) 2792 3178
 📅 Event Director: (+56-9) 7397 1112



SPONSORSHIP OPPORTUNITIES

PREMIER SPONSORSHIP

Description

Premier sponsors receive high visibility and recognition among event attendees. This is one of the best opportunities for branding and visibility during PMA Fruittrade.

Price

Premier Sponsorship	
USD	CLP
USD 18.000 + TAX	CLP \$11.500.000 + TAX

Benefits include

- Two (2) regular booths (3x2) total of 12 sq. meters
- Two (2) business round table passes
- Twenty (20) regular passes
- Eight (8) booth worker (set up) passes
- Brochure in attendee bags
- Company name and/or logo to be featured on:
 - Event branding banner
 - Listing on event web site
 - Event publicity
 - Promotional materials
 - Slide prior to educational programs
 - Fedefruta newsletter
 - Logo and description in article at PMA's *fresh* magazine
 - banner advertisement on event web site
- Color, full page ad in 2 issues of fedefruta's magazine (ad design must be provided by the sponsor company)
- Specs:
 - Dimensions with bleed: 215mm x 280mm; with 8.0 mm bleed
 - Dimensions with non-bleed: 180mm x 260mm
 - PNG or JPG files accepted in hi res
- Promotional material in attendee bag
 - Date of reception by organizers: October 30, 2015
- Acknowledgement in the Inaugural Breakfast

INAUGURAL BREAKFAST

Opening Session

Nov 11, 2015 at 9:00 am - Don Alberto II, III Hall

Description

Open the show with us, where PMA Fruittrade welcomes all attendees with a session featuring government dignitaries, key industry leaders and keynote presentation.

Price

Exclusive Sponsorship	
USD	CLP
USD 20.000 + TAX	CLP \$12.800.000 + TAX
Two (2) Co - Sponsors	
USD	CLP
USD 12.000 + TAX	CLP \$7.680.000 + TAX

Benefits include

Exclusive Sponsorship

- Two (2) regular booth (3x2) total of 12 sq meter
- Two (2) business round table passes
- Twenty (20) regular passes
- 5 minute welcome video/speech: reviewed and approved by the organization
- Eight (8) booth worker (set up) passes

Co - Sponsorship

- One (1) regular booth (3x2) total of 6 sq meter
- One (1) business round table pass
- Ten (10) regular passes
- 2 minute welcome video/speech: reviewed and approved by the organization

Exclusive Sponsorship / Co - Sponsorship

- Four (4) booth worker (setup) passes
- Your product will be included in the breakfast if applicable
- Promotional material in attendee bag
 - Date of reception by organizers: October 30, 2015
- Company name and/or logo to be featured on:
 - Event branding banner
 - Banner advertisement on event web site
 - Listing on event web site
 - Slide prior to educational programs
 - Breakfast signage on tables
- Acknowledgement in the Inaugural Breakfast

(IVA = TAX=19%)

All published prices are subject to a TAX

www.pmafruittrade.com



SPONSORSHIP OPPORTUNITIES

LUNCH AREA EXCLUSIVE

Nov 11 - 12, 2015

Description

Brand the main restaurant area with your logo and message. Benefit from high visibility in a high traffic area.

Price

Exclusive Sponsorship	
USD	CLP
USD 20.000 + TAX	CLP \$12.800.000 + TAX

Benefits include

- Two (2) regular booth (3x2) total of 12 sq meters
- Two (2) business round table passes
- Twenty (20) regular passes
- Eight (8) booth worker (setup) passes
- On-going video on TV screen inside the lunch area (the video must be provided by sponsor: reviewed and approved by the organization)
- Your product will be included in menu if applicable
- Promotional material in attendee bag
 - Date of reception by organizers: October 30, 2015
- Company name and/or logo to be featured on:
 - Event branding banner
 - Listing on event web site
 - Slide prior to educational programs
 - Signage on tables
 - Banner advertising on event web site
- Acknowledgement in the Inaugural Breakfast

GRAND COCKTAIL

Nov 11, 2015 from 6:00 – 8:00 pm

Description

This premier event brings together the attendees of PMA Fruittrade at the end of the first day. Sponsor this high visibility event where supermarkets, importers, growers, and suppliers network and relax.

