

Peru

dedicated to the world
Export portfolio



**Now more than ever the world
needs what Peru has to offer.**

Garments that not only dress you
but also hug you.



Foods that provide not only
nutriments but also health.



Drinks that are not only cocktails
but also smiles.



Manufactures that incorporate
technology and are also competitive.



Businesses that in addition to profits
create friendships.







A COUNTRY LOOKING TO THE FUTURE

After over two decades of stability and progress, Peru is a leader in economic growth. And according to International Monetary Fund (IMF) projections, its prospects for the coming decade are favourable.

It is part of important integration and development groupings such as the Andean Community and the Asia-Pacific Economic Cooperation forum, as well as the Pacific Alliance, a new trading bloc of which Chile, Colombia and Mexico are also members. Peru has signed free trade agreements (FTAs) with its principal commercial partners, such as the United States, China and the European Union. It is one of twelve countries that participated in the Trans-Pacific Partnership (TPP) negotiations. It has been admitted to the Organization for Economic Cooperation and Development (OECD), aiming for full membership by 2021.

The country's national accounts show low levels of public debt as a percentage of GDP, high employment levels, growing wages and rising international reserves. Thanks to economic modernization and a democratic political system, the FTAs and private invest flows into the country deliver a formidable platform from which to reach for the world's great markets.





7 reasons

to buy
from Peru

1.

It is an excellent regional hub geographically positioned mid-way along South America`s western Pacific coast, a strategic point on the world`s trade routes.

2.

It is a land rich in natural resources, one of top five most mega-diverse countries on the planet.

3.

It is heir to ancient cultures and age-old traditions which encourage the sustainable, efficient and responsible use of resources.

4.

It is a nation rich in human capital which continually demonstrates its talent, creativity, innovation and entrepreneurial spirit.

5.

It is a modern society with a responsible business sector, which uses new technologies to guarantee its products and its services destined for the most demanding markets.

6.

It is a state with extensive and successful experience in export activity, with deep knowledge of demand, thanks to a strategic alliance between the public and private sectors.

7.

It is a country with an export supply that is varied and of top quality and which responds to the market`s needs and trends.



What do we offer?

- Frozen and fresh fruits and vegetables
- Processed foods
- Organic foods
- Specialty coffee beans
- Fine aroma cocoa
- Gourmet products



... Agribusiness

Peru is one of the five most biodiverse countries on the planet. It boasts 84 of the world's 117 recognized life zones, eleven ecoregions and multiplicity of climates, ecological zones and productive ecosystems. This means that all year round it is able to produce fruits, vegetables and grains of unbeatable quality, exquisite flavour and rich aroma, as well as plants and herbs with amazing healing and revitalizing properties.





Thanks to its exceptional natural environment, Peru has become an important supplier of a wide variety of the planet`s food.

These natural advantages combine with continual improvements to processing through technologies that optimize agriculture without damaging the environment.

Peruvian vegetables meet all safety and quality standards necessary for trade and for consumption in the most demanding markets. The companies have certification (HACCP, ISO, ORGANIC, BRC among others) and observe best practices in agriculture (GLOBALG.A.P).

Sustainability and the inclusion of producing communities in the export chain through fair trade practices, are added values of which the country is proud.

