

Brazil's Tropical Fruit Company Doce Mel Wants to Double Exports

Contributed by Geovana Pagel
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Not everyone in Brazilian business is thinking smaller. Take the example of the papayas and tropical fruit produced at farms owned by company Doce Mel (Sweet Honey), in the municipality of Mamanguape, in the state of Paraíba.

They have been exporting to countries in the European Union since 2001. Now, the aim of the agricultural company is to increase exports from 10% to 20% of production. The company's strategies for 2009 include breaking into new markets in Europe and also among the Arab countries.

"We have made no contacts yet, but we are very much interested in the large potential of the region," said businessman Roberto Cavalcanti Moraes Júnior. Brazil is already competing in the Arab market with mangoes, table grapes, oranges and tangerines. Fresh fruit is exempted from customs duties and as for the sanitary aspect, the only requirement is the phytosanitary certificate issued by the Ministry of Agriculture.

In the United Arab Emirates, as well as Saudi Arabia, Oman and Qatar, significant growth is taking place in consumption of fruit and juices, due to factors such as hot climate, high purchasing power and growing immigration of Asians, who consume lots of tropical fruit.

"Presently, our main target markets are Portugal, Spain, France, Italy, England and Germany, but we want to conquer many other clients abroad," said the businessman.

With the aims of consolidating the brand's image as a fresh fruit supplier and promoting new business deals, Doce Mel is going to participate in Fruit Logistics, which is going to have its 2009 edition from February 7 to 9 in Berlin, Germany.

The company is going to be in the Brazilian pavilion, organized by the Brazilian Fruit Institute (Ibraf) in partnership with the Brazilian Export and Investment Promotion Agency (Apex-Brazil).

The German fair is turned to companies interested in importing, exporting or establishing partnerships in the sector of fresh and/or dried fruit, vegetables, spices and organic products. Also to be contemplated are the sectors of packing, storage, transport, technological solutions, marketing and know-how.

Doce Mel is regarded as a successful in foreign trade and its story was recently told within the Internationalization Program of the Sebrae for Micro and Small Businesses from the State of Paraíba, during the 2nd Foreign Trade Meeting of the State of Paraíba, in the city of João Pessoa.

According to Moraes Júnior, it is important for businessmen to know the difference between the concepts of exporting and internationalizing a company.

"A company that exports its products might not be able to stay in the market due to factors such as low production capacity, quality or promotion. However, if it undergoes a process of internationalization, then it will acquire the conditions needed in order to enter the foreign market and stay in it," he said.

Doce Mel generates 300 direct jobs and produces 400 tons of papaya a week.

Service

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