

Herramientas y Mecanismos de promoción para las exportaciones

Mg. Olga Noel Ventura

onoel@onglobalmarket.com

Seminario Miércoles del Exportador – PROMPERÚ

28 de agosto de 2019

Lima, Perú

Contenido

- ❖ ¿Qué son las herramientas y mecanismos de promoción a las exportaciones?
- ❖ Instrumentos de promoción a las exportaciones
- ❖ Gestión del conocimiento
- ❖ ¿Qué es la inteligencia competitiva?
- ❖ Fuentes de información



¿Qué son las herramientas y mecanismos de promoción a las exportaciones?

- Conjunto de actividades, estrategias, medidas e instrumentos que emprende el sector público para apoyar al empresario a cumplir sus objetivos comerciales en el ámbito de los negocios internacionales.



Four vertical bars of different colors (blue, orange, green, and grey) are positioned on the left side of the slide.

Instrumentos de promoción a las exportaciones:

- Instrumentos fiscales y arancelarios
- Instrumentos financieros de promoción
- Regímenes aduaneros
- Programas de fomento y estabilidad
- **Facilitación y acceso al mercado**

Instrumentos de promoción a las exportaciones:

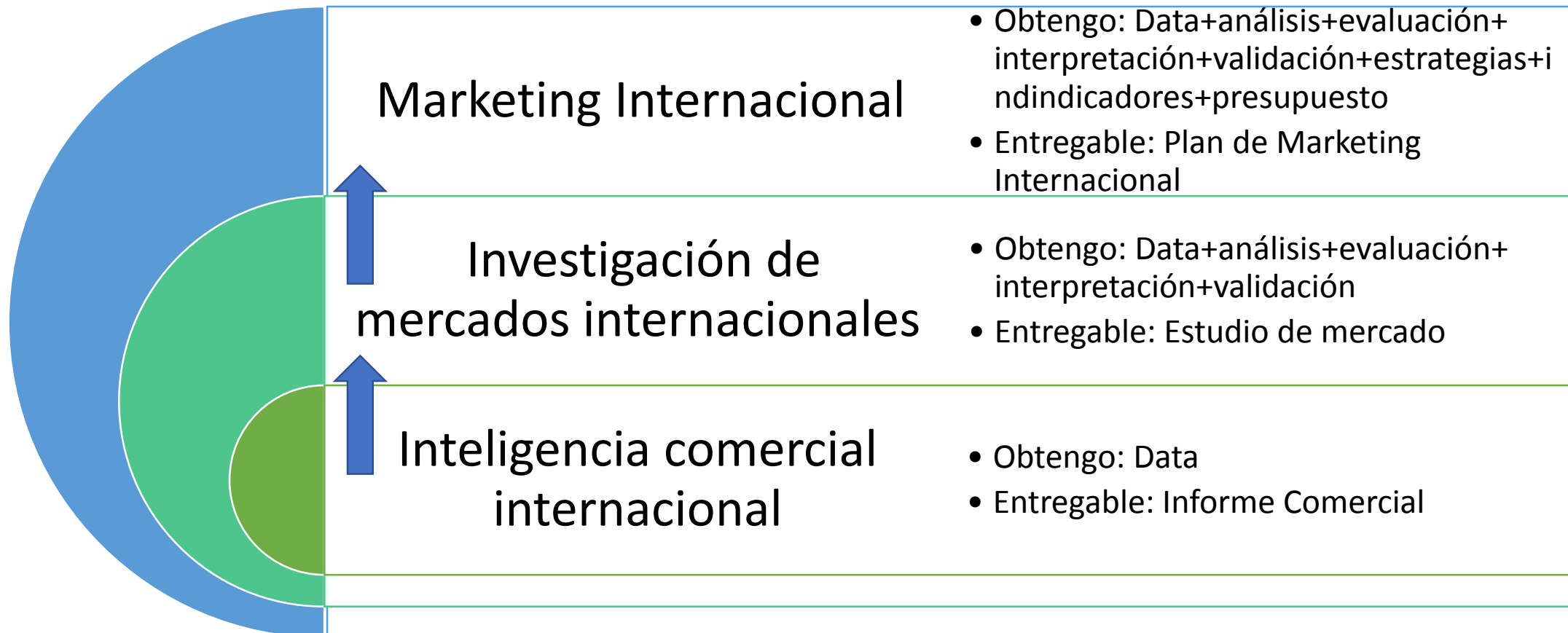
- Apoyo y asesoría que facilita el diseño y elaboración de un plan de exportación.



- Con el fin de.....

Desarrollar una cultura exportadora con énfasis en la competitividad y la productividad de acuerdo con el plan estratégico.

Uso de las herramientas de inteligencia comercial como base de un plan estratégico





Lo que busca la empresa en un estudio de mercado...

Perfil de consumidor

Segmentación

Precios

FODA

Marketing Mix

Ficha técnica

Índice de Competitividad

CANVAS

Índice de Atracción

Análisis de la
Competencia

Indicadores

PESTMA

Estrategias

Demanda Potencial

Estadísticas

Actualmente la empresas

- Consultas
- Buscan información
- Interesan en los mercados internacionales
- Necesitan conocer el nicho
- Identificar características de consumidores
- Cuantificar la demanda potencial
- Conocer las tendencias globales



6,083 exportadoras
a junio 2019

- ❖ Capacitaciones
- ❖ Facilitación de herramientas de información



Norma: UNE 166006:2018
Nombre: Gestión de la I+D+i:
Sistema de vigilancia e inteligencia.
Fecha de edición: 2018-04-18
España

¿Cuál es el impacto de la Inteligencia Competitiva en la práctica?

- 
- Estar alerta a la dinámica del mercado
 - Vista ampliada de los factores de influencia
 - Nuevos competidores emergentes
- Mejora de las necesidades del cliente
 - Nuevo canal de marketing
- Fuente de información más accesible
 - Nueva herramienta para recopilar información
 - Nueva herramienta para realizar investigación de consumo

¿Qué es la inteligencia competitiva?

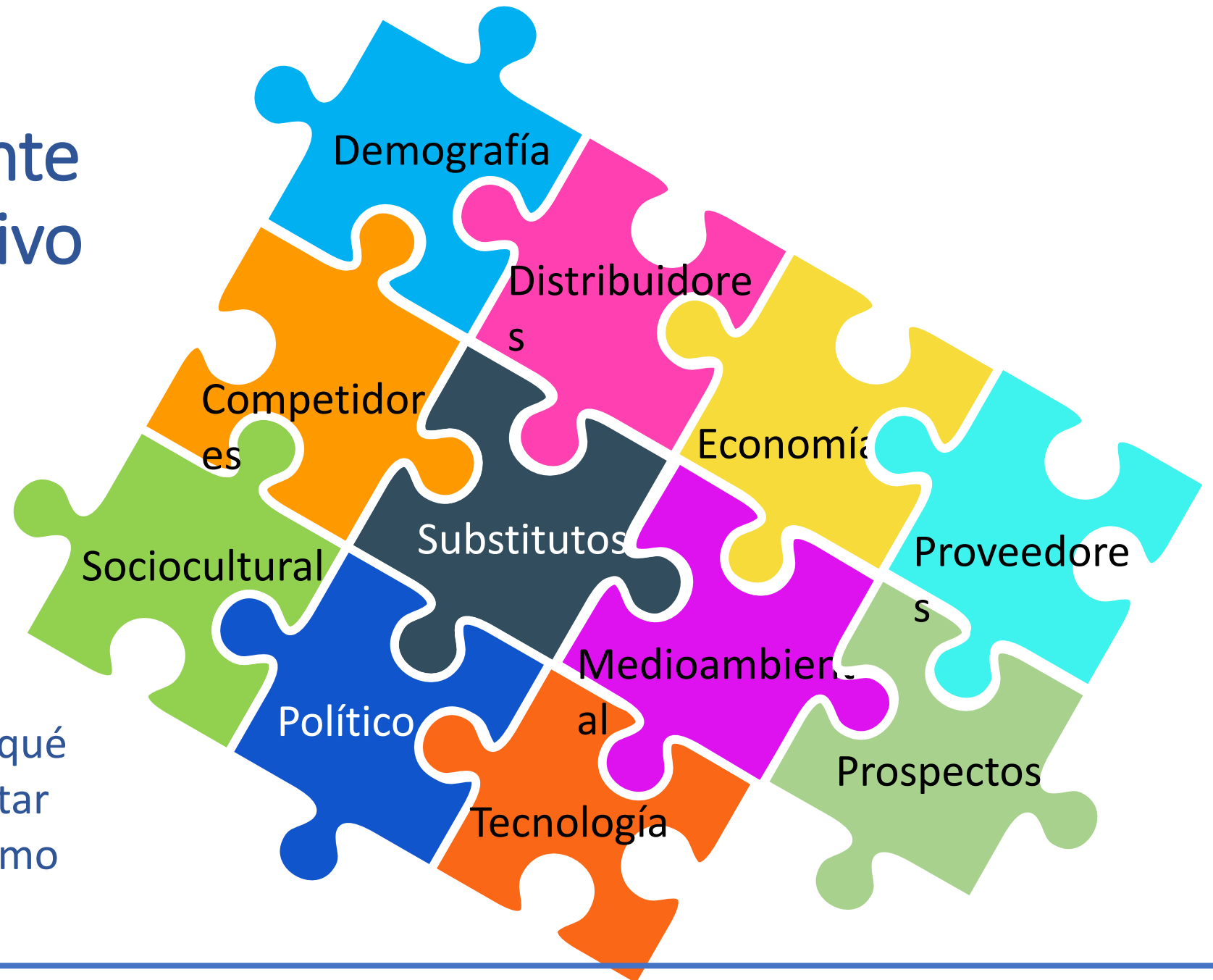
- La inteligencia competitiva, es un proceso en el cual las compañías recopilan información sobre el escenario comercial donde se desenvuelven y planifican nuevas estrategias de posicionamiento a corto, mediano y largo plazo.

