



## Argentina in detail



**In this newsletter edition we would like to bring our current successful operations and developments in our Argentinian region into focus.**

**The host: Jorge Caliri, our Managing Director of a. hartrodt Argentina tells us his story and the origins of the company in Argentina.**

### Jorge's profile

I am a customs broker with more than forty years of experience in the sector. My experience in a related field chose me as the reliable partner to open the Food & Beverage division of a. hartrodt Group in Argentina.

*Jorge Caliri, our MD from a. hartrodt Argentina S.A.*



**Tell us about the first office in Argentina, food & beverage logistics that became later a. hartrodt Argentina S.A.**

We started our activities in July 2007 with the a. hartrodt F&B Log division, due to the specialization of Argentina in the production of wine, mainly developed in Mendoza area where we established our first Office. Not only wine but grape must and nuts were our main focus.

As a customs broker and together with my team, we could support our clients not only in customs clearance processes but also throughout the logistic chain.

**Which is the main business of a. hartrodt Argentina in Mendoza and what peculiarities does it have?**

Our main business is bottled wine. At our beginnings, most of the business were CIF, the decision maker was the Argentinian producer and exporter and so, our success was unstoppable! Considering the landlocked geographical position of Mendoza and the nearness to Chile, exports

and imports are handled mainly via Chilean ports, mainly San Antonio and Valparaíso. Most of our business are multimodal, traveling by truck more than 450 km through Andes Mountains. That is indeed an advantage, being able to reach USA and Southeast Asia through the Pacific, also considering that our main office structure and so the negotiation power is located in the West Coast Latin America. A disadvantage is to depend on a mountain border for the transfer to Chile, especially for winters, when snowfalls can block the passage for days and sometimes even for weeks! For destinations to/ or origins from Europe, we use our main Argentinian port, Buenos Aires, on the Atlantic coast. For that shipments, we need to travel 1200 km from / to Mendoza.





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### What are the strengths of a. hartrodt Argentina in Mendoza to develop business?

Word of mouth advertising and marketing is our main strength. Mendoza is a small market, where everyone knows each other, the only matter to make business is trust. This is indeed the oldest and most infallible sales strategy known! Businessperson in Mendoza are very conservative for the change of suppliers. You need to be very persistente and persuasive to earn their trust. Therefore, our goal was and is to position ourselves as a reliable and experienced company. We can offer a complete supply chain service, and for that reason, we transmit expertise when a company chooses us. I can tell, when we gain a client, the customers continue with us through the years, especially due to the complexity of customs operations in Argentina which is very well known to us.



### Besides wine, what other potential markets does the country have?

Do you think that a. hartrodt Argentina would have a chance or are these business handled directly by shipping companies?

#### Argentina export offer:

- From Mendoza: apples, tomato, olive oil, nuts
- From the North of Argentina: sugar and lemon peel
- From downtown area, Córdoba: peanut; machinery and tools
- From Mesopotamia area (Entre Ríos – Santa Fé): Yerba mate and rice



Argentina is also known for the production of beef meat. There is a recent interest on our beef production overseas, USA and China are the main destination markets. From five years to now, the export of Reefer containers to China has raised up to a level where the shipping lines do not have equipment available, neither



space to offer. Participating in this business is complex due to the space (through shipping line contracts) is on hands of the forwarders that found this niche at the very beginning.

Despite all circumstances, we propose a solution to ship the cargo via Chilean ports, even though that meant to offer trucking with genset for all over Argentina, around 1,000 km away!



## Continuation: Argentina in detail



We are currently handling a very interesting business developed thanks to a great teamwork experience and together with our General Manager Ms Amaya Teniente and with the hope that we will soon get access to Buenos Aires POL space too. The export of fresh fruit that requires refrigerated equipment is handled almost exclusively by the carriers directly with the exporters, where the participation of forwarders is minimal. On the other hand, in Buenos Aires, you can find mainly the headquarters and administration of large corporations. In addition, a large textile, footwear and machinery industry of all kinds. For this reason, the vast majority of the purchase decision lies in that region.

**Last but not least, what is your favorite place to enjoy a good wine made in Mendoza and which food would you choose to accompany it?**

Without a doubt, somewhere on the wine road, more precisely in the Tupungato area, with a good fire, a delicious barbecue, watching the mountains and the night sky of Mendoza.

**For any questions, please do not hesitate to contact:**

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*Tupungato*



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## Export requirements from Canada to China



**Export requirements for exports of refrigerated and frozen meat and non-live fish and seafood from Canada to China**



At the request of China, CFIA has developed a process to suspend the issuance of export certificates when an outbreak of COVID-19 occurs at establishments which export refrigerated and frozen meat and non-live fish and seafood to China.

Please contact your local CFIA office to obtain Industry Guidance about the new requirements.

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**LCL Reefer Consolidation Service – connecting the Asian hubs!!  
monthly service ex Hong Kong up to Singapore**



This summer we are glad to announce our new LCL Reefer Container from Hong Kong to Singapore.

**This container offers the following advantages:**

- Loading Port: Hong Kong – unloading: Singapore
- Suitable for smaller LCL-shipments and therefore a cost-saving alternative to air freight service
- Cost-effective, by avoiding underutilized FCL-shipments
- Dedicated service for wines, chocolates, pastries and other temperature-sensitive products
- Temperature controlled ocean freight (+ 15° up to + 18° C)
- 100% protection against extreme variation of temperature and condensation



**For any questions, please do not hesitate to contact:**

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