

7th edition



# Program

04.21.26 | GRAN ARENA MONTICELLO, CHILE

Opening Remarks and Welcome ⌚ 8.45 AM



**THE ECONOMY IN A GLOBAL CONTEXT** ⌚ 9.30 AM

*Mr. Raphael Bergoeing, Academic, Universidad Adolfo Ibáñez (UAI)*

The distinguished economist will present a diagnosis of the Chilean economy, addressing the current scenario, its challenges, and projections.



**2025/26 SEASON ANALYSIS** ⌚ 10.00 AM

*Ms. Claudia Soler, Executive Director, Cherry Committee, Fruits from Chile*

Presentation of the main trends, challenges, and opportunities observed during the 2025/26 season in China. Soler will provide a clear and structured overview of the factors that shaped the sector's performance, as well as key lessons and insights to guide planning and strategic decision-making for the upcoming season.



**ANALYSIS OF SOUTHERN HEMISPHERE CHERRY EXPORTS** ⌚ 10.40 AM

*Mr. Claudio Vial, Ranco Cherries*

The renowned exporter will present his traditional analysis, considering planted area and Southern Hemisphere figures, as well as the possible scenarios projected for the sector.

Coffee Break ⌚ 11.10 AM



**SOUTH KOREA AND ITS POTENTIAL FOR CHERRIES** ⌚ 12.20 PM

*Mr. Patricio Bobadilla, Representative at PSK International*

The representative of one of South Korea's leading fruit importers will analyze the cherry market in the country, addressing its potential, challenges, and opportunities. The session will provide insights into consumption trends, import and distribution dynamics, and strategies to capitalize on the growth of this premium segment.



**AN OVERVIEW OF THE NORTH AMERICAN CHERRY MARKET** ⌚ 12.50 PM

*Mr. Patrick Haines, VP Fresh Sourcing, Kroger*

The prominent retail industry leader will offer a perspective on the North American cherry market, addressing consumption trends, import and distribution dynamics, as well as key challenges and opportunities in the United States in the coming years.

Brunch ⌚ 1.20 PM



**NEW CONSUMPTION TRENDS IN CHINA** ⌚ 2.30 PM

*Mr. David Rao, Managing Director, Ipsos China*

The expert on the Chinese consumer market will present an analysis of emerging consumption trends in China, including products with purchasing patterns similar to cherries. The session will address consumer preferences, behavioral shifts, and opportunities for brands.



**FRUIT WITHIN REACH: DISCOVERING THE WORLD OF FRUIT SHOPS IN CHINA** ⌚ 3 PM

*Mr. Bai Lijun, General Manager, Chengxin Zhiyuan*

An analysis of China's fruit retail market will be presented, highlighting consumption trends, commercialization strategies, and growth opportunities.



**CHERRIES AND PREMIUM FRUITS IN CHINA'S ONLINE COMMERCE: A DOUYIN PERSPECTIVE** ⌚ 3.30 PM

*Mr. Wang Haoyu, E-commerce Senior Category Manager, Douyin*

The expert from Douyin, China's leading short-video platform and part of ByteDance, will offer his perspective on fruit e-commerce, with special emphasis on the presentation. The presentation will explore trends, sales strategies, digital consumption, and opportunities for producers and exporters entering the e-commerce space.

