

PRESS RELEASE

Peru has been chosen by Asia's leading international trade fair for fresh produce, Asia Fruit Logistica, as its 'Partner Country'. The event is taking place for the twelfth time on 4-6 September at AsiaWorld-Expo in Hong Kong and this is the first time it will be showcasing a specific market in recognition of its tremendous export offering.

Peru, which has supported every edition of the event, is sending its biggest-ever delegation this year with a total of 300 Peruvian products represented by 60 companies and more than twenty sector associations. The Peruvian delegation, which will be housed on a 240m² stand in Hall 5 (R02), is being coordinated through a public-private partnership between PROMPERÚ, the Peruvian-German Chamber of Commerce, the Association of Agricultural Producers of Peru (AGAP) and the Peruvian Trade Office in Hong Kong.

The importance of the Asian markets for Peru is indisputable. In 2018, Peru's agricultural exports to Asia amounted to US\$ 617 million, showing growth of 22% compared to the previous year. The main destination markets for Peruvian fruit and vegetables were: China, the recipient of 24.7% of exports to Asia, followed by South Korea, which received 24.4% of Peruvian agricultural exports, and Hong Kong, with 18.5%. Grapes, avocados, cranberries and bananas topped the list of most exported products to Asian markets in 2018.

The figures for the first half of 2019 confirm this growing export trend. The most dynamic markets have been Indonesia, Japan, Hong Kong and China, while the main destinations continue to be China, Hong Kong and South Korea. The main products exported to Asia so far in 2019 have been grapes, avocados, mangos, organic bananas, mandarins and cranberries.

Agricultural exports are the second biggest currency generator for Peru. The country's tremendous biodiversity, thanks to its large and distinct areas of sea, coast, mountains and jungle, mean it can produce a wide variety of top-quality produce that is becoming more and more popular in international markets. Under this premise, Peru is continuing to promote its brand 'Super Foods Peru' <https://peru.info/superfoods> which features its leading fruit and vegetable produce, among other products.

With the aim of supporting its ever-increasing export trend, the Andean country is organizing some special activities at the leading sector events around the world. The next one to take place in Asia will be at the International Horticultural Exhibition in Beijing in celebration of Peru Day on 1 September 2019.

Native Peruvian products will be promoted throughout the day, such as its indigenous potatoes, quinoa and cocoa. Peru's most recently-created sector brand will also be presented at the event: 'Coffees from Peru'. Exhibitions, tasting sessions and Peruvian folklore performances will give trade professionals and Chinese consumers a closer insight into the characteristics that make Peru such a unique origin.

Peru is currently a leading international food supplier. The Latin American country is the world's biggest exporter of asparagus and quinoa; the second biggest exporter of cranberries, avocados and mandarins; and the third biggest exporter of grapes.