Información interna y externa
que permita reducir la
incertidumbre del entorno



El ambiente competitivo

Para cada elemento, ¿a qué se debe prestar atención y cómo hacerlo?



¿Cómo aplicar la inteligencia competitiva?





Herramientas de información e importancia:

- Brinda información calificada sobre comercio internacional,
- Nos sirve para mejorar la toma de decisiones.
- Identifica oportunidades de negocios antes que la competencia.
- Reduce riesgos del mercado.
- Ofrece información relevante sobre clientes y competidores.
- Facilita el planeamiento y ejecución.
- Te permite hacer proyecciones de mercado.

Finalmente ayuda a la empresa en el proceso de toma de decisiones.



¿Qué es inteligencia comercial?

- El conjunto de métodos, técnicas y mecanismos para recabar, registrar, analizar y difundir la información estratégica para la toma de decisiones sobre: la competencia, acciones del gobierno, el medio ambiente, etc.
- Su finalidad es permitir que la organización aproveche sus oportunidades y minimice sus riesgos.

Fuente

Nacional

Internacional

SUNAT	SIICEX
PRODUCE (estudios económicos)	INFOCENTER
Mercados OGM	
Adex Data Trade	Veritrade

Libres

Pago

TRADE MAP	CESCE COFACE	UN COMTRADE
BANCO MUNDIAL / BID	INVESTMENT Map	CIA.GOV
GOOGLE MARKET FINDER	EXPORT POTENTIAL MAP	MAGIC PLUS
MARKET ACCESS MAP	TRADE HELP DESK	CBI /FDA
OASIS/ RASFF	RAM SIICEX	SUSTAINABILITY MAP
PROCHILE	ICEX / AUMA /OMA	OFICINAS COMERCIALE
EURO MONITOR	BUSINESS INSIGHTS	DATA MONITOR
PIERS	DATAMYNE	PANJIVA
IMPORT GENIUS	IMPORT PROMOTION DESK	PROCOMER / MIFIC

Análisis y Estadísticas

Barreras de Acceso

Informativas












THE STANDARD IN TRADE INTELLIGENCE







Intelligence in time





A Verisk Business















¿Cuáles son los tipos de herramientas de Inteligencia Comercial Internacional?

Informativas



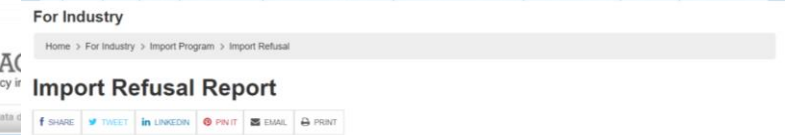
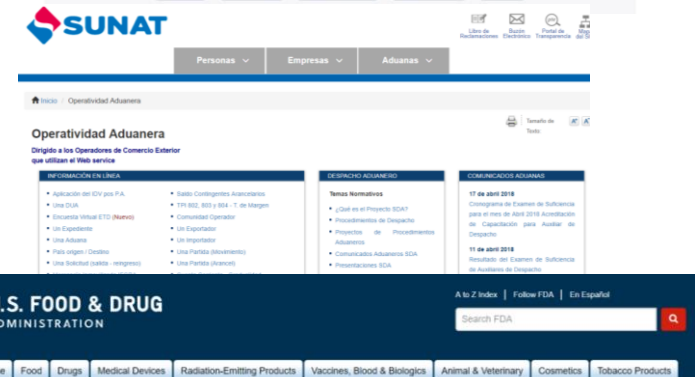
Barreras de Acceso



Welcome to our new Standards Map!

Standards Map provides information on standards, codes of conduct and audit protocols addressing sustainability hotspots in global supply chains.

Estadísticas



Market Access Map has been developed by ITC to support the needs of exporters, trade support institutions, trade policy makers and academic institutions in developing countries. It provides information about customs tariffs (including tariff preferences) applied by more than 200 countries and faced by 239 countries and territories. It also covers tariff rate quotas, trade remedies, rules and certificates of origin, bound tariffs of WTO members, non-tariff

Estadísticas: Nacionales



Internacionales



LATE

Ingresar a la URL www.late.gob.pe



**Inteligencia
Comercial**



RAM, LMR

**Eventos de
Promoción
Comercial**



**Simulador
Financiero**

VALOR

Exportador



COMTRADE

<http://comtrade.un.org>

Brinda información estadística de exportaciones e importaciones a nivel mundial desagregado por partidas arancelarias armonizadas.

COBERTURA

- Asia, Europa.
- América Latina
- África
- Oceanía
- Europa
- El caribe

The screenshot displays the UN Comtrade website. At the top, the logo 'UN comtrade' is visible alongside the text 'United Nations Commodity Trade Statistics Database | Statistics Division'. A banner below the header states: 'All UN Comtrade related dissemination sites will be gradually upgraded in 2018 to take advantage of new data items and features. Please visit [this link](#) to see all the details.'

The navigation menu includes: Home, My Account, Data Query, Data Availability, Metadata & Reference, Subscription & Support, and Fast tracks. The 'Home' page is selected.

A 'Shortcut Query' section features a form with the following fields: 'Show' (set to 'Re-Export'), 'of' (set to 'Type commodity text here'), 'in the year' (set to 'recent years'), 'from' (set to 'Malaysia'), 'to' (set to 'World'), and 'in' (set to 'any'). A 'Search' button is located at the bottom right of the form.

A 'General disclaimer' section contains the following text: 'The designations employed and the presentation of material on this internet site do not imply the expression of any opinion whatsoever on the part of the Secretariat of the United Nations concerning the legal status of any country, territory, city or area, or of its authorities, or concerning the delimitations of its frontiers or boundaries. Where the designation "country or area" appears on this internet site, it covers countries, territories or areas. The data of the Comtrade database shown on this internet site are copyrighted by the United Nations and are provided for your internal use only. They may not be re-disseminated in any form without written permission of the United Nations Statistics Division.'

A '2017 Data Availability (share of World trade value)' section includes a pie chart showing the following data:

Category	Percentage
n.a.	36.65%
Available	63.35%

The right sidebar contains several sections: 'Work on IMTS' with links to 'Methodology IMTS', 'Analytical Tables', 'Int.Coop. & Workshops', and 'Newsletter'; 'Search for help' with a search bar and 'Go' button; 'UN Comtrade Labs' with the 'UNcomtrade' logo; 'NOW AVAILABLE' with the 'UN Monthly Comtrade' logo; 'UNdata' with a search bar and 'Go' button; 'Help / Guideline / FAQ'; and 'Released data' with a table showing the number of country periods for various timeframes.

The 'Released data' table is as follows:

	# of country periods
today (2018.05.10)	0
in a week	9
in a month	34
year-to-date	214
in a year	428
all data	7413

Below the table, a section titled 'Not yet available reporters of 2017 data' lists the following countries and their percentages:

