



SOUTHERN HEMISPHERE FRESH FRUIT TRADE CONGRESS ONLINE (Zoom) 25th March 2021

11am CET
Asia & Oceania

5pm CET
Europe/America

PRESS RELEASE

SHAFFE (Southern Hemisphere Fresh Fruit Exporters Association) was founded in the early 1990s. In total, its member countries comprise an export volume of around 11 million tons of fresh fruits, with a market value of 14 billion dollars, and a 25% share of the global export market.

During its almost 30 years of existence, SHAFFE has led important initiatives, such as organizing global membership forums, developing joint research initiatives and analyzing and monitoring changes in procedures and policies in global markets.

With the aim of bringing the fruit industries of the southern and northern hemisphere closer together, in addition to allowing better planning for the year, SHAFFE will hold the first virtual Trade Congress **on March 25, 2021**, with the slogan "Keeping the world supplied", a theme that has become vital in the framework of the Covid-19 pandemic.

It is also important to note that 2021, was declared by the Organization of United Nations (UN) as the "International Year of Fruits and Vegetables". In this regard, is relevant the participation in the Congress of Beth Bechdol, Deputy Director General of the Food and Agriculture Organization of the United Nations (FAO).

The conference will be held online in two different time slots, with the aim of facilitate the participation of representatives from various parts of the world. The first slot will be at 11:00 am (Central European time) to target Asian trade participants, while the second time will be at 5:00 pm (Central European time), to allow the accession of North American, European and Latin American partners.

During this congress, professionals will have the opportunity to gather information on crop trends, production prospects and trade flows for the year, through contributions from all SHAFFE members and market intelligence on consumer trends.

To review the full program and register (free), please visit: <https://shaffe.net/congress/>

Helsinki, 18 of March of 2021.-