

**It is projected to send up to 10,000 tons of salmon in the first year:**

## **Australis, Blumar, Camanchaca and Yadrán have formed a pioneer alliance to conquer the Chinese market**

**The four salmon producers, under the "New World Currents" brand, created a conglomerate that will distribute salmon in various formats, in order to ensure the stability of supply and the product's positioning in the Asian country.**

**The initiative was launched last November 5 at the China Fisheries & Seafood Expo held in the city of Dalian, one of the most important exhibitions in Asia for the fisheries and aquaculture sector.**

**Santiago, November 5, 2013.** - Under the brand "New World Currents" the salmon companies Australis, Blumar, Camanchaca and Yadrán, joined to form a commercial vehicle that will allow them to serve with an efficient and stable way, and with sufficient scale to Chinese market.

Currently, these companies export to the Chinese market around 3,000 tons of salmon per year in total, however with this initiative the projection is to reach around 10,000 tons in the first year in various formats (whole, fillets, portions, etc.), thus ensuring stability in product delivery, enhancing the scale and positioning salmon there.

Erwin Campos, director of the project in China, has worked with the Asian market for more than 10 years. "So far Chilean salmon production has focused on certain markets like the U.S. and Brazil, where the product is already known and the competition is strong; what we seek with this initiative is to diversify these markets and with importers and local distributors allowing us to position the product in a country that has enormous growth potential, especially within the middle class consumption that is rapidly emerging".

It's worth to mention that the salmon is very appreciated by the Chinese, which has a clear preference for consuming marine proteins. In this regard, Campos notes that "the local consumer has evolved over time". Today we see that people are purchasing products of good quality, and for this, they are willing to pay.

Based in the city of Shanghai, Campos will be responsible for implementing the strategy for "New World Currents" to enter strongly in China. "Being physically present in China will enable us to maintain a face to face relation with the customer, something that in this culture is tremendously valued," said the executive. However from Chile, will be the business managers of these four companies the ones who support and watch over the good results of the initiative through an executive committee.

The alliance considered hiring a local agency in China that studied the brand and the virtues that should be considered. After several months of work it was defined by a logo that reflects freshness, modernity and flexibility of formats.

At the launch of this initiative in Dalian, there were executives from Australis, Blumar, Camanchaca and Yadrán, in addition to representatives of ProChile.



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