1. China [11.94%]
2. France [3.30%]
3. Netherlands [2.88%]
4. Singapore [2.03%]

ADEX Data Trade

Menú Principal

Estadísticas

Descripción Arancelaria

Descripción Comercial

Mercados

Productos

Boletines

Ferias

Tramite VUCE

Publicaciones

Rechazos de Productos

Fuentes de Información

Presentaciones de

Eventos ADEX



Ver Manual ADT ▾



OLGA

Menú Principal

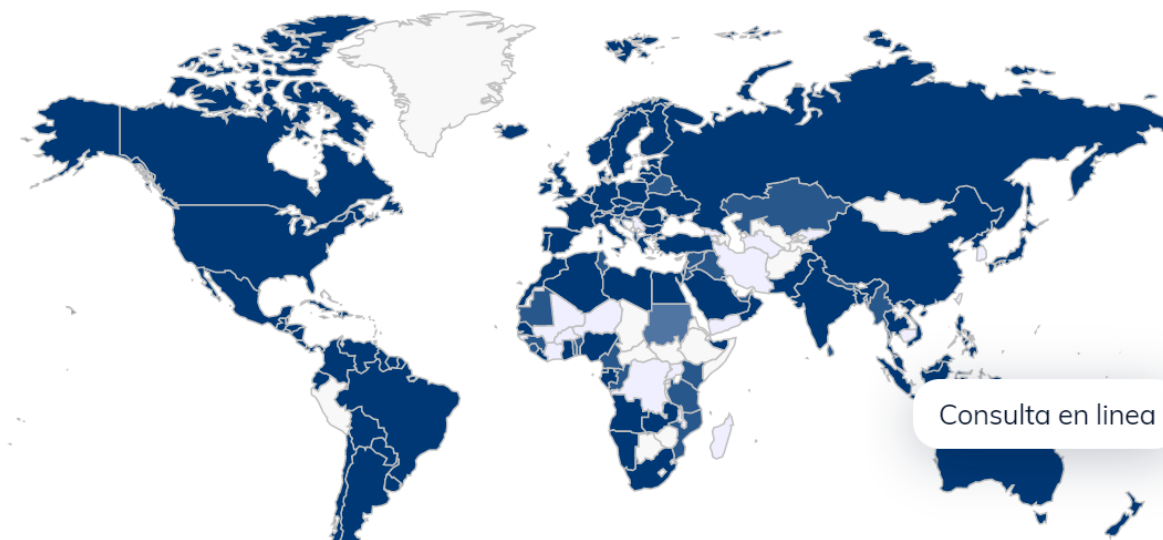
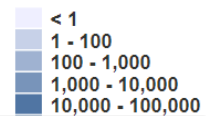
Panel de Control

2018/ 2017



Exportaciones del Perú al Mundo 2018

Miles US\$ FOB



Consulta en línea



Información estadística para los principales países destino de las exportaciones peruanas y para los diferentes sectores desagregado por partidas arancelarias.

COBERTURA- países (suscrito)

- Perú
- Argentina
- Bolivia,
- Brasil,
- Chile,
- Colombia,
- Costa Rica,
- Ecuador,
- México,
- Panamá,
- Paraguay,
- Uruguay

The screenshot displays the Veritrade web application interface. At the top, there's a header with the Veritrade logo, a welcome message for CARLO Rodríguez - PROMPERU, and a language selector set to ENGLISH. Below the header, there are navigation tabs: Mis Búsquedas, Mis Productos, and Mis Compañías. The main section is titled 'Usted desea ver las' and includes filters for 'Importaciones' and 'Exportaciones de' (set to Latinoamérica), and 'País' (set to Perú). There are input fields for 'País Origen' (set to ARGENTINA), 'Descripción Comercial', 'Partida Aduanera', 'Importador', 'Exportador', and 'Mis Filtros' (set to [País Origen] ARGENTINA). A 'VIDEO TUTORIAL' button is also present. Below these filters, there are date selectors for 'De' and 'Hasta' (both set to MAY. 2018) and buttons for 'BUSCAR' and 'Restablecer'. A message states 'Se encontraron 1,074 registros'. Below this, there are tabs for 'Resumen', 'Productos', 'Marcas - Modelos', 'Importadores', 'Exportadores', 'Países Origen', 'Vías Transporte', 'Aduanas - DUAs', and 'Detalle - Excel'. The 'Resumen' tab is active, showing a table with columns: Productos, Total registros, Total US\$ CIF, and %. The table lists various products and their corresponding statistics. A summary table on the right shows 'Países Origen' with 'ARGENTINA' having 1,074 records and 14,904,075 US\$ CIF, and 'Totales' with 1,074 records and 14,904,075 US\$ CIF. At the bottom, there are buttons for 'Agregar a Mis Productos' and 'Agregar a Filtros y Buscar'.

Productos	Total registros	Total US\$ CIF	%
1001991000 LOS DEMÁS TRIGOS	1	4,936,743	33.12%
3826000000 BIODIESEL Y SUS MEZCLAS, SIN ACEITES DE PETRÓLEO O DE MINERAL BITUMINOSO O CON UN CONTENIDO INFERIOR AL 70 % EN PESO.	1	3,430,935	23.02%
0307430000 MOLUSCOS, INCL. SEPARADOS DE SUS VALVAS, VIVOS, FRESCOS, CONGELADOS, SECOS, SALADOS O EN SALMUERA; INVERTEBRADOS ACUÁTICOS, EXCP. LOS CRUSTÁCEOS Y MOLUSCOS, VIVOS, FRESCOS, REFRIGERADOS, CONGELADOS, SECOS, SALADOS O EN SAL	26	2,150,066	14.43%
0306171300 COLAS CON CAPARAZÓN, SIN COCER EN AGUA O VAPOR	7	1,902,862	12.77%
2204210000 DEMAS VINOS EN RECIPIENTES CON CAPACIDAD <= A 2 L	44	150,220	1.01%
Totales	1,074	14,904,075	100.00%

Países Origen	Total registros	Total US\$ CIF	%
ARGENTINA	1,074	14,904,075	100.00%
Totales	1,074	14,904,075	100.00%

- ❑ Acceso a los datos de proveedores y compradores en USA
- ❑ Reportes en Excel de bases de datos actualizadas.
- ❑ Ver detalles de estudios de mercado por fechas, envíos marítimos, productos, países, puertos, partida arancelaria etc.

The screenshot displays the PIERS web application interface. At the top left is the PIERS logo. At the top right, it says "Welcome Yulliana Yaipen" and "Sign Out". On the left side, there is a navigation menu with sections: SEARCH (New Search, Saved Search), ALERTS (Saved Alerts), REPORTS (Saved Reports, Saved Templates), and HELP (FAQs / Help, Customer Support, Reset Password, Feedback). The main content area is titled "Standard Search" and "Advanced Search". It includes a "Direction" section with "Import" and "Export" radio buttons. Below that is an "Arrival Date" section with a "Date Range" dropdown set to "Custom" and two date pickers showing "01/01/2005" and "03/07/2019". There are several expandable search criteria sections: "+ Search Criteria", "+ Country / Geography" (with subtext: Country of Origin, Region of Origin, Coastal Region, Clearing District, Final Destination, Place of Receipt, Port of Departure, Port of Arrival), "+ Commodity" (with subtext: Commodity, HS Code, JOC Code), "+ Company" (with subtext: Shipper, Consignee, Notify Party, Shipper/Commodity, Consignee/Notify, Name Search), "+ Carrier / Vessel / NVOCC" (with subtext: Carrier, NVOCC Flag, Vessel Name/Voyage Number), "+ Trade Volume" (with subtext: TEUs, Estimated Value, Weight, Weight Unit, Measure, Measure Unit, Quantity, Quantity Type), and "+ Other Filters" (with subtext: Containerized, Hazardous Class, IMO Number, Bill of Lading Number). At the bottom right, there are three buttons: "Save", "Clear all", and "Search".



HANSE

<https://www.hanse.biz/>



[Sign Up](#)

[Login](#)

[About](#)

[Case Studies](#)

[Blog](#)

[Contact](#)

[Trade Data](#)

[Take the Survey](#)

Data Analytics Software For International Trade

Hanse is a tool for analysing international trade flows. Hanse offers unique search capabilities at a highly detailed level to help identify critical trade relationships.

[Explore Trade Data](#)

Blog

[Japan cut vital semiconductor input](#)

[China may restrict rare earth exports](#)

[China may restrict high technology](#)

