

CHILEAN EXPORTERS ASSOCIATION (ASOEX)

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HOW TO HELP CHILE

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Chilean fresh fruit industry launches relief effort for victims of earthquake

In light of the recent earthquake and other seismic events in Chile, and the consequential damage to infrastructure in rural areas, the Board of Directors of the Chilean Exporters Association (ASOEX), has decided to actively contribute to the reconstruction efforts being undertaken in affected regions of the country, through the efforts of all its members.

Over the past few days our industry has received numerous ideas and initiatives from our key stakeholders across the globe in regards to how to support Chile's earthquake victims.

In order to target resources into priority projects and avoid unnecessary duplications amongst different governmental and private initiatives, the alternative adopted will be to select a specific aid project, in line with Chilean Government initiatives.

For this reason the Board of the Chilean Exporters Association, will organize a relief campaign aimed at financing the reconstruction efforts of an important agricultural school in the most affected rural area of the country.

The details of this initiative will soon be made available, but the focus of this campaign will be to sponsor the reconstruction of facilities at a rural school that will be selected from the multiple proposals already received from exporters and growers, amongst others.

These proposals will be reviewed and prioritized in line with existing Governments efforts.

Once the school has been selected, the details of the reconstruction, including photographs, will be made available to all our stakeholders.

In order to channel voluntary donations made by members of the national and international fresh fruit community towards this campaign, a special account will be opened. In order to assure the transparency in the allocation and expenditure of the recollected funds, the account will be audited by an internationally recognized entity.

The industry portal www.chileanfreshfruit.com will continue to provide updates and details regarding this new initiative during the coming days.

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Notes to Editors: The Chilean Exporters Association (ASOEX) is a non profit private entity, founded in 1935, which represents Chile's fresh fruit exporting industry. Its members represent over 90% of the total volume of fresh fruit exported from Chile.