

# Dubai, a new market for pineapple in Panama

*This exportation of the business category was achieved after participating in Fruit Logistic 2018, held in Berlin, Germany.*



Photo: Panamá Canal.

## **Forbes Central America in partnership with AN Panama**

Dubai, the capital of the United Arab Emirates will receive the shipment of the first two export containers with 1,680 boxes of fruit produced in Panama by the company Primero Cuarenta Group, which joins the "Panama Exporta" country seal.

This export of the company's business was achieved after its participation in Fruit Logistic 2018, held in Berlin, Germany at the beginning of February and it becomes the first company in the country to show the frúticola offer in that market.

The company has a new plant located in Zapote, Chorcha, province of Chiriqui, which has some 300 hectares planted with pineapple of the M2 Golden variety, which is characterized by reaching a Brix (degree of sweetness) average of 14 degrees.

Rafael Bermúdez, general manager of the company, said that a fast international response was received after participating in the Fruit Logística fair through the support of the Ministry of Commerce and Industries of Panama and the Ministry of Agricultural Development (MIDA).

Primero Cuarenta Group is the third company in the province, to export products under this seal, a figure that over the months could increase to about 30 companies in different areas.

Papayas, pineapples, pumpkins, cobia and craft beers are already sold in various latitudes of the world under the country brand "Panama Exports".

"The Panamanian pineapple market is reactivated under the" Panama Exports "seal, above all with a very solid and new niche, such as the Asian market in Dubai. We are very happy that this soil from Chiriqui produces pineapples of the highest quality, "said the Minister of Agricultural Development, Eduardo Enrique Carles, who participated in the inauguration of the plant.