

Santiago, august 3, 2012

To whom it may concern,

We have recently had the opportunity to directly collaborate with the agency EasyWei in China in relation to the development and implementation of a promotional plan in support of the distribution and launch of chilean blueberries in the Chinese market. During this project Easywei coordinated for us all the promotional activities previously defined and closely collaborating with a diverse array of key stakeholders including both retail and importer colleagues as well as public entities such as the Chilean ProChile Office and the Chilean Embassy in China.

The activities undertaken where a great success and much to our delight our collaboration with this agency has proved to be an efficient and highly professional working partnership and we would highly recommend them to any ther entity wishing to undertake promotional activities in the Chinese market.

Please find below their contact details.

Han Liu 刘晗

Mobile: 18600421052

Address: tower B room 2601, Yangguang 100,
Wanda Square, Dawang Road,
Chaoyang district, Beijing

Tel: +86.10. 8081.7952

地址：北京市朝阳区大望路万达广场阳光100B座2601

电话：010-80817952

Email: hanliu@easywei.com

Regards ,



ASOCIACION DE EXPORTADORES DE FRUTAS DE CHILE A. G.
CHRISTIAN CARVAJAL M.
MARKETING MANAGER EUROPE – ASIA

CCM/mm