

PROGRAM

CREATING DEMAND, BUILDING THE MARKET



AUGUST
12



HOUR
7:30



**CENTRO DE
CONFERENCIAS
MONTICELLO**

REGISTRATION AND CHECK-IN

7:30

OPENING AND WELCOME

9:00

EXPORT ANALYSIS AND GLOBAL GROWTH

In an unmissable analysis of the worldwide table grape industry's growth outlook, experts will address production trends, industry challenges, supply chain disruptions, and changes in global demand.

9:15



Álvaro Aspée

Executive Director, Table Grape
Committee, Frutas de Chile



Pablo Cortés

Commercial Manager,
Agronometrics

EXPORT SITUATION AND JOINT EFFORTS BY MEXICO, PERU, AND CHILE

Representatives of the Global Grape Group will share their experience and perspectives on markets, consumer trends, and the industry's main challenges. Speakers from Chile, Peru, and Mexico will examine the opportunities and challenges facing the industry in each country.

10:00



Luis Miguel Vegas

ProVid (Perú)



Andro Vidal

Commercial Manager,
Subsole (Chile)

COFFEE BREAK

11:00



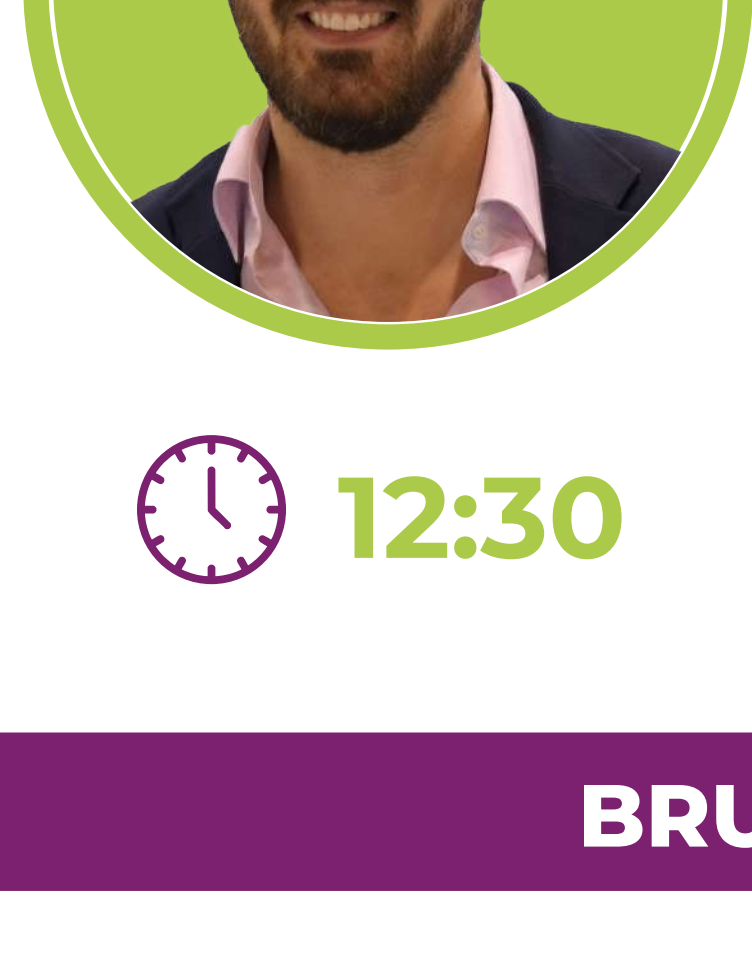
12:00

NAVIGATING THE NORTH AMERICAN GRAPE MARKET

Marcial Hernandez

Co-founder, Fruit Nexus Advisory

With extensive experience and a strong reputation in the North American market, the specialist will examine the keys to competing successfully in this market, the main trends, growth opportunities, and the challenges facing grape retailers.



12:30

THE UNITED KINGDOM AND EUROPEAN GRAPE MARKETS

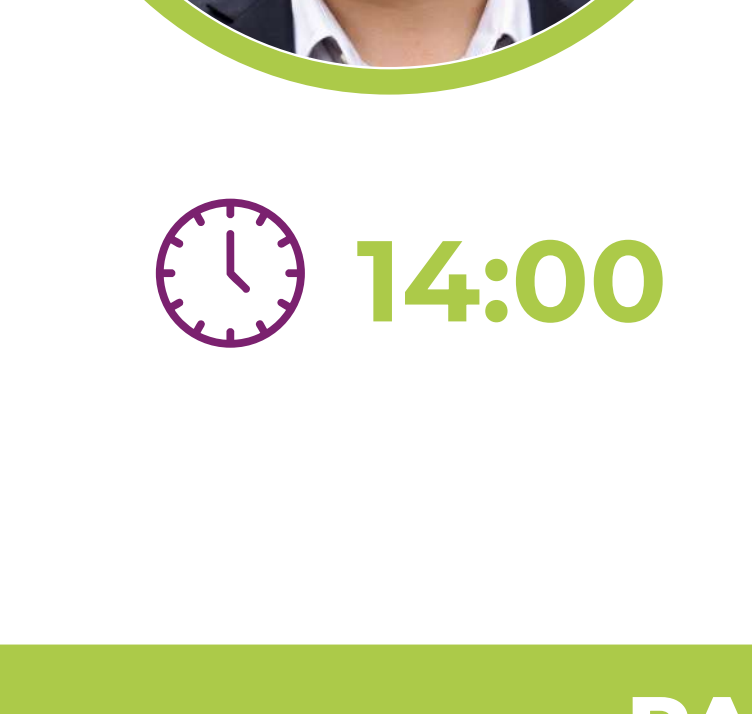
Antonio Sánchez

Table Grape Product Manager, SanLucar Fruit

Drawing on his extensive experience in European markets, Sánchez will analyze the grape retail market in Europe, identifying emerging trends, growth opportunities, and the main challenges facing retailers across the region.