Resource Trade Earth

<https://resourcetrade.earth/>

RESOURCE
TRADE
.EARTH

DATA

STORIES

ABOUT

CHATHAM
HOUSE
The Royal Institute of
International Affairs

Exporter

PERU

X



Importer

CHINA

X

Commodity

AVOCADOS, FRESH OR DRIED

X

Year

2017

Units

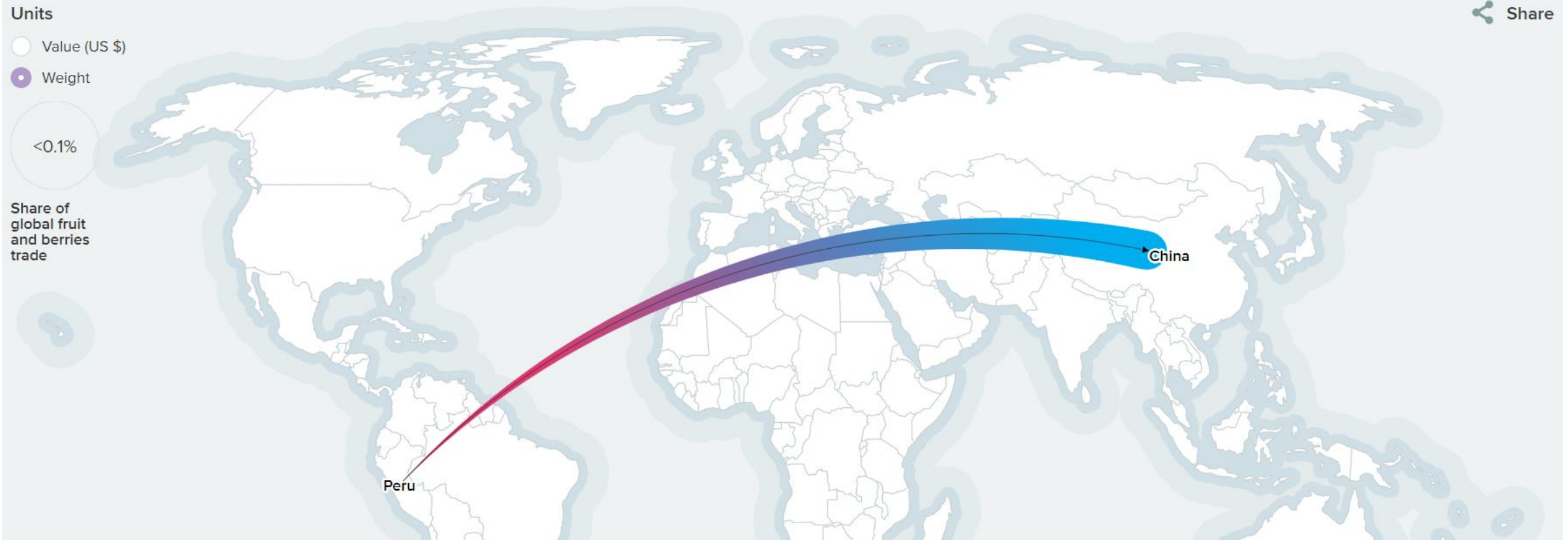
☐ Value (US \$)

☒ Weight

<0.1%

Share of
global fruit
and berries
trade

Share



World Integrated Trade Solution

<https://wits.worldbank.org/>



English **Español** | [Iniciar sesión](#) [Registrarse](#)



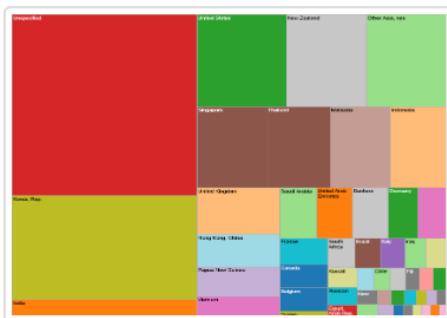
Estadísticas comerciales ▼ Aranceles ▼ API ▼ Base de datos Analíticos Herramientas ▼ Inicio Acerca de WITS Referencias ▼ Capacitación ▼ Enlaces de respaldo ▼

Visualización de datos de comercio

[Consulta personalizada](#)

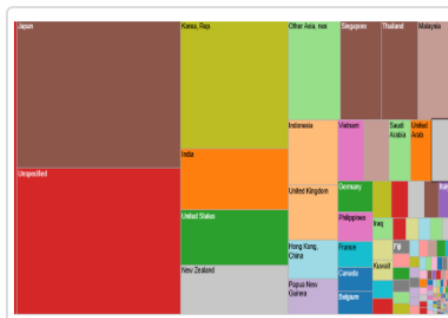
Access WITS for interactive visualization created using UNSD COMTRADE database for export and import data and UNCTAD TRAINS database for tariff data. Visualize Countries' exports, imports to various countries and also details on products exported along with the corresponding export or import share. You can also visualize trade by products and see which countries exports or imports a particular product the most and their share in total world trade. Visualize the different types of tariff like Most Favored Nation (MFN), Effectively Applied (AHS) and Bound Tariffs. Also visually see the Bound overhang for various countries along with their binding coverage. Network chart to provide global and country trade perspective is also available.

ANÁLISIS DE UN PAÍS



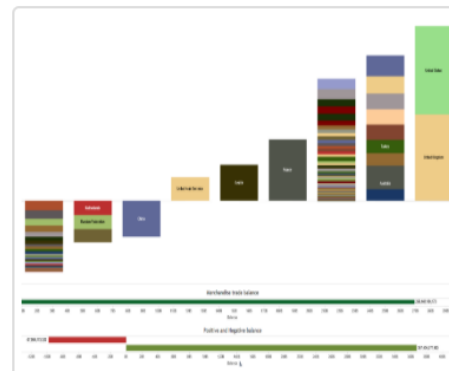
Ver las exportaciones o importaciones de un país a otros países, o productos exportados o

ANÁLISIS DETALLADO DE UN PAÍS

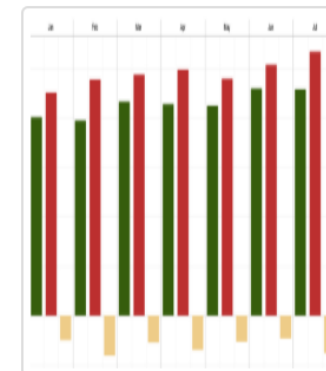


Ver las exportaciones e importaciones de un país con otros países, junto con detalles de los

MERCHANDISE TRADE BALANCE WITH PARTNERS



OTRAS VISUALIZACIONES



Identificación de oportunidades en el mercado internacional

Información Nacional

Fuentes: Primarias y secundarias.

Información Internacional

Fuentes: Primarias y secundarias.

- Validación de la información.
- Interpretación de datos.

Diversificación Productiva

Cadenas globales de valor

Innovación inversa

Diversificación de mercados

Inteligencia Competitiva

Caso: Acai

- Acai en Polvo: Partida Arancelaria: 1106.30.90.00

Presentaciones:

Acai en polvo

Acai organico en polvo

Extracto de acai en polvo

Mezcla en polvo para bebida de maca,
algarrobo, acai, y camu camu con vitaminas

Aceite de ACAI

8086 kgs
en el año 2017 exp

356.88 kgs

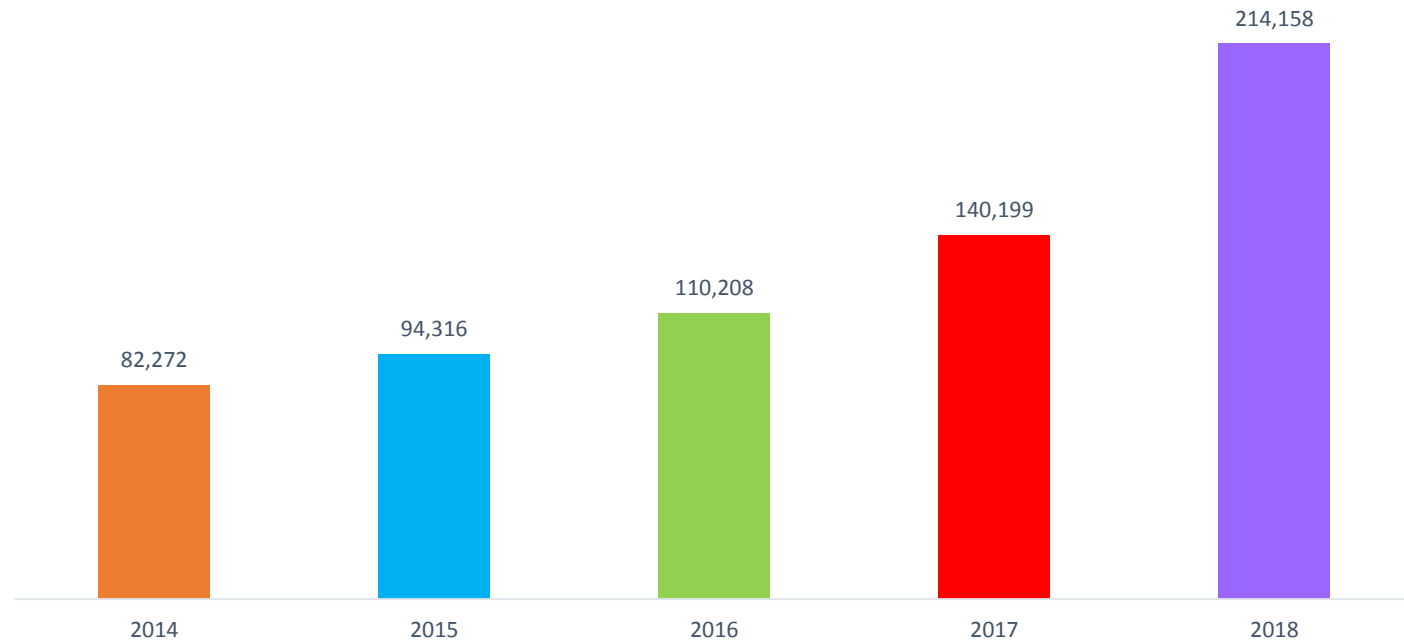


Caso: Acai

Partida Arancelaria 1106.30.90.00 - Año 2018

- Camu Camu en Polvo: 60,015.99 kg
- Acai en Polvo : 3,196 kg
- Yacón en Polvo : 2,567 kg
- Aguaje en Polvo : 175 kg
- Guanábana en Polvo : 4,180 kg
- Noni en Polvo : 2,087 kg

