

Ecuador is the partner country of FRUIT LOGISTICA 2020

Ecuador has been named as the official partner country of FRUIT LOGISTICA 2020 (5 - 7 February in Berlin). At the leading exhibition for the global fruit trade the Andean country will present Ecuador's agricultural heritage to the world, placing itself as an international and versatile producer of premium and sustainable fresh fruit and vegetables.

FRUIT LOGISTICA 2019 hosted over 78,000 visitors from 135 countries and 3,200 exhibitors from 90 countries. For Ecuador, being the official partner country of this global trade fair is the perfect opportunity to present its exports of fruit and vegetables and establish new contacts in wholesale and retail channels,

especially import companies interested in acquiring high-quality and diverse fresh produce.

Between 2014 and 2018 Ecuador exported over USD 3.5 billion worth of fresh produce, mainly to Russia (18 per cent), the United States (16 per cent), Italy (7 per cent), Germany (7 per cent), Turkey (5 per cent) and China (4 per cent). Export volumes rose by 15 per cent, from 6.2 million tonnes in 2014 to 7 million tonnes in 2018.

During the same period Ecuador's main exports included bananas (6 million tonnes), plantains (212 tonnes), baby bananas (139 tonnes), pineapples (81 tonnes), broccoli (74 tonnes) and mangoes (60 tonnes).

At FRUIT LOGISTICA 2020 Ecuador's goal of showing its diversified production will be achieved by presenting potential fresh export produce such as tree tomatoes, soursops, mortiño (Andean blueberry), pineapples, grapes, papayas, avocados and pitahayas, among other products.

Ecuador first exhibited at FRUIT LOGISTICA in 2002. Next year, Ecuador's participation will be organised by the Ministry of Agriculture and Livestock (MAG), the Ministry of Production, Foreign Trade, Investments and Fisheries (MPCEIP) and the Ecuadorian Corporation of Exports Promotion and Investments (CORPEI), in cooperation with relevant stakeholders from the private sector. ♦