Fresh and processed

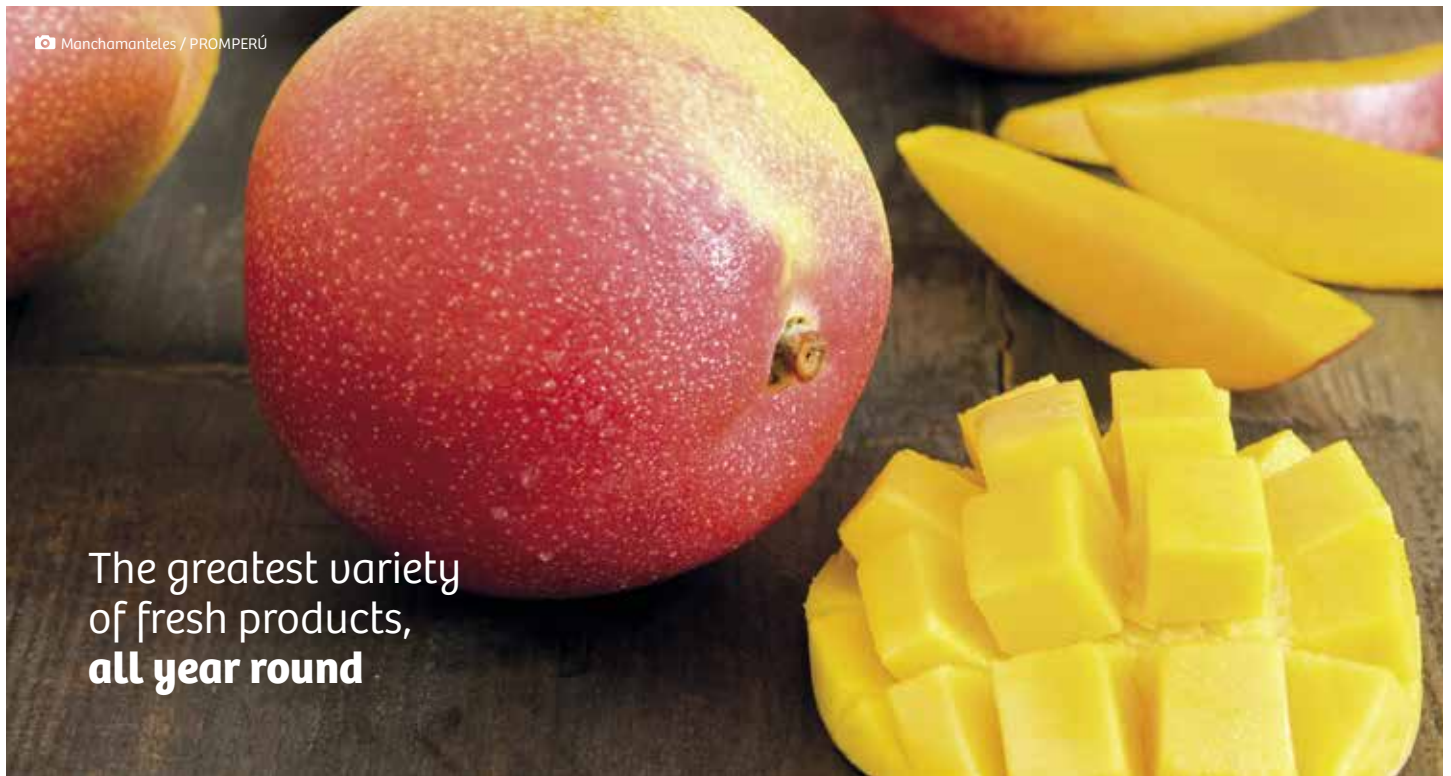
Exports of fresh fruit and vegetables are constantly growing because of their respected quality and their availability throughout all seasons of the year.

Peru is the world leader in the trade of asparagus and organic bananas and is the second largest international exporter of avocado. Standout fruits include: the mango, the grape, the mandarin, the orange, the tangelo and the lime.

Processed foods in greatest demand include: paprika, the artichoke, the piquillo pepper, the jalapeno chilli, the palm heart, olives and olive oil, among others.



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The greatest variety
of fresh products,
all year round



Social and environmental responsibility

Peru's ancestral agricultural traditions favor cultivation of organic products in a perfect combination with present demand trends in the main international markets. These traditions help to perfectly preserve each fruit, vegetable or grain's exquisite flavor and aroma, as in Peruvian coffee and fine flavor cacao, both organic-certified products meeting international social responsibility standards.

Peru's superfoods

Peru can offer consumers looking for healthy and sustainable lifestyles a wide range of superfoods that reflect new international trends and make possible achieving better living, health and leisure standards. These products exceed basic nutritional requirements and are rich in anti-oxidants and other nutritional components

that contribute to the proper functioning of our body's organs and immunological system.