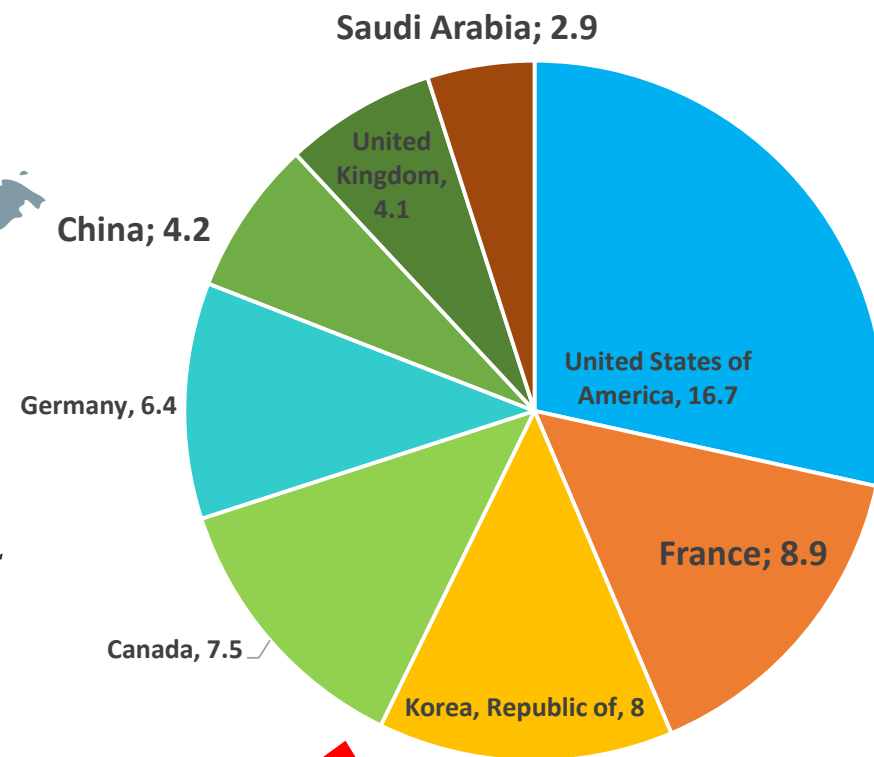
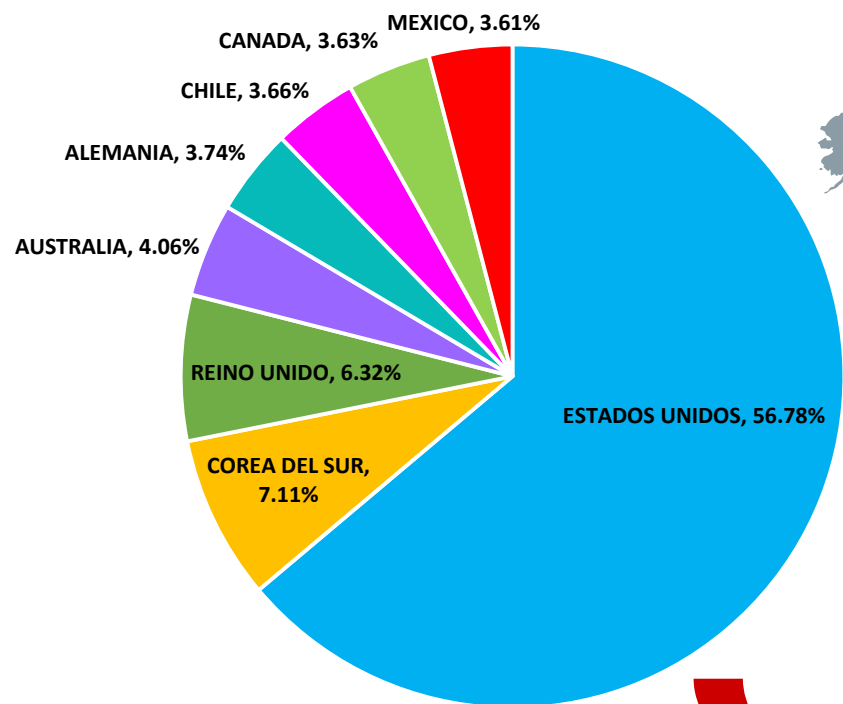
Exportaciones de la Partida Arancelaria 1106.30.90.00 de Polvo de Camu camu, de acai, de aguaje, guanábana y otros, Peso Neto en kg



Exportaciones del Perú al mundo

Importaciones del mundo

Partida Arancelaria 1106.30.90.00



Informativas: Nacionales

SIICEX

**Perú
exporta**



TOP ONLINE

VIP

Internacionales

ICEX



Intelligence in time



SeafoodSource

EMIS
An ISI Emerging Markets Group Company

D&B Hoovers



best food importers

Tendencias de la industria y análisis estratégico, tamaño de mercado e información de cuota de mercado para 26 sectores de la industria en todo el mundo(79 países)

The screenshot displays the Euromonitor Passport website interface. At the top, there is a navigation bar with the 'Passport' logo and links for Search, Industries, Economies, Consumers, Companies, Analytics, and Help. A search bar on the right contains the text 'Find Analysis, Statistics and more...'. Below the navigation bar, a large blue banner reads 'SEARCH BY INDUSTRIES, CATEGORIES AND TOPICS' and includes a dropdown menu for 'CATEGORIES AND TOPICS' and a 'GO' button. To the right of the banner, a section titled 'New to Passport? Start Here.' features two links: 'PASSPORT VIDEO 3 minutes WATCH VIDEO' and 'PASSPORT GUIDE 10 minutes DOWNLOAD PDF'. The main content area is divided into seven sections, each with a title, description, and a 'GO' button:

- COUNTRY REPORTS: DATAGRAPHS**: Understand the market landscape with interactive visualisations of industry, category and geographical data. Includes dropdowns for 'CHOOSE INDUSTRY', 'CHOOSE CATEGORY', and 'CHOOSE GEOGRAPHY'.
- SEARCH STATISTICS**: Find the data you need. Quickly identify statistics by industry and category impacting your organisation. Includes radio buttons for 'Industries' (selected) and 'Economies and Consumers', and dropdowns for 'CHOOSE INDUSTRY' and 'CHOOSE CATEGORY'.
- SEARCH ANALYSIS**: Leverage detailed analysis from Euromonitor International's research team to understand the state of the market and opportunities. Includes radio buttons for 'Industries' (selected) and 'Economies and Consumers', and dropdowns for 'CHOOSE INDUSTRY' and 'CHOOSE GEOGRAPHY'.
- SEARCH DASHBOARDS**: Select a dashboard for a visual and interactive way to understand high-level trends. Includes radio buttons for 'Industries' (selected), 'Economies', and 'Consumers', and a 'SELECT' dropdown menu.
- ANALYTICS**: Identify growth drivers, the state of the current competitive landscape and trends through articles, analysis and reports. Includes a 'GO' button.
- BREXIT SCENARIOS TOOL**: Explore the implications of Brexit and the impact on economies, industries and consumers. Includes a 'GO' button.
- MEGATRENDS**: In-depth analysis on the most influential megatrends shaping consumer behaviour and attitudes today and in the future. Includes a 'GO' button.

EMIS and ISI Emerging Markets

<http://site.securities.com>

Información actualizada de noticias, tendencias, proyecciones macroeconómicas, informes especiales de mercados, etc. ; en cada uno de los destinos de nuestras exportaciones.

COBERTURA

- Norte América: Canadá, Estados Unidos, México.
- Asia: China, India. Europa, Bielorrusia, Rusia.
- América del Sur: Argentina, Bolivia, Brasil, Paraguay, Uruguay, Chile, Colombia, Perú, Ecuador, Venezuela
- Centro América
- El Caribe

MY EMIS

COMPANY ANALYSIS INDUSTRY ANALYSIS COUNTRY ANALYSIS All Search Companies, Industries, Topics, Keywords

MY EMIS

Dashboard

Dashboard Settings | Tour | User Guide | Support

INDUSTRY NEWS

Select Country/Region

Scoreboard May 15 2018 - Pg. 47 to 53
May 15, 2018 | India | (Corporate India Mag)

Scoreboard May 15 2018 - Pg. 18 to 30
May 15, 2018 | India | (Corporate India Mag)

Index
May 15, 2018 | India | (Corporate India Mag)

Corporate Scoreboard explain
May 15, 2018 | India | (Corporate India Mag)

Portfolio Choice
May 15, 2018 | India | (Corporate India Mag)

Planner

EDITOR'S CHOICE

Select Country/Region

Peso storm: Argentina requests a US\$ 30bn precautionary credit from IMF
May 09, 2018 | Developed Countries | (Merco Press - Argentina)

Argentina - BCRA holds active 7-day repo yield at 47%, keeps passive rate at 33%
May 09, 2018 | Argentina | (CEEMarketWatch - Daily News)

Argentina - BCRA said to sell USD futures for first time under Sturzenegger
May 09, 2018 | Argentina | (CEEMarketWatch - Daily News)

Tecnoglass Completes \$35 Million USD Payment Obligation for 2017 GM&P Acquisition
May 09, 2018 | Developed Countries | (Finance Colombia)

