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By Tom
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Blue Whale forges ties in Chile

The French exporter has formed a partnership with Chile's Inversiones VECS to boost its volume and range from the Southern Hemisphere



In recent years, leading French exporter Blue Whale has worked hard to develop its sourcing from the Southern Hemisphere, and that has culminated in its new partnership with Chile's Inversiones VECS.

Founded a few years ago by former executives of Hortifruit, San Clemente and T&G, Inversiones VECS has experienced rapid growth in the purchase of Chilean fruits for key international partners, according to Blue Whale.

Blue Whale sales manager Pascal Marroq commented: "We are delighted to take a new step towards our development in Chile, adding VECS as our new local representative.

They will support us both in commercial, logistical and administrative matters, being our link with local producers. They are great professionals and we share the same values, so it seemed natural for us to join forces to continue expanding our business in Chile."

The aim of the association is to boost Blue Whale's counter-seasonal offering from the Southern Hemisphere, in order to continue supplying fresh products to its customers throughout the year. Initially, the company revealed, the focus will be on apples, grapes, kiwifruit and pears.

In Chile, Blue Whale said, VECS will bring in-depth sourcing knowledge and experience of the local

market, ensuring compliance with strict quality standards and strengthening the volume and range of products.

"With this new stage, we will continue to ensure quality and service to our customers in more than 70 countries, 12 months a year, with the best apples, pears, kiwis and grapes from Chile," added Marroq.

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