

**FOR IMMEDIATE RELEASE**

**9 December 2022**

## **HONG KONG WELCOMES FIRST BATCH OF CHILEAN CHERRY CONTAINERS FOR THE 2022/2023 SEASON**

(Hong Kong) Today (9 December), this season's first batch of Chilean Cherry containers for the South China market were discharged at Modern Terminals, a member of the Hong Kong Seaport Alliance.

23 days after being loaded to the container vessel at Valparaiso in Chile, the containers arrived in Hong Kong where the unique HOT BOX arrangement offered by the Hong Kong Seaport Alliance facilitates immediate connection to trucks and barges, and transported to consumer markets in South China.

Containers picked up by truck or barge are then transported across the boundary to Mainland China and can arrive at the renowned Jiangnan Fruit Wholesale market in Guangzhou within hours after being offloaded at the Port of Hong Kong. Symbolizing joy, blessings and good fortune, the bright red high-quality Chilean Cherry is treasured as a Chinese New Year gift.

Oswaldo Alvarez, Consul General of Chile in Hong Kong said: "Chile is the world's leading cherry exporter. Around 90% of Chile's cherry export goes to China with South China being the largest consumer market for the popular fruit. Hong Kong plays an important role in our cherry exports acting as the main gateway for thousands of Chilean Cherry containers destined for the Mainland China market and the rest of Asia".

Cherry Express vessels enjoy berth on arrival and the HOT BOX arrangement is popular with Fruit Importers and Logistics Providers. Hong Kong's fast delivery ensures freshness, quality, and taste when the fruit reaches consumers all over South China. With 8,000 reefer plugs available at the Hong Kong Seaport Alliance and connections to all over Asia, Hong Kong is also the perfect hub for transshipment of Chilean Cherry containers to markets in the rest of Asia.

To mark the occasion, representatives from the Chilean and Hong Kong Government as well as the business community were on site to welcome the containers and celebrate Hong Kong's status as the main gateway for the Chilean Cherry containers.



From left to right; Margaret Ip, Trade Officer of the Trade Commission of Chile in Hong Kong; Bradford Lee, Associate Director, Merchandise Trade and Innovation, Hong Kong Trade Development Council; Osvaldo Alvarez, Consul General of Chile in Hong Kong; Horace Lo, Group Managing Director of Modern Terminals; Jimmy Chiang, Associate Director-General (Business Development), Invest Hong Kong; Carlos Gonzalez, President of the Chile Hong Kong Chamber of Commerce; Rosanna Lau, General Manager - Customer Experience at Modern Terminals Hong Kong.

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### **About Modern Terminals:**

Modern Terminals Limited opened Hong Kong's first purpose-built container terminal facility in 1972. Today, the Company owns and operates container terminals at Kwai Tsing Container Port, Hong Kong. In the Pearl River Delta it operates and holds a majority of shares in DaChan Bay Terminals and also holds equity stakes in both Shekou Container Terminals and Chiwan Container Terminal. Modern Terminals is a customer-focused service provider. The Company's expertise in the industry, deployment of advanced equipment and the commitment of its people enable it to deliver a unique customer experience at the terminals it operates. The Company's mission is to be the preferred partner for world-class terminal and supply-chain services, building global connectivity for the sustainable development of local economies and the improvement of people's well-being.

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