Price

Exclusive Sponsorship	
USD	CLP
USD 20.000 + TAX	CLP \$12.800.000 + TAX
Two (2) Co - Sponsors	
USD	CLP
USD 12.000 + TAX	CLP \$7.680.000 + TAX

Benefits include

Exclusive Sponsorship

- Two (2) regular booth (3x2) total of 12 sq meters
- Two (2) business round table passes
- Twenty (20) regular passes
- 5 minutes welcome speech or activity reviewed and approved by organization
- Eight (8) booth worker (set up) passes

Co - Sponsorship

- One (1) regular booth (3x2) total of 6 sq meters
- One (1) business round table pass
- Ten (10) regular passes
- Four (4) booth worker (setup) passes
- 3 minutes welcome speech or activity reviewed and approved by organization

Exclusive Sponsorship / Co - Sponsorship

- Your product will be included in menu if applicable
- Promotional material in attendee bag
 - Date of reception by organizers: October 30, 2015
- Company name and/or logo to be featured on:
 - Event branding banner
 - Listing on event web site
 - Slide prior to educational programs
 - Signage on tables
 - Banner advertising on event web site
 - Signage on tables
- Acknowledgement in the Inaugural Breakfast

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www.pmafruittrade.com



SPONSORSHIP OPPORTUNITIES

ATTENDEE BAG

Description

Your company logo, with event branding, will appear on the front of each bag given to all attendees and be seen throughout the event. This is an excellent, high visibility opportunity.

(Note: The Materials Bag will contain sponsored items from other event sponsor)

Price

Attendee Bag	
USD	CLP
USD 15.000 + TAX	CLP \$9.600.000 + TAX

Benefits include

- Two (2) business round table passes
- Fifteen (15) regular passes
- Company name and/or logo to be featured on:
 - Event branding banner
 - Listing on event web site
 - Slide prior to educational programs
- Promotional material in Attendee Bag
 - Date of reception by organizers: October 30, 2015
- Acknowledgement in the Inaugural Breakfast

BUSINESS ROUND TABLE ROOM

Description

This sponsorship provides a high-exposure for your company during the entire Business Round Table, allowing your brand to be acknowledged by all the producers/exporters, importers and retailers participating during the 2 days of the event.

Price

Business Round Table Room	
USD	CLP
USD 15.000 + TAX	CLP \$9.600.000 + TAX

Benefits include

- Two (2) business round table passes
 - Ten (10) regular passes
 - Company name and/or logo to be featured on:
 - Event branding Banner
 - Listing on event Web Site
 - Slide prior to educational programs
 - Distribution of BRT pens and notepad with your logo
- (Note): The materials must be provided by the sponsor company*
- Date of reception by organizers: October 30, 2015
 - Company logo on all graphic material décor of the room: Table number card, Layout Screen projection clock , 2 large welcome banner (one inside the room and one outside)
 - Acknowledgement in the Inaugural Breakfast



SPONSORSHIP OPPORTUNITIES

LANYARD

Description

This very popular sponsorship displays your company's one-color logo from end-to-end on both sides of the woven lanyard for the registration badges.

Price

Lanyard	
USD	CLP
USD 13.000 + TAX	CLP \$8.300.000 + TAX

Benefits include

- Two (2) business round table passes
- Ten (10) regular passes
- Company name and/or logo to be featured on:
 - Event branding banner
 - Listing on event web site
 - Slide prior to educational programs
- Acknowledgement in the Inaugural Breakfast

COFFEE SHOP

Description

Be the brand owner of one of two Coffee Shop inside the exposition; your logo will be featured on all graphic support (menu, signage) plus 1 large welcome totem banner & personnel hat.

Important: the area is also used for PMA FRUITTRADE coffee breaks.

Price

Coffee Shop (Exclusive)	
USD	CLP
USD 6.000 + TAX	CLP \$3.800.000 + TAX

Benefits include

- Company name and/or logo:
 - Event branding banner
 - Listing on event web site
 - Slide prior to educational programs
- 1 large welcome totems + logo in personell hat
- Four (4) regular passes
- Acknowledgement in the Inaugural Breakfast



SPONSORSHIP OPPORTUNITIES

DIRECTIONAL SIGNAGE SPONSOR (8 signs)

Description

This sponsorship gives your company a prominent place on all directional signage of the event – a minimum of 8 signs placed throughout the convention center.

Price

Exclusive Sponsorship	
USD	CLP
USD 10.000 + TAX	CLP \$6.400.000 + TAX
Two (2) Co Sponsors	
USD	CLP
USD 6.500 + TAX	CLP \$4.000.000 + TAX

Benefits include

Exclusive Sponsorship

- Twelve (12) regular passes

Two (2) Co - Sponsors

- Six (6) regular passes

Exclusive Sponsorship / Two (2) Co - Sponsors

- Company name and/or logo to be featured on:
 - All directional signage for the event
 - Event branding banner
 - Listing on event web site
 - Slide prior to educational programs
- Acknowledgement in the Inaugural Breakfast

WI - FI

Description

Your brand will be seen by all attendees logging onto Wi-Fi at the event. Take advantage of this high visibility opportunity to have your company's logo on the home page of the Wi-Fi that will be provided without charge to the participants.