COMPANY NEWS

Select Country/Region

Tribute And Return Gifts?
May 14, 2018 | India | (OutLook Mag)

Lake Placid
May 14, 2018 | India | (OutLook Mag)

Reapers Of The Intimate World
May 14, 2018 | Developed Countries | (OutLook Mag)

Vol13-Issue-10 may 11, 2018 stand
May 11, 2018 | India | (Outlook Business)

Page 88-89 CesLaVie-The Good Life
May 11, 2018 | India | (Outlook Business)

MACROECONOMY NEWS

Select Country/Region

Tribute And Return Gifts?
May 14, 2018 | India | (OutLook Mag)

Deep Throat
May 14, 2018 | India | (OutLook Mag)

The Subcontinental Menu
May 14, 2018 | India | (OutLook Mag)

Page 86-87 CesLaVie-Hardbound
May 11, 2018 | India | (Outlook Business)

INDUSTRY REPORTS

Select Country/Region

U.S. Cyber Insurance Market Share and Performance (Premium Growth and Profits Continue in 2017)
May 09, 2018 | Developed Countries | (FITCH Ratings - Special Reports)

Jindal Steel Powers Q4FY18 results Outperformer - A turnaround quarter
May 09, 2018 | India | (IDFC Sector Reports)

Risks in Light Rail PPPs (Considerations for an Active Market — Multiple Risks Require

COMPANY REPORTS

Select Country/Region

MAHINDRA HOLIDAYS & RESORTS INDIA 09 MAY 2018
May 09, 2018 | India | (Axis Cap Company Research)

JSPL - May18 RN
May 09, 2018 | India | (IDFC Company Reports)

ABB - May18 RN
May 09, 2018 | India | (IDFC Company Reports)

DEALWATCH NEWS

Select Country/Region

Business - Ebay To Sell Stake In Flipkart For About Usd 1.1 Billion; To Relaunch Ebay India
May 09, 2018 | India | (PTI News)

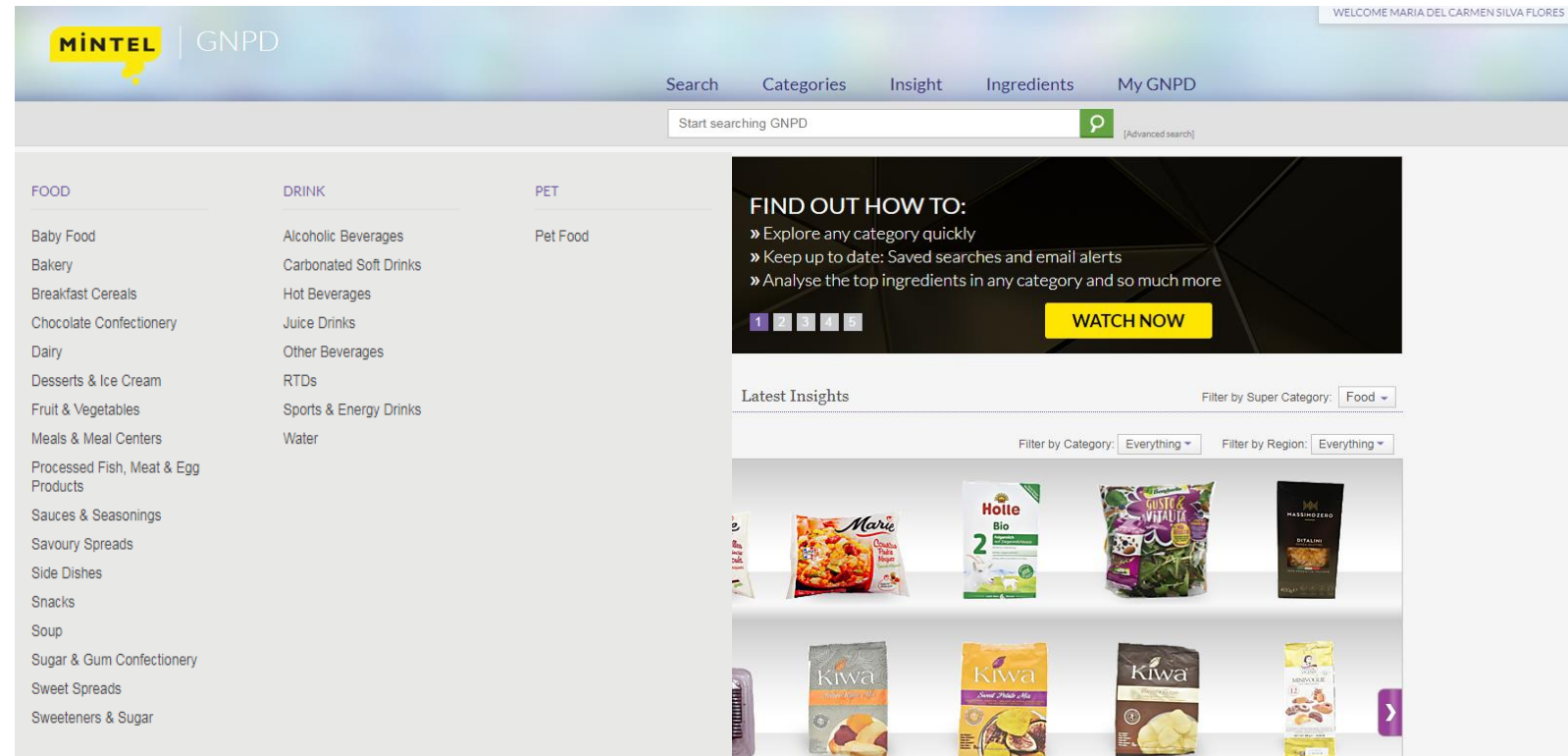
Business - Govt Denies Approval For Jet Airways-Jet Life Merger
May 09, 2018 | India | (PTI News)

Business - Traders Oppose Walmart-Flipkart Deal, Industry Gives Thumbs Up
May 09, 2018 | India | (PTI News)

MINTEL – Global New Product Database

<https://portal.mintel.com>

Tendencias en los lanzamientos de productos nuevos en diferentes tipos de presentación en los principales puntos de venta en Europa, Norte América y Asia, tanto en la investigación de mercado y analisis de producto.



SEAFOOD SOURCE

<https://www.seafoodsource.com/>

Brinda Información del sector pesquero. Ofrece noticias de la industria, comentarios editoriales, informes de mercado, revisiones de productos, clasificados y un directorio completo de miles de proveedores y productos de áreas especializadas, equipos de procesamiento de productos del mar, etc.

 **SeafoodSource**

SUBSCRIBE TO SEAFOODSOURCE NEWS
 SUBSCRIBE
You may unsubscribe from our mailing list at any time. Diversified Communications | 121 Free Street, Portland, ME 04101 | +1 207-542-5500

NEWS ▾ FEATURES PREMIUM CONTENT ▾ E-RESOURCES ▾ SUPPLIER DIRECTORY SEAFOOD HANDBOOK CLASSIFIEDS EVENTS ▾ ABOUT ▾

 **“Your best source for fresh Tuna from Maldives”** 



Premium Content

New record set for Norwegian skrei exports as main cod season closes

Rising prices drive China crayfish production, but shortage looms

Vietnam shipping more pangasius to Asia in Q1

Low supply, high demand leads to rising lobster prices



Ideal Fish hopes branzino facility will be model of successful RAS



Rubicon acquisition carries High Liner Foods to higher sales totals



NEW GREGOR JONSSON INC.

Faster Better Cheaper

SEE THE BENEFITS

SEAFOODSOURCE PREMIUM



Membership has its perks: educational content, exclusive interviews, consumption trends, unlimited news, and more.

BECOME A MEMBER



THE PERFECT FIT FOR A HEALTHY LIFESTYLE.

TRUE NORTH SEAFOOD COMPANY

Global Market Finder

https://marketfinder.thinkwithgoogle.com/intl/es_419/

Buscador Global de Mercados o Global Market Finder de Google te permite evaluar el grado de competencia que encontrarás en un determinado mercado o país, mostrando estadísticas de AdWords. Para cada palabra clave, se puede analizar el porcentaje de clics (CTR – es un indicador para medir la eficacia de la publicidad online) y conocer el coste por clic. Esto genera una idea de si el mercado está creciendo, está saturado, disminuyendo o si por contra, es inexistente.