Peru's native fruits not only bring consumers exotic and pleasant flavors but also contribute significant amounts of vitamins and anti-oxidants to their diets. They are consumed fresh and processed in marmalades, desserts and liquors. Goldenberries, camu camu, cherimoyas and lucuma are among the most greatly appreciated.

Andean grains are recognized for their outstanding balance of proteins, fats and carbohydrates, and their high concentration of essential amino acids. Noteworthy among them are quinoa, amaranth, cañihua, sacha inchi, giant corn and Amazon nuts.

Energy and revitalizing Peruvian plants include carob tree fruit, maca, blue corn and yacon. Other plants and herbs used since ancestral times now attract the world's attention for their therapeutic virtues. The most well-known are muña and cat's claw.



What do we offer?

- Fresh products
- Frozen products
- Processed products
- Value-added products





... Seafood and Aquaculture

Peru is a fishing country by excellence, thanks to the riches of its seas and its many inland water bodies. The vestiges left by the first civilizations that emerged in Peru and the modern processing plants they operate today demonstrate Peruvians' strong fishing tradition and connection with the sea and its products.





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Responsible management and regulations have permitted to develop Peru's marine resources following sustainable environmental standards and strict sanitary requirements that allow Peruvian fisheries and aquaculture products to meet the highest standards of the world's most demanding markets. The quality of Peruvian fish and shellfish is recognized and appreciated throughout the world, while their freshness and taste delight visitors who taste them locally.



Delicious and nutritious

Peruvian fisheries' exports have expanded significantly through investment and innovation in extractive industrial and artisanal fisheries as well as modern highly technical aquaculture. The outlook is auspicious, with many and varied opportunities. With products ranging from versatile giant squid to the inimitable and true taste of bivalves like scallops and sophisticated Amazonian paiche, Peru can offer the world a unique range of fish and shellfish products.





What do we offer?

- Clothes made from cotton and alpaca
- Underwear
- Clothes for babies and children
- Pyjamas
- Home textiles
- Silver jewellery
- Footwear and accessories





... The garment industry

In Peru, ancient textile traditions join with first class raw materials, entrepreneurial drive and the creativity of designers, to create a garment industry that fascinates the world with its modern, comfortable and original clothing.





Sandro
PERÚ TEXTILES

The Peruvian textile and apparel sector has the characteristics of a “Full package” industry: vertical integration from the supply of raw materials to the final product and highly qualified human capital throughout the value chain, backed by a regulatory environment that supports business.

It is a highly efficient industry, which has preserved and enhanced techniques from pre-Columbian times more than five thousand years ago.

Style and perfection

Among the most prized and in demand Peruvian fibres internationally is Pima cotton, characterized for having one of the longest and finest fibres in the world. This affords the fabric a smooth and excellent fall, as well as greater brightness and freshness. For its part, the Tangüis cotton is perfect for patterning because of its enormous capacity to absorb dyes.

The world's leading brands commission Peruvian companies to manufacture their cotton collections, especially for the more discerning youth and urban markets. Peru also leads in the children's clothing market.

The Peruvian fibre par excellence is the alpaca, which, for its exceptional quality, is synonymous with exclusivity and elegance. Some 80% of world production occurs in Peru and it competes in the international market with fibres as exquisite as cashmere and mohair.


It has tremendous versatility because it offers ten natural shades of white, grey, black, brown and beige. Sweaters, accessories, blankets and covers made from alpaca with exclusive designs and bold trends have been successfully positioned in select and specialized markets.



