



SOURCING



@greenboxrevolution



www.greenboxr.com

Your "glocal" footprint



About Us

Green Box Revolution, comes to change the paradigm of the 'black box' in the world of fresh fruit trading.

Green Box Sourcing accompanies each of its suppliers throughout the year, searching for the best markets in the different months of the year as a destination for its fruit. We also supply our customers around the world, supplying them with fruit all year round from the best origins in each season.



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Commercial proposal



For exporting producers

- Market diversification.
- Expanding the customer pool.
- Participation in year-round programs.
- Direct commercialization in the Chilean domestic market.

For importers and retailers

- Representation in different origins.
- Expand the pool of suppliers.
- Supplier development
- Dewardilence and quality assurance.

COUNTRIES OF ORIGIN & DESTINATION MARKETS



-  Current countries of origin
-  Prospect countries of origin
-  Current destination markets
-  Prospect destination countries



Trajectory



Juan Ignacio Luhrs Concha

Business administrator with mention in financial accounting management.

Investment fund analyst for the multi-family office Vizcaya Capital (2019).

Administrator and developer of the sales and marketing structure of one of the avocado importers that traded more volume between 2020 and 2021 in Chile.

Partner/Managing Partner Green Box Revolution. In charge of commercial strategy.

Pedro Hevia Riesco

Agricultural Engineer and Commercial Executive with more than 20 years of experience in the Food and Fresh Fruit Industry. Currently Founding Partner of Green Box Revolution.

He worked at Copefruit, one of the main fruit exporters in Chile, as Product Manager of Apples and Blueberries.

Before that, he worked at Mission Produce, a world leader in avocado marketing, as Sales Director in Europe. He started in the fresh fruit sector at the exporter Cabilfrut.

Export Manager at Agrosuper, the largest food company in Chile, passing through the export area and national market as Zone Manager in the sales branch of the VI region.



Team

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See you soon



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