



By Carl Collen

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## Sun World's Peruvian promise

Group opens Peru office and announces new South American licensing managers



Pablo Ramirez

**S**un World International, a leading variety development and licensing company, has announced the opening of its Peruvian office to build support for licensees in the region.

Pablo Ramirez, who has already been working with Sun World for a number of years, has been appointed licensing manager for Peru.

Ramirez has degrees in agricultural management and engineering and has substantial experience in working for two of Sun World's licensed marketers

(Agricola Chapi SA and Camposol SA) before setting up his own commercial services and trading company.

He is joined by another South American appointee, Daniel Desmartis, who has taken up the role of licensing manager for Chile.

Desmartis is a qualified agronomist who has worked for Gesex and Univiveros companies, both of which are licensees of Sun World.

Garth Swinburn, vice-president licensing, said along with bolstered technical

support for Chile, Peru and Brazil, Sun World was looking forward to strengthening its business in South America.

"We care about the success of our licensees and therefore we are pleased to appoint Pablo and Daniel to further corroborate and strengthen the relationships with our South American licensees," he said.