ALPACA
DEL PERÚ





 Luis Miguel Otaiza / PROMPERÚ

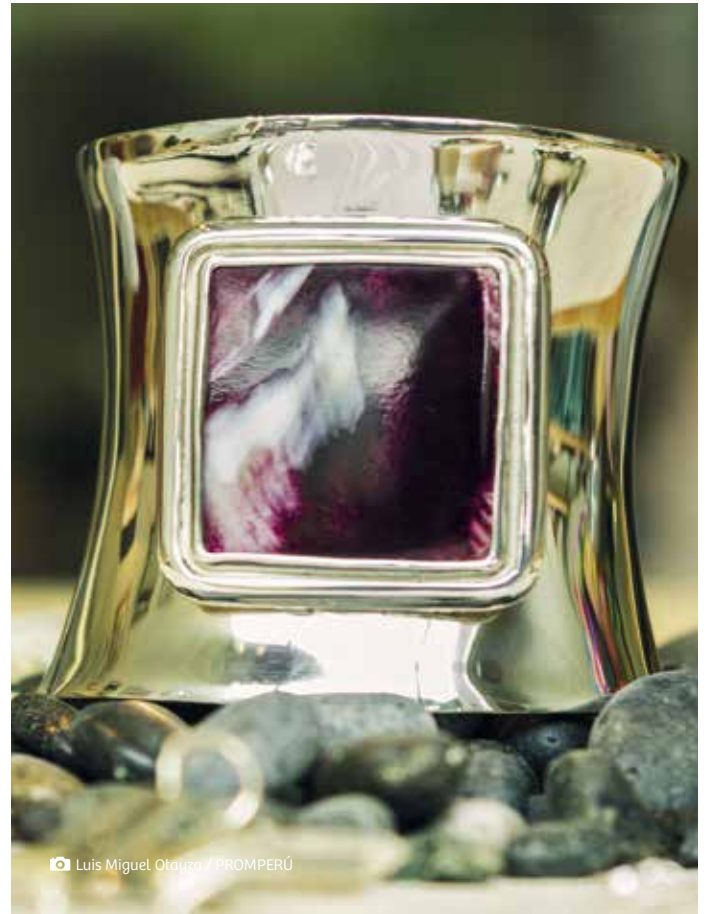
Quality and comfort


Peruvian industry manufactures shoes for ladies, gentlemen and children, as well as handbags, wallets, belts and a wide range of leather accessories. Classic and avant-garde designs combine with quality and comfort to ensure the products are highly sought-after by even the most demanding clients.

Splendour and elegance

The abundance and availability of silver in Peru allowed the development of extraordinarily beautiful craftsmanship in precious metals more than 3000 years ago. Currently, the silver jewellery industry offers designs combining the legacy of the ancient Peruvians with the creative originality of contemporary art, creating international trends.

Handcrafted production allows the creation of unique jewellery, often adorned with precious and semi-precious stones.



 Luis Miguel Otaiza / PROMPERÚ



What do we offer?

- Traditional and contemporary ceramics
- Handmade textiles
- Painted glass
- Furs
- Vegetable fibre items
- Wooden furniture



... **Decorative items and gifts**

Preserving the essence of Peruvian tradition, in this sector the manufacturing process remains completely artisanal. It incorporates innovative techniques that increase productivity without losing the essence and beauty that a unique handmade item represents.





Peru offers top quality artistic, decorative and functional products, made with natural materials, appropriate to demands of sustainability and environmental protection, generating more than 200,000 jobs for craftspeople across the country.

The range is diverse. The standout line is contemporary ceramics, which includes replicas of antique pieces belonging to pre-Columbian and Amazonian cultures, as well as conceptual and abstract art, together with functional tableware.

In the area of home textiles, kilim carpets and woollen blankets in various colours and designs and with velvet linings have found considerable international success.

Wooden articles also show a steadily increasing demand, both for the quality of the raw material as well as for the consummate work of master cabinetmakers. Furniture for the home and office predominates, however there are also functional pieces and decorative items.



What do we offer?

