



20 | **GLOBAL
CHERRY
SUMMIT**
ABRIL 2023

PROGRAM 2023

08:45 **OPENING AND WELCOME**

Claudia Soler, Asoex Cherry Committee

09:00 **ANALYSIS OF SOUTHERN HEMISPHERE CHERRY EXPORTS**

Claudia Soler, CEO of the Asoex Cherry Committee, will analyze the Chilean season in China and worldwide, in the context of South American exports.

- Claudia Soler, Asoex Cherry Committee

09:45 **MARKET ANALYSIS: UNITED STATES AND EUROPEAN UNION**

Analysis of the three main markets for South American fruit (excluding China) will be approached from local perspectives, considering existing challenges, as well as discussing growth opportunities, and both short- and medium-term potential.

- North American cherry market. Marcial Hernandez, Pacific Trellis
- USA cherry consumers. Karen Brux, Chilean Fresh Fruit Association
- European market challenges. Matt Hancock, Norton Folgate

11:00 *Coffee break*

11:30 **CHINA 2.0: NEW CHALLENGES AND OPPORTUNITIES**

Following a season full of major changes, this panel will analyze different variables currently affecting the Chinese cherry market, evaluating factors that have changed and those that will become more relevant in the future.

- Chinese retail trends and insights. Patti Sun, Daymon Agency
- Analysis of cherry season 2022/23. Konna Mu, Joy Wing Mau
- Interest-based E-commerce in China. Larry Zhai, Tik Tok (Douyin)
- Cherry marketing campaign in China. Chariff Carvajal, Asoex Asia & Europe

13:15 *Lunch*

14:30 **LOGISTICS PANEL: BROWSING THROUGH A NEW SCENARIO**

This panel has made significant progress in the Cherry Summit in terms of communication within the different entities that make up the logistic chain, and it even created a work group intended to tackle challenges within the industry. One year later, the stakeholders listed below will discuss agreements reached and future challenges.

- Cristian Seydewitz, Hapag-Lloyd
- Tim Stout, Maersk/Hamburg Sud
- Oliver Weinreich, TPS
- Alberto Dale, UCC
- Frank Jensen, Modern Terminals
- Alejandro García Huidobro, Export Company Prize

Moderator: Francisco Labarca, South Port Shipping

16:00 *Coffee Break*

16:30 **LEADER INSIGHTS: FUTURE CHALLENGES AND OPPORTUNITIES**

The Chilean cherry industry has grown four times its turnover over the last 5 years. Such development is subject to both external economic variables and factors linked to industry growth. Export industry leaders listed below will discuss how to face current challenges, such as, labor, process capacity, logistics at destination, and opening of new markets.

- Introduction: Gonzalo Salinas, Rabobank
- Orieta Ramírez, Frusan
- Andrés Fuenzalida, Copefrut
- Cristian Tagle, Garcés Fruit
- Claudio Vial, Ranco Cherries

Moderator: Ivan Marambio, Asoex

17:45 *Closing remarks*