BRUNCH

13:00



14:00

NAVIGATING THE ASIAN GRAPE MARKET

Daniel Ho

Co-Owner & Commercial Director, Shanghai Topsun Fresh (China)

The Asian markets expert will share his views on how to position fruit in China and other Asian countries, highlighting shifts in consumer behavior, strategic opportunities, and the most significant challenges facing retail in the region.

PANEL

14:30

VARIETIES AND THE END CONSUMER — AN ONGOING CHALLENGE

Leading figures and experts in plant genetics will share their perspectives on the main challenges, opportunities, and unresolved issues involved in developing and introducing new grape varieties. Through a comprehensive discussion, they will explore critical topics such as varietal innovation, intellectual property rights, and evolving consumer preferences.



Daniel Desmartis

SunWorld LLC



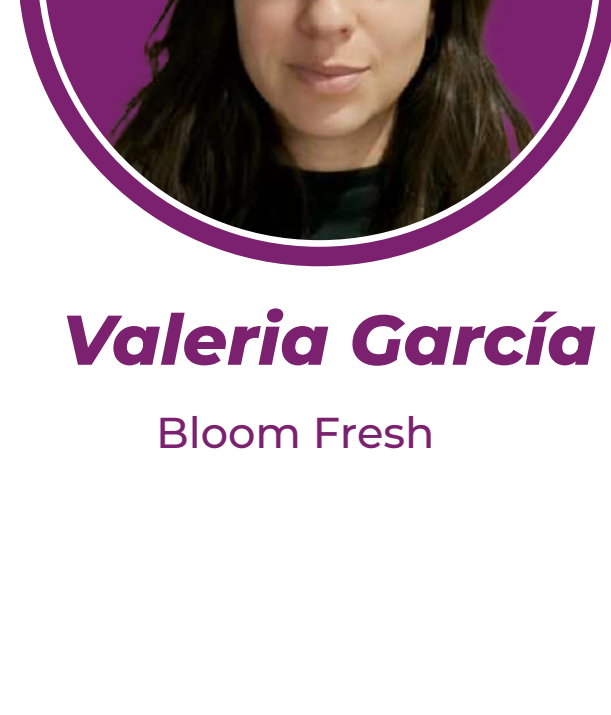
John Pandol

Pandol Bros (US)



Arturo Hoffman

Talsa (Chile/Perú)



Valeria García

Bloom Fresh



Rafael Rodríguez

Uvanova



Oscar Salgado

Agrofresh



15:30

UNDERSTANDING THE NEW NORTH AMERICAN CONSUMER

Rodrigo Vallejo

CEO, Ro2 Media

In this presentation, Ro2 Media will analyze the main trends affecting consumers and the grape retail sector, providing a strategic perspective on changes in purchasing habits, preferences, and market opportunities, with a particular focus on the North American consumer. The agency will share key insights into consumer behavior and market dynamics.

COFFEE BREAK

16:00

PANEL

16:45

CHALLENGES AND OPPORTUNITIES IN DESTINATION MARKETS

A group of leaders, including exporters and importers from different countries, will analyze the challenges facing grapes in destination markets and discuss the strategies and actions required to increase demand.



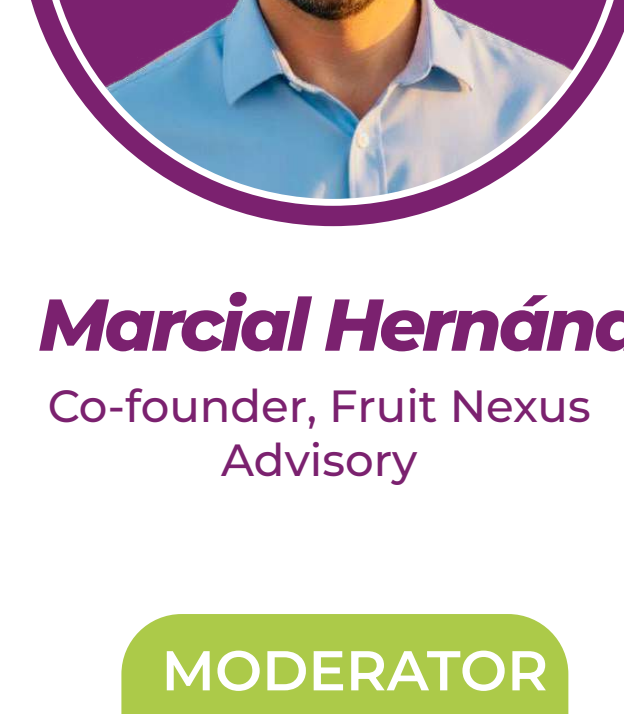
Manuel Yzaga

Provid (Perú)



Andrés Rodríguez

Agricultural Attaché,
Embassy of Chile (US)



Marcial Hernández

Co-founder, Fruit Nexus
Advisory



Alejandra Narváez

Manager, APECO



Álvaro Aspée

Executive Director, Table
Grape Committee,
Frutas de Chile



Carolina Cruz

Vice president,
Uvanova

CLOSING REMARKS

17:30

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