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New direct shipping route links China and Peru, reshaping South American wine exports

Faster maritime connection expected to lower costs and boost competitiveness of Chilean and Argentine wines in Chinese market

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A new direct shipping route between China and Peru is expected to change the landscape for South American wine exports to China. At the end of April, Guangzhou Port, the largest shipping hub in southern China, launched a direct maritime connection

to Chancay port in Peru. This move comes as China seeks to strengthen trade ties with South America and reduce its reliance on U.S. markets amid ongoing tariff disputes.

Chancay port, located north of Lima, recently began operations with nonstop journeys to and from Asia. The first vessel, a 300-meter ship carrying over 400 containers, departed Guangzhou and is expected to reach Peru in about 30 days. According to Chinese state broadcaster CCTV, this new route will cut logistics costs by around 20%. The direct link is also set to speed up connections between Guangzhou Nansha Port and other key South American ports, including Mexico's Port of Manzanillo and Chile's Port of San Antonio.

The impact of this new route extends beyond manufactured goods from China. Commodities such as auto parts, refrigerators, and household appliances will now reach South America more efficiently. In return, Chinese consumers can expect faster access to South American products like fruit, seafood, and notably, red wine from the Andes.

For wine producers in South America, especially those in Chile and Argentina, the new shipping route could offer significant advantages. Magdalena Pesce, CEO of Wines of Argentina, said her organization is closely monitoring these developments. She explained that while Argentine producers often use existing routes through Chile for exports to Asia, any improvement in efficiency or cost-effectiveness for shipping to China is of interest.

Pesce noted that the full benefits of the new route are yet to be realized. She emphasized that reduced shipping times and lower costs could make Argentine wines more competitive in the Chinese market over time. However, she also pointed out that the potential impact would need careful evaluation against current logistics practices.

Chancay port has been designed to handle the largest vessels on South America's Pacific coast. Its opening signals Beijing's intention to deepen economic ties with South American countries at a time when relations with the U.S. remain tense. The U.S., under President Donald Trump's administration, imposed tariffs on a wide range of international goods, including Chinese products with levies as high as 145%. In contrast, import tariffs for South American countries like Chile and Argentina are much lower—currently around 10%.

Despite these lower tariffs for South American wines entering China, Pesce said that global trade tensions still pose challenges for her industry. She explained that Argentine producers are working closely with U.S. importers and distributors to find ways to minimize the impact of increased costs on consumers. This collaborative approach aims to keep Argentine wines accessible in the U.S., even as trade complexities persist.

Wines of Argentina continues to focus on its main export markets: the U.S., Brazil, Canada, the UK, and China. At the same time, Pesce said her organization is watching for growth opportunities in South Asia and Latin America.

The launch of this direct shipping route marks a significant development in global trade logistics. It reflects shifting alliances and changing supply chains as countries adapt to new economic realities. For South American wine producers looking to expand their presence in China, this could be an important step forward—though its true impact will become clearer as trade flows adjust in the coming months.