Price

Exclusive Sponsorship	
USD	CLP
USD 9.000 + TAX	CLP \$5.800.000 + TAX
Two (2) Co Sponsors	
USD	CLP
USD 5.000 + TAX	CLP \$3.200.000 + TAX

Benefits include

Exclusive Sponsorship

- Six (6) regular passes

Co - Sponsors

- Three (3) regular passes

Exclusive Sponsorship / Co - Sponsors

- Company name and/or logo to be featured on:
 - Wi-Fi landing page
 - Event branding banner
 - Listing on event web site
 - Slide prior to educational programs



SPONSORSHIP OPPORTUNITIES

ATTENDEE BADGE CARD + CARD FOLDER

Description

Your company logo, with event branding, will be printed on each badge card.

Price

Attendee Badge Card + Card Folder	
USD	CLP
USD 8.000 + TAX	CLP \$5.200.000 + TAX

Benefits include

- Six (6) regular passes
- Company name and/or logo to be featured on:
 - Event branding banner
 - Listing on event web site

LOCKERS

Description

This is a special service offered for that first time at PMAFruittrade. Your brand will be on the 300 locker doors, along with event signage.

Price

Lockers	
USD	CLP
USD 6.000 + TAX	CLP \$3.800.000 + TAX

Benefits include

- Four (4) regular passes
- Company name and/or logo to be featured on:
 - Event branding banner
 - Listing on event web site
 - Graphics on locker

BANNER ON "HOME" OF PMA FRUITTRADE APP

Description

Your company logo will receive high visibility on the event app, which will share updated information on the educational program, exhibitors, and more.

Price

Exclusive Sponsorship	
USD	CLP
USD 7.500 + TAX	CLP \$4.800.000 + TAX
Two (2) Co-Sponsors	
USD	CLP
USD 4.000 + TAX	CLP \$2.500.000 + TAX

Benefits include

Exclusive Sponsorship

- Four (4) regular passes

Co - Sponsors

- Two (2) regular passes

Exclusive Sponsorship / Co - Sponsors

- Company name and/or logo to be featured on:
 - Welcome banner in App home banner
 - Start screen of App (4 sec each time)
 - App wallpaper
 - Event branding banner
 - Listing on event web site

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www.pmafruittrade.com



SPONSORSHIP OPPORTUNITIES

CHARGING ZONE (Phones-Tablets)

Description

Two (2) charging stations for phones and tablets will be available at PMA Fruittrade. Each one will be close to the coffee shops. Your brand will appear in the charging stand graphic. This service will be free of cost to attendees

Price

Charging Zone	
USD	CLP
USD 6.000 + TAX	CLP \$3.800.000 + TAX

Benefits include

- Four (4) regular passes
- Company name and/or logo to be featured on:
 - Event branding banner
 - Listing on event web site
 - Charging station graphic

PENS

Description

Company logo featured on pens distributed in the Event Materials Bags. Sponsor supplies the pens for all participants – approximately 3,000 units.

Price

Pens	
USD	CLP
USD 4.000 + TAX	CLP \$2.500.000 + TAX

Benefits include

- Three (3) regular passes
- Company name and/or logo to be featured on:
 - Event branding banner
 - Listing on event web site
 - All pens

PUBLICATION RACK

Description

Two (2) locations in high-traffic areas will be designated for magazines, newspapers and other printed news from the press. Your company name and logo on these locations will gain good visibility.

Important Notice: Publications will be charged a fee to have their materials in these publication racks.

Price

Publication Rack	
USD	CLP
USD 4.000 + TAX	CLP \$2.500.000 + TAX

Benefits include

- Three (3) regular passes
- Company name and/or logo to be featured on:
 - Event branding banner
 - Listing on event web site
 - Publication rack graphic



SPONSORSHIP OPPORTUNITIES

BEFORE YOU LEAVE MAILING

Description

Be the brand that supports the special mailing to all exhibitors and attendees pre-registered for the event. This important mailing contains key information needed about the event so your brand will be very visible. The mailing will be sent in early November.

Important Notice: Logos of other sponsors will be featured in part of this mailing.

Price

Before you Leave Mailing	
USD	CLP
USD 2.500 + TAX	CLP \$1.600.000 + TAX

Benefits include

- Two (2) regular passes
- Company name and/or logo to be featured on:
 - Event branding banner
 - Listing on event web site

PRODUCT SAMPLING IN REGISTRATION AREA

Description

Your Company will have a special place in the event registration area to offer samples of your product (fresh fruit, juices or other approved products)

/Important Notice: Sponsor must supply the product, host and all the graphic material for the sampling area.

