




FRUIT  
**TRADE** 2023

**23/24 AGOSTO**  
METROPOLITAN SANTIAGO  
CONVENTION AND EVENT CENTER



# Cambio climático



A group of people's hands are shown holding a globe of the Earth. The globe is the central focus, with various shades of blue and green representing the planet's surface. The hands are of different skin tones and are positioned around the globe, suggesting a collective effort or care. The background is a bright, slightly hazy sky. The text is overlaid on the right side of the image.

# Hoy, iniciaremos una nueva era frutícola

Jorge Valenzuela - Presidente  
Fedefruta



# Adaptación tecnológica



# Migración



# Compromisos fito y zoosanitarios





# Cambio Climático

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# Gestión del agua






A hand is shown interacting with a digital interface, symbolizing digital transformation. The background is a dark blue, glowing network of lines and nodes, representing a digital or data environment. The hand is positioned in the upper left, with fingers touching the interface. The text is overlaid on the lower part of the image.

**Incorporarnos a la transformación digital, que impacta en lo operativo y en el día a día**



**Ley de extranjería ya obsoleta para el campo.  
Promover herramientas de visas temporales  
de Mercosur, a los que Chile tiene acceso**





**SAG: Nueva problemática  
fitosanitaria por temas de  
seguridad. Estamos a  
tiempo para ser  
preventivos**



**¿Tenemos  
Systems  
Approach para la  
uva de mesa?**





**Agua; Ley de Riego y  
participación del gremio para  
incluir a más productores**



A scenic landscape photograph of a mountain valley. In the foreground, a river flows through a rocky bed, creating white water rapids. The middle ground shows a lush green valley floor with scattered rocks and a few small trees. The background features steep, rugged mountains with varying shades of brown, tan, and green, under a clear blue sky. The text "Pero falta algo... Consejo de Cuencas" is overlaid in white on the right side of the image.

**Pero falta algo...  
Consejo de Cuencas**

A close-up photograph of a human hand held palm up, centered against a dark, gradient background. The lighting highlights the texture of the skin and the veins on the palm. The hand is positioned as if making a statement or gesture.

**Los productores de fruta no avalarán ni  
participarán de consejos al margen de la  
ley**



**Adaptación Tecnológica**  
**Migración**  
**Compromiso fitosanitario**  
**Cambio Climático**  
**Gestión del Agua**

**¿Cómo debemos abordar el futuro?**







**Muchas gracias**