Coffee Break ⌚ 4 PM

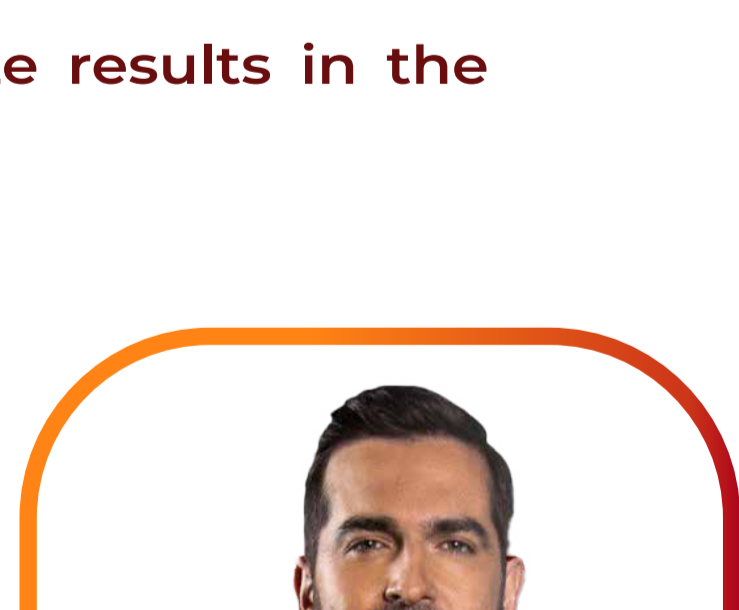
Panel ⌚ 4.30 PM

## KEYS TO CONQUERING THE CHINESE FRUIT MARKET

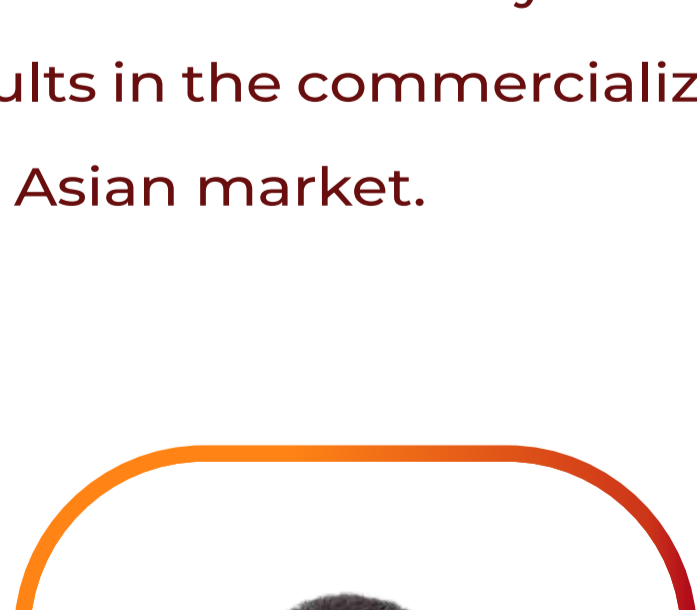
▶ Cherry industry leaders will gather to analyze strategies and actions to be implemented in the Chinese market, aiming to optimize results in the coming seasons

▶ Introduction:  
Chinese Industry Perspective: Keys to Driving Value and Growth

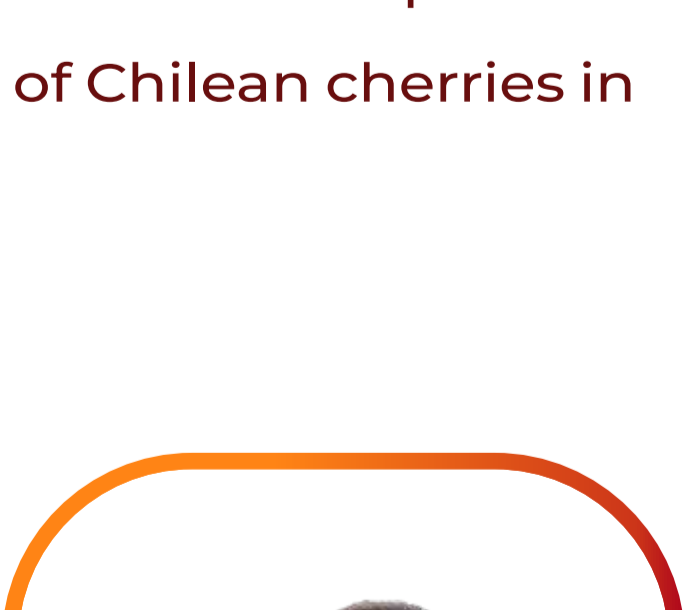
*Mr. George Liu, Vice President, Kingo Group.*  
The renowned importer will present perspectives on the Chinese industry in key areas to drive positive results in the commercialization of Chilean cherries in the Asian market.