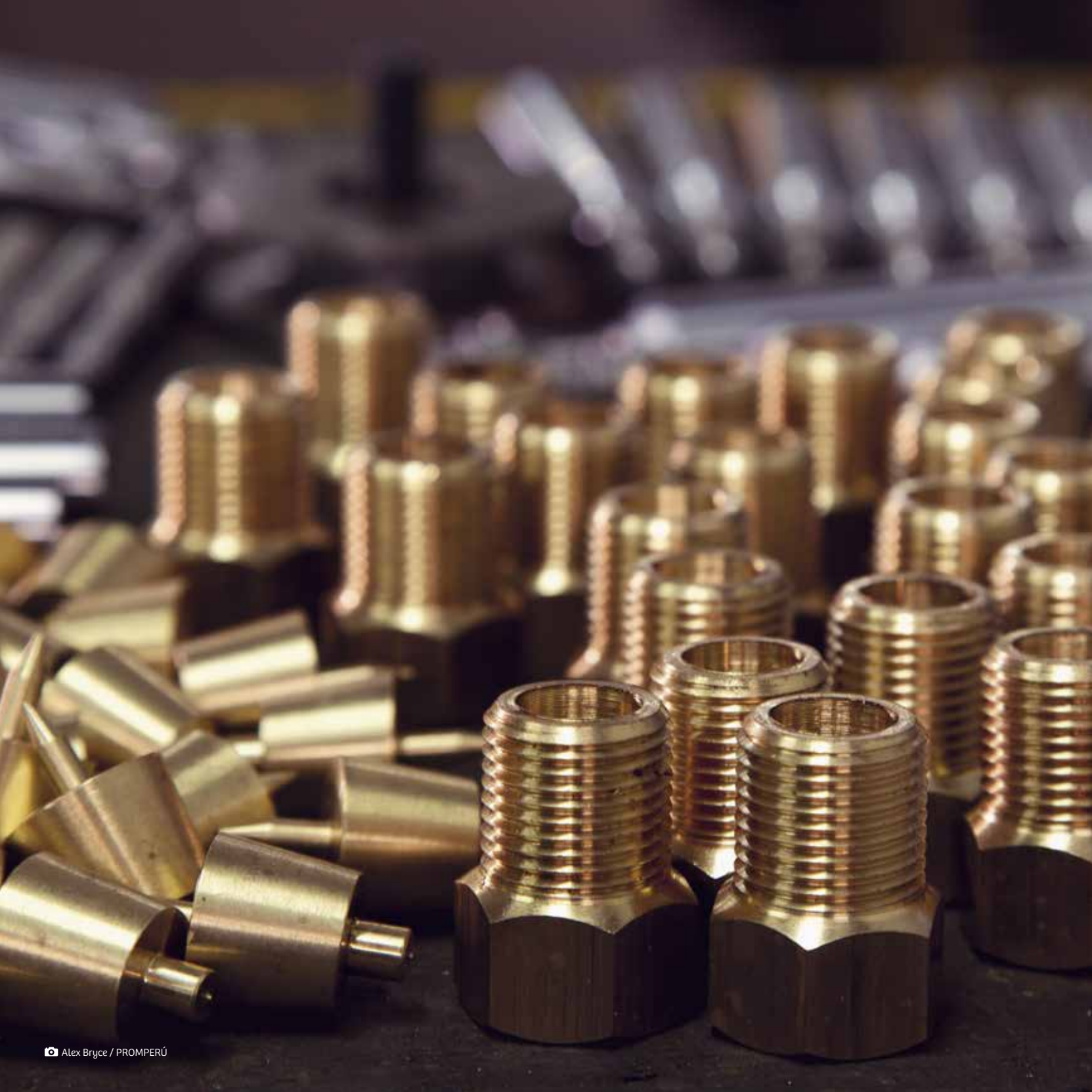
- Auto parts
- Cosmetics and natural ingredients
- Packaging
- Equipment for the food industry
- Medical equipment and materials
- Electrical equipment
- Timber and manufacturing
- Construction materials and finishes
- Mining supplies
- Other manufacturing



A close-up photograph of a male worker in a factory setting. He is wearing an orange hard hat, safety glasses, and orange work gloves. He is focused on his work, with his hands on a piece of machinery. The background is dark and out of focus, showing another worker in a red hard hat. The lighting is dramatic, highlighting the worker's face and hands.

