

**“Strategic Analysis of the Agricultural Exporter Sector in Latin America, respect of the political and environmental legislation of the European Union. Case Study: The Exporter Sector of Chilean Fresh Fruit.”**

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**Abstract**

At present, many developed countries think that, due to the existence of unfair conditions of competition in international trade, they are obliged to adopt measurements which obstruct the commercial interchange. For example, there are on going accusations of dumping in order to reach a loyal and egalitarian competition between nations which respect environmental norms and standards in developing countries. Nevertheless, some developing countries describe the above mentioned measurements as a concealed form of “protectionism”, forming a kind of non tariff barriers to trade. In the group of developed countries, the European Union is one of the principal commercial forces worldwide. In the framework of its 1999 Agricultural Common Policy the European Union adopted the so called Agenda 2000 which makes environmental objective and social legitimacy an integral part of its policy in order to strengthen the European consumer confidence in the agrarian common model. So, under this scene, we need to analyze and discuss the protection level of the environment, associated with the productive processes in the agricultural sector, in order to avoid possible accusations of ecological dumping. The European Union is one of the principal commercial associates of Latin America and Chile having signed with the latter an Agreement of Cooperation in 1996 and, recently, a Commercial Agreement. A first contribution to the discussion in the region, was a strategic analysis (using the SWOT method), of the current situation in the Chilean agricultural sector exporting, it paid special attention to the politics and environmental legislation of the European Union with emphasis, the production of fresh fruits for export since this type of products have a great importance in the interchange of agricultural products between Chile and the European Union.

**Keywords:** Chile, environmental, Latin America, legislation