Google Global Market Finder English

Your business Search terms Filter

Select your location: United Kingdom Keyword(s): café G20 Learn more about global markets

Select your language: English Enter one keyword per line

Find opportunity

Geographic distribution

Location	Opportunity	Local Monthly Searches	Recommended Bid	Competition
+ Brazil		18,100	UK£0.70	
+ Russia		5,400	UK£0.19	
+ Japan		18,100	UK£0.74	
+ Mexico		2,570	UK£0.53	
+ France		12,100	UK£0.77	
+ Germany		1,000	UK£1.13	
+ Canada		2,400	UK£1.34	
+ Italy		1,600	UK£0.00	
+ Argentina		390	UK£0.00	
+ United Kingdom		320	UK£0.00	
+ South Korea		1,900	UK£0.00	
+ United States		720	UK£0.00	
+ China		740	UK£0.00	

Due to low volume, we've removed the following locations from your target regions: Australia, India, Indonesia, Saudi Arabia, South Africa, Turkey. [Learn more](#)

Important Note: We cannot guarantee that these keywords will improve your campaign performance. Additionally, since the translations are created using Google Translate, they are not always perfect so be sure to confirm that terms you're selecting are accurate for your ads. We reserve the right to disapprove any keywords you add. You are responsible for the keywords you select and for ensuring that your use of keywords does not violate any applicable laws.

Are you ready to go global?

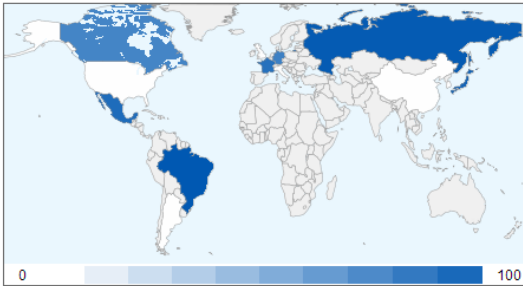
Reach new customers worldwide with Google AdWords.

Sign up now »

Are you ready to translate?

If you're already an AdWords customer, upload your keywords and campaigns now in [Translator Toolkit](#).

Learn more about how Google can help grow your business with [AdWords for Global Advertisers](#).



Barreras de acceso

Nacionales



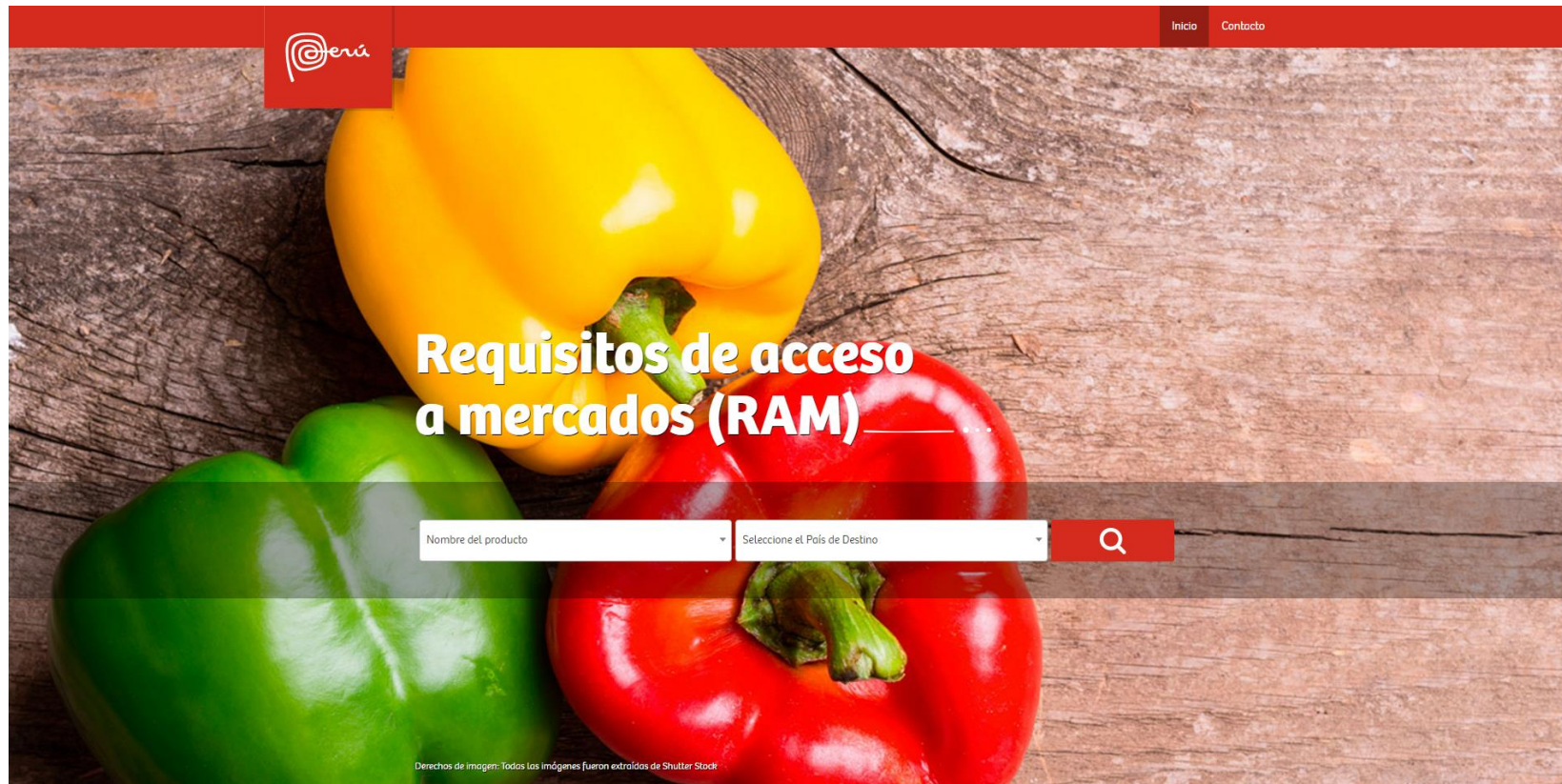
Internacionales



REQUISITOS DE ACCESO AL MERCADO

ram.promperu.gob.pe

- Herramienta web gratuita
- Información monitoreada y validada periódicamente
- Toma como referencia fuentes oficiales de las autoridades sanitarias de cada país
- Recopila tanto exigencias internacionales como nacionales



MARKET ACCESS MAP

<https://www.macmap.org/>



Market Access Map

Improving transparency in international trade and market access

EN FR ES



Home

Access

Compare

Analyse

Download

About

Resources

Account

Market Access Conditions

Identify customs tariffs, tariff rate quotas, trade remedies, regulatory requirements and preferential regimes applicable to your product.

EXPORTING COUNTRY

🔗 Select country

DESTINATION COUNTRY

🔗 Select country

PRODUCT

📁 Search product by HS6 code or name

HS6 ☐

NATIONAL TARIFF LINE CODE

SEARCH

Su guía sobre las reglas de importación y los impuestos del mercado de la UE

La Unión Europea (UE) es el mayor mercado único del mundo y el Trade Helpdesk es su ventanilla única para acceder a ella . La UE se ha comprometido a ayudar a los exportadores como usted en sus países asociados comercio con la información que necesita para:

- Aprovechar al máximo los acuerdos comerciales que hemos puesto en marcha;
- Llevar sus productos al mercado de la UE.

The screenshot shows the EU Trade Helpdesk website. At the top, there are links for Accessibility, Cookies, Legal notice, Privacy, and Contact, along with a language dropdown set to English. The main header features the European Commission logo and the text 'TRADE HELPDESK'. Below this is a search bar. A navigation bar lists various topics: The European Market, Requirements, Import Duties, Internal taxes, Rules of Origin, Statistics, and Help. The main content area has a blue background with a map of Europe and the heading 'I want to export to the EU'. It contains three input fields: 'I want to export from:', 'To an EU Member State:', and 'Product code:'. Below the first two fields is a link 'Learn more about our partner countries'. Below the product code field is a button 'Find my product code'. At the bottom of this section is a yellow button 'View rates and requirements'. The footer text reads 'Your guide to the EU market's import rules and taxes'.

La principal fuente de información de Límites Máximos de Residuos de plaguicidas en Estados Unidos y en el mundo

The screenshot displays the GLOBAL MRL DATABASE website interface. At the top, the logo and name 'GLOBAL MRL DATABASE™' are visible, along with the text 'A service of BRYANT CHRISTIE INC.'. Navigation links for 'Support', 'Latest MRL News Blog', 'Account', and 'Logout' are present. A user profile dropdown shows 'Promperu - Professional'. The main navigation bar includes 'PESTICIDES', 'Pesticide MRLs', 'Change Report', 'Market Info', 'User Guide', and 'FAQs'. The 'Change Report' section is active, titled 'Pesticide MRL Change Report'. It includes an 'EMAIL NOTIFICATIONS' button and a description: 'View up to two weeks of recent MRL updates made to the database. Users may also sign up to be sent daily email notifications when MRL changes are made. Select Commodities, Pesticides, and Markets to include in your search.' Below this, there are three filter sections: 'Commodities', 'Pesticides', and 'Markets'. Each section has a search input field (currently showing 'All Commodities', 'All Pesticides', and 'All Markets' respectively), a 'SHOW ALL' button, a grid icon, and a 'SELECT ALL' button with a plus icon. At the bottom, the 'Report Options' section shows a 'Date Range' of '5/8/2018 - 5/8/2018'. The footer includes the text 'Include the following MRL's:' followed by checkboxes for 'General MRL's' and 'Pending MRL's'.

