

AMAPWG - AVOCADO MARKETING AND PROMOTION WORKING GROUP

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AMAPWG is a voluntary organization of Avocado producers and exporters from different countries that identified "Common interests in developing the Avocado consumption".

The main mission is to inspect and develop the Avocado consumption in Europe.

Beside, to follow trend in domestic markets of the member's countries (plus other markets as well), where applications from one field can be copied and applied in another place.

AMAPWG is a unique model with special inspiration: "Cooperation of competitors" from all over the world, with mutual understanding that it is much more beneficial "to act together on enlarging the cake than to fight on its slices".

This thought was firstly offered at informal exporters meeting during the '4th World Avocado Congress' (Uruapan, Mexico 1999), where it was agreed to meet once a year and to modify numerous existing connections from being 'bi-lateral' to be 'multi-lateral'. Further steps to tighten the relations were taken in the followed years.

Nowadays there is data exchange on a weekly basis. The group has two yearly meetings where many subjects are presented and discussed, like marketing, promotion, future supply programs, developments, new ideas etc'.

AMAPWG is simple win-win cooperation's model, which done without any administration, fee or levy, under a motto of "Free competition with free information". By relating to the given information, each member can mind his steps having better regulation and timing of his supply.