

ABINBIO strengthens Brazil-China ties in bioinputs industry

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The Brazilian Association of Bioinputs Industries (ABINBIO) has taken a significant step toward strengthening ties between Brazil's biological inputs sector and the Chinese market.

During an official visit to the Chinese Embassy in Brasília, ABINBIO representatives presented the sector's potential to Xiang Yu, Counselor at the Embassy of the People's Republic of China, and explored possibilities for strategic cooperation between the two nations.

ABINBIO's Legal Director, Auro Ruschel, and International Relations Director, Mauro Heringer, were joined by Enrico Ribeiro of the political consulting and government relations firm Consillium. Together, they briefed the Chinese diplomat on the current landscape of Brazil's bioinputs industry, highlighting the research, development processes, and key concepts behind this rapidly expanding sector.

Expanding Opportunities in Bioinputs

The organization outlined several avenues for bilateral collaboration, such as technical cooperation, acquisition of Brazilian companies by Chinese investors, direct export of bioinput products, and the potential establishment of Brazilian bioinput companies within China.

Counselor Xiang Yu expressed strong interest in enhancing cooperation, emphasizing the importance of Brazil as China's leading partner in agriculture. He underscored China's intent to deepen this relationship, particularly in areas like low-carbon agriculture and increasing agricultural productivity.

According to the diplomat, the bioinputs sector could play a vital role in China's broader strategy to achieve agricultural self-sufficiency, minimize environmental impact, and reinforce Sino-Brazilian ties. His remarks underscore the sector's growing global importance in the transition toward more sustainable agricultural practices.

Strategic Exposure at Major Trade Event

A concrete outcome of the meeting was an invitation for ABINBIO to participate in the China International Import Expo (CIIE), the country's largest business trade fair, held annually each November in Shanghai. The event offers a valuable platform for suppliers and buyers to connect, showcase innovations, and foster business deals.

"This is a prime opportunity for ABINBIO to present its products directly to Chinese buyers and engage with industry stakeholders for future collaborations," noted Counselor Xiang Yu. He also highlighted the support of APEX Brasil in coordinating the presence of Brazilian bioinput companies at the event.

This engagement between ABINBIO and the Chinese Embassy marks a major milestone in the internationalization of Brazil's bioinputs sector. It opens up access to one of the world's largest agricultural markets and paves the way for increased innovation and investment in sustainable farming technologies.