... Diverse manufacturing

The manufacturing industry needs reliable suppliers who met its production requirement through better and improved processes. Peru has become a major player in the Latin American region for its wide range of exports, versatility, continuous technological improvements, and competitive prices.





Sandro Aguilar / PROMPERÚ

Thanks to their strong competitiveness, Peruvian manufacturing industries have built strong positions in their local markets. These characteristics give them outstanding presentation letters and are a guarantee of compliance for their international partners.

There are also industry promotion mechanisms for those who have proven their efficiency and are able to step-up and become world-class suppliers, joining themselves to production systems that service the most specific needs.

Peruvian products quickly find a market in Central and South America due to geographical and cultural proximity. Then, thanks to free trade agreements and demand for some specific products, they penetrate more demanding markets in North America, Europe and Asia.

Diversity and flexibility

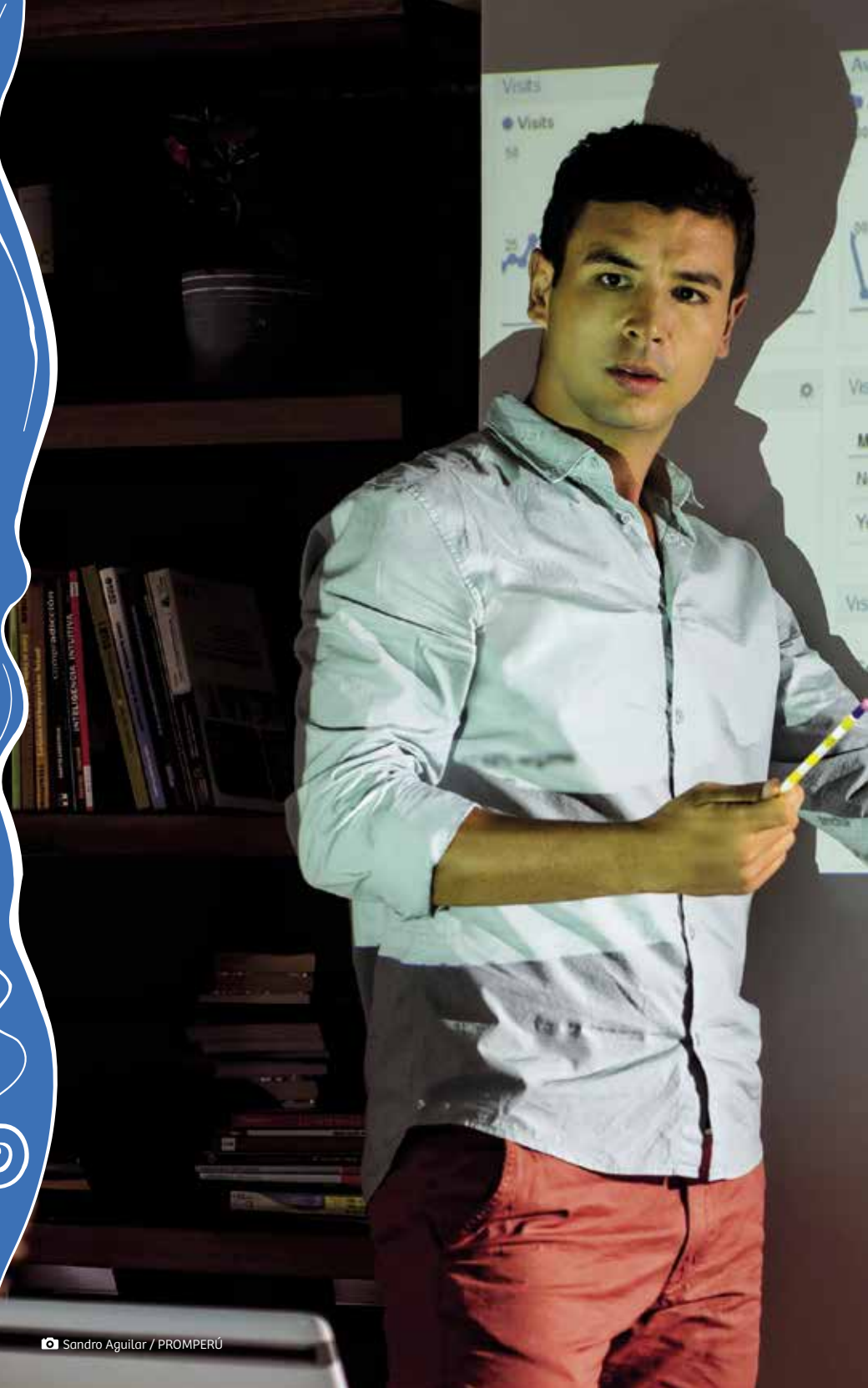
Peruvian manufacturing production has sufficient cutting-edge technology available and a ready capacity to meet orders from different markets, adapting products to meet demand so as to capitalize on market opportunities and take on new challenges.

