



GLOBAL AVOCADO SUMMIT

Avocado day is back!

NOVEMBER



7:30
5:30



Centro de
Conferencias
Monticello

➤ **Registration and Check-in** **7:30**

➤ **Opening Ceremony and Welcome** **9:15**

President of the Chilean Avocado Committee and invited officials



9:30

State of the Global Avocado Industry

Francisco Contardo – President, Chilean Avocado Committee
Macarena Puigrrredón – Partner, Comsulting

The president of the Chilean Avocado Committee will present an overview of the current state of the global industry, addressing its key trends, innovations, and challenges. The partner at Consulting will also discuss the communications strategies implemented during the past season.



10:15

Global Avocado Export Trends

Sebastián de la Cuadra – CEO, Avobook

The founder of avocado analytics platform Avobook will examine the evolution of international avocado trade, highlighting the fastest-growing producing regions and shifts in distribution to major destination markets.

➤ **Coffee break** **11:00**



12:00

UK Avocado Market Outlook

Mark Everett – Business Unit Director, Worldwide Fruit Ltd

The prominent importer will examine the current state of the UK avocado market, addressing its key players, challenges, and opportunities. The session will also cover the outlook and future trends that will shape avocado consumption and marketing in the United Kingdom.



12:30

European Avocado Market Outlook

Laura Davis – World Avocado Organization

With more than 25 years of experience in international marketing, including advisory work with retailers such as Tesco and Sainsbury's, Davis will provide a comprehensive overview of Europe's avocado market. Drawing on a global perspective and firsthand insight, she will examine commercial challenges, changes in European consumer habits, and the outlook for strengthening the product's position in the region.

➤ **Brunch** **13:00**



14:00

Biotic Communities and Symbiosis in Persea americana Mill. Ecosystems in Chile: Biodiversity and CO₂ as Pillars of Sustainability and Long-Term Viability for Chilean Hass Avocados."

Elir Rojas Calderón, Geographer, Senior Consultant at CAZALAC and Director of the project "Biodiversity, Conservation and CO₂ in Persea americana Mill. Forests in Chile."

This presentation will address the importance of avocado forests in conserving biodiversity and mitigating climate change. It will explore methods for mapping and monitoring these ecosystems, highlighting how their protection and management contribute to carbon capture and ecological balance.

➤ **14:40** **Panel: Key Factors Shaping Avocado Production and Exports**

In this panel, representatives from different countries will examine the future of avocado production. The discussion will provide a comprehensive, up-to-date view of the sector, along with the outlook and future challenges that will shape the industry's development worldwide.

Moderator



Francisco Contardo

Chilean Avocado Committee – Chile



José Antonio Castro

Prohass – Peru



Katheryn Mejía

CorpoHass – Colombia



Gonzalo Gajardo

Commercial Manager, Subsole



15:20

Advancing the Industry: Clonal Rootstocks, Pruning, and Fertilization

Juan Antonio Delpero – Production Manager, Baika

Drawing on extensive experience managing clonal avocado trees and incorporating regenerative agriculture practices, Juan Antonio Delpero will examine how clonal rootstocks are transforming the fruit industry. This practical session will explore how clonal genetics, strategic pruning, and precision fertilization work together.

➤ **Coffee break** **16:00**

➤ **16:45** **Panel: Avocados in Chile — Understanding the Domestic Market**

Chile's avocado market stands out for its distinctive characteristics and sustained growth over the past decade. Yet some areas remain underexplored, particularly informal sales channels, the hotel, restaurant, and catering sector, and other segments that offer opportunities to better understand the market and strengthen the domestic value chain.

The Chilean market stands out for its unique characteristics and sustained growth over the past decade. However, some areas remain underexplored, particularly informal sales channels, the hotel, restaurant, and catering sector, and other segments that offer opportunities to deepen market understanding and strengthen the local value chain.

Moderator



Arturo Medina

General Manager, ProHass



Arturo Guerrero

Spokesperson, Vega Central de Chile



Matías Reeves

Exportadora Subsole



Gabriel Alarcón

General Manager, Bagno

➤ **Closing Remarks** **17:45**

Organized by:



Media Partner