Price

Product Sampling	
USD	CLP
USD 2.500 + TAX	CLP \$1.600.000 + TAX

Benefits include

- Two (2) regular passes
- Company name and/or logo to be featured on:
 - Event branding banner
 - Listing on event web site

SIMULTANEOUS INTERPRETATION

Description

For the Inaugural Session and educational sessions there will be simultaneous interpretation where your brand will be recognized by each participant. (At the headphones desk + translator booth)

Price

Simultaneous Interpretation	
USD	CLP
USD 2.500 + TAX	CLP \$1.600.000 + TAX

Benefits include

- Two (2) regular passes
- Company name and/or logo to be featured on:
 - Event branding banner
 - Listing on event web site
 - Translation booth

BREAK ACTIVITY

Description

At lunch hour outside the restaurant the sponsor can provide an activity break to entertain the attendees.

Important Notice: Sponsor must supply the entertainment and PMA Fruittrade must approve this prior to the event. (Examples: solo singer, saxophonist or traditional dance show).

Price

Exclusive Sponsorship	
USD	CLP
USD 2.000 + TAX	CLP \$1.300.000 + TAX

Benefits include

- Two (2) regular passes
- 2 minutes welcome speech
- Company name and/or logo to be featured on:
 - Event branding banner
 - Listing on event web site

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www.pmafruittrade.com

SUMMARY TABLE SPONSORSHIP OPPORTUNITIES

Category	Sponsorship Type	Price (USD)	Price (CLP)	BOOTH 3x2	BRT PASS	REG PASS
●	Inaugural Breakfast	USD \$20.000	\$12.800.000	2	2	20
	Inaugural Breakfast "Co Sponsorship" 1	USD \$12.000	\$7.680.000	1	1	10
	Inaugural Breakfast "Co Sponsorship" 2	USD \$12.000	\$7.680.000	1	1	10
●	Grand Cocktail	USD \$20.000	\$12.800.000	2	2	20
	Grand Cocktail "Co Sponsorship" 1	USD \$12.000	\$7.680.000	1	1	10
	Grand Cocktail "Co Sponsorship" 2	USD \$12.000	\$7.680.000	1	1	10
●	Lunch Area Exclusive	USD \$20.000	\$12.800.000	2	2	20
●	Premier Sponsorship	USD \$18.000	\$11.500.000	2	2	20
●	Attendee Bag	USD \$15.000	\$9.600.000	0	2	15
●	Business Round Table Room	USD \$15.000	\$9.600.000	0	2	10
●	Lanyard	USD \$13.000	\$8.300.000	0	2	10
●	Coffee Shop	USD \$6000	\$3.800.000	0	0	4
●	Directional Signage Sponsor (8 Signs)	USD \$10.000	\$6.400.000	0	0	12
	Directional Signage Co - Sponsor "Co Sponsorship" 1	USD \$6.500	\$4.000.000	0	0	6
	Directional Signage Co - Sponsor "Co - Sponsorship" 2	USD \$6.500	\$4.000.000	0	0	6
●	WIFI	USD \$9.000	\$5.800.000	0	0	6
	WIFI "Co - Sponsorship" 1	USD \$5.000	\$3.200.000	0	0	3
	WIFI "Co - Sponsorship" 2	USD \$5.000	\$3.200.000	0	0	3
●	Attendee Badge Card + Card Folder	USD \$8.000	\$5.200.000	0	0	6
●	Banner on Home PMA Fruittrade App	USD \$7.500	\$4.800.000	0	0	4
	Banner on Home PMA Fruittrade App "co - sponsorship" 1	USD \$4.000	\$2.500.000	0	0	2
	Banner on Home PMA Fruittrade App "co - sponsorship" 2	USD \$4.000	\$2.500.000	0	0	2
●	Lockers	USD \$6.000	\$3.800.000	0	0	4
●	Charging Zone (Phones & Tablets)	USD \$6.000	\$3.800.000	0	0	4
●	Pens	USD \$4.000	\$2.500.000	0	0	3
●	Publication Rack	USD \$4.000	\$2.500.000	0	0	3
●	Before you Leave Mailing	USD \$2.500	\$1.600.000	0	0	2
●	Simultaneous Interpretation	USD \$2.500	\$1.600.000	0	0	2
●	Product Sampling in Registration Area	USD \$2.500	\$1.600.000	0	0	2
●	Break Activity	USD \$2.000	\$1.300.000	0	0	2

All prices are subject to a 19% TAX



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SANTIAGO/CHILE

Convention + Expo + Business Roundtable = *Latin America's Meeting Point*

Contact Information



MARCELA GUEVARA
Event Director
PMA FRUITTRADE
mguevara@pmafruittrade.com



NANCY TUCKER
Vice Presidente
DESARROLLO GLOBAL PMA
ntucker@pma.com



FRANCISCO JEREZ
Comunicaciones
FEDEFruta
fjerez@fedefruta.cl



GUSTAVO YENTZEN
Presidente
YENTZEN GROUP
gyentzen@yc.cl