The lines of business with greatest international exposure are: mining supplies, electrical equipment, auto parts, construction materials and finishes, wood and wooden products, packaging, equipment for the food industry, medical equipment and supplies, dyes, cosmetics and natural ingredients.



What do we offer?

- **Technological entertainment solutions:** specialized software, 3D animation and video games development
- **Professional services:** BPO call centres, architecture, digital marketing, engineering and consulting, mining services and business consulting
- **Cultural services:** publishing, printing, education services
- **Other services:** franchising, elective health services, logistical services





... Services export

Peru is one of the better countries in Latin America for international outsourcing, thanks to the availability of human capital, the capacity to globalize businesses, access to technologies and the standardization of productive processes.



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The market for the export of services is constantly growing. Not only does it contribute to the entry of major foreign currencies, but it also is an important source of capital and a useful driver of skilled employment, which accounts for 65% of the economically active population (EAP).

Peru offers business services based on creativity, innovation, flexibility and experience. In addition, the cost structure and the country's time zone allows rapid response and highlights our competitiveness in the international market.

It is a highly dynamic sector, made up of professionals with a high capacity for differentiation because of their knowledge and experience at the national and international levels.

Diversity and specialization

Among the services in greatest demand worldwide is the development of technological solutions for specific sectors such as banking, retail, telecommunications, tourism, health, shipping, mining, government and call centres.

Other notable services include video game development and production of animated 3D films, digital marketing services and the demand for academic, technical and professional books, as well as literature for adults and children, among others.

Professional services are also required related to architecture, consulting engineering for infrastructure projects and mining services.

An area of value-adding is franchises linked to Peruvian cuisine, one of the finest in the world. Entrepreneurs and internationally renowned chefs have managed to expand into major cities in the Americas and Europe, developing successful and profitable businesses.

About Promperu

The Peru Exports and Tourism Promotion Board (PROMPERÚ) has the objective of positioning Peru in the world through promotion of its image, its tourist destinations and its value-adding export products, contributing to the country's sustainable and decentralized development.



In the area of exports, PROMPERU offers a wide range of services promoting the internationalization of Peruvian companies:

- **Guidance and information:** personalized guidance services and specialist information about exporting and business internationalization.
- **Training:** the most varied range of workshops and seminars about international trade, to deepen and widen export knowledge.
- **Business advice:** specialist technical assistance and tools for product adaptation, business management, facilitation and quality, to be able to take the leap into exportation of goods and services.
- **Promotion:** tools for promotion and for contacting international buyers, to increase the portfolio with greater product exposure.

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PROMPERU has ISO9001 certification for the following services: exporter Wednesdays, documentation center, exporter service platform, ADOC Center, BPNM program, 5S program, exportando.pe journal, market intelligence newsletter, market guides, specialized studies and organization of and participation in international export fairs.

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