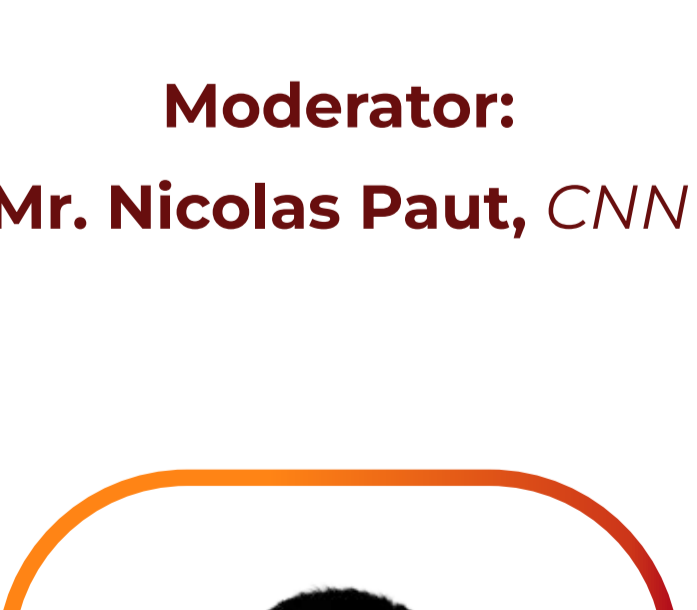
**Moderator:**  
Mr. Nicolas Paut, CNN



Mr. Konna Mu,  
General Manager,  
Joy Wing Mau



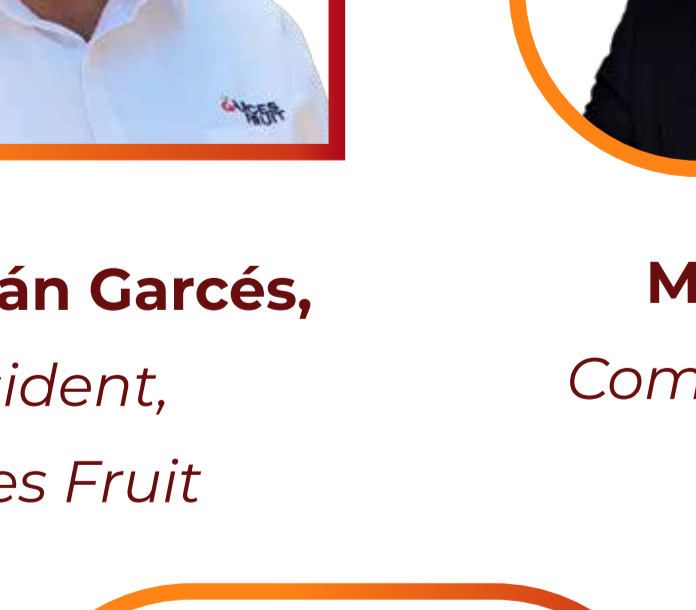
Mr. Hernán Garcés,  
President,  
Garces Fruit



Mr. Sean Chen,  
Commodity Director,  
Riverking



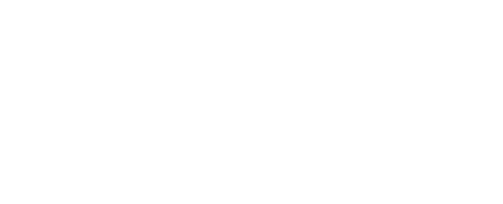
Mr. André Luteijn,  
Founder, Chilfresh



Mr. George Liu,  
Kingo Group

Closing Remarks ⌚ 5.30 PM

Organized by:



Cherry Committee



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