HOOVERS

<https://app.avenion.com/login>

Base de datos de compradores extranjeros del mundo de todos los sectores

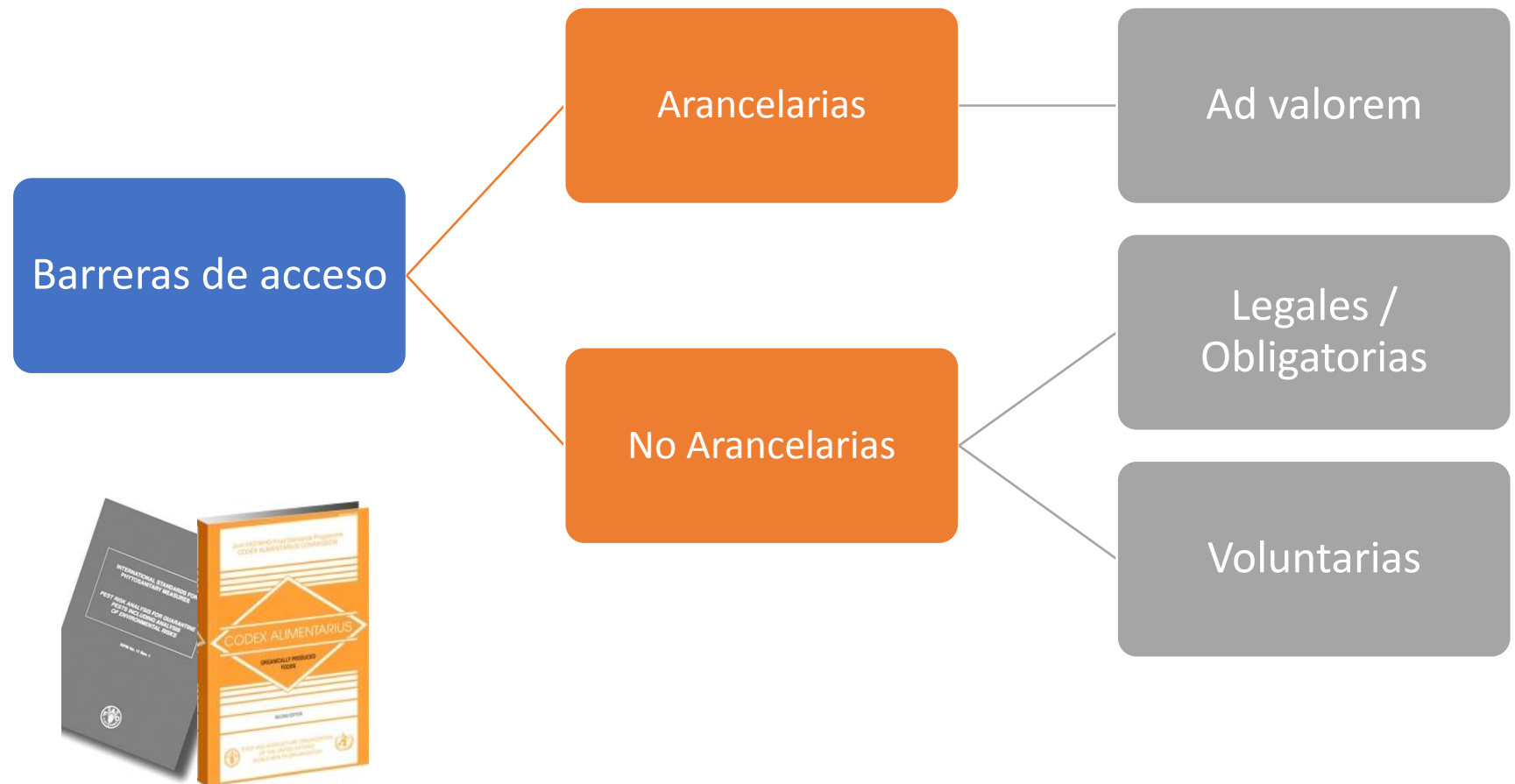
The screenshot displays the D&B Hoovers search interface. At the top, the logo "D&B Hoovers" is on the left, and a search bar with the placeholder "Search for a Company" is on the right. Below the logo, a navigation bar includes "Desktop", "Search & Build a List" (highlighted), "Saved Searches", and "Lists". On the right of the navigation bar are links for "Page Help" and "Support".

The main section is titled "Search Companies" and shows "0 Results". On the left is a sidebar with filter categories: "Location", "Company Size", "Industry", "Company Type", "Corporate Family", "Conceptual Search", and "Business Signals". The "Location" filter is currently selected.

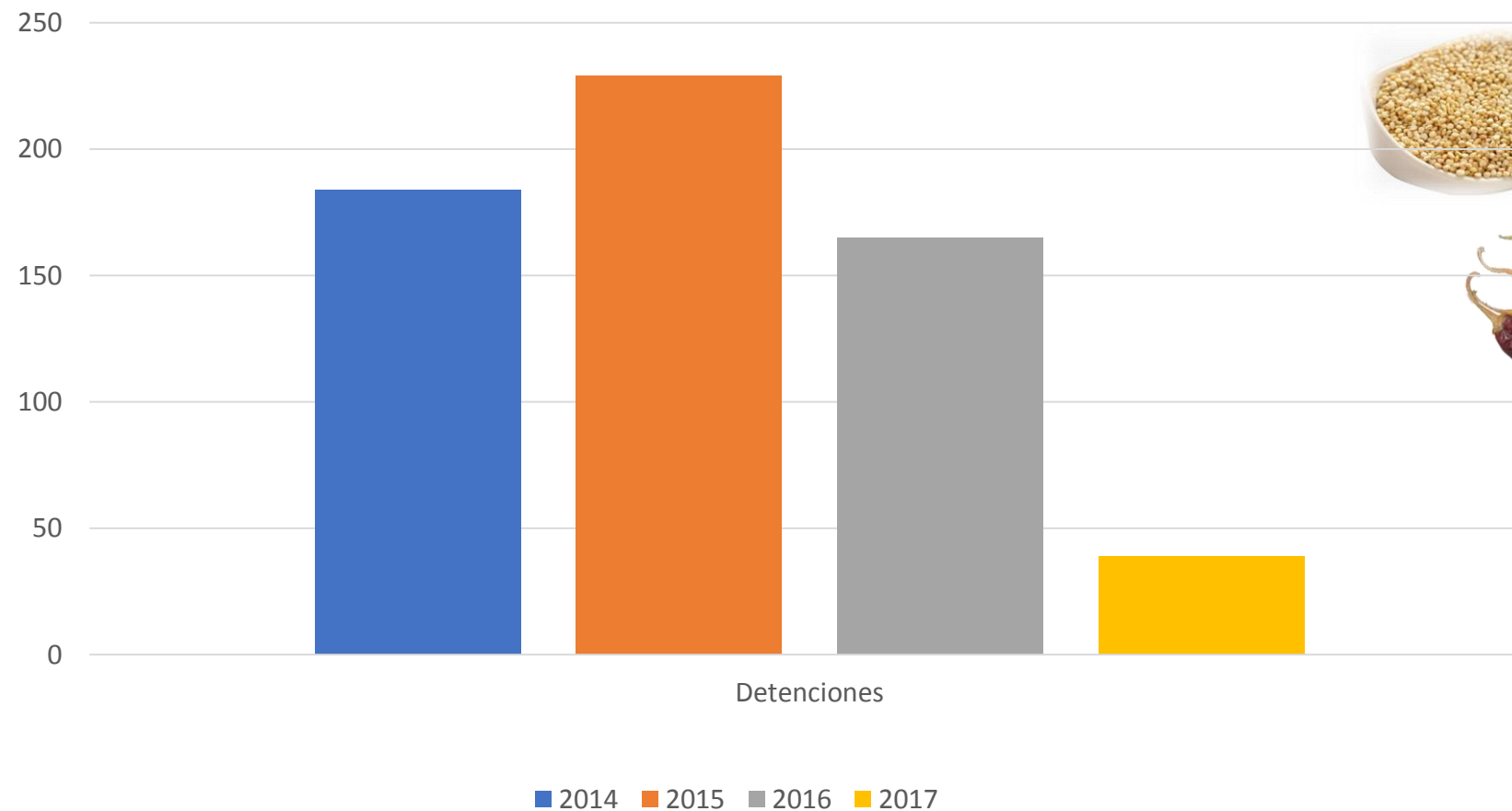
The "Location" filter panel contains the following fields:

- City:** A text input field with the placeholder "Enter City Name".
- State or Province:** A text input field with the placeholder "Enter State or Province Name".
- Country/Region:** A text input field with the placeholder "Enter Country/Region Name".
- Postal/Zip Code:** A text input field with the placeholder "Enter Postal Code(s)" and an "Add" button.
- Additional Fields:** A link to expand more filters.
- Company Size:** A section with two columns of filters:
 - Employees:** Two input fields labeled "From" and "To" with an "Add" button.
 - Revenue (USD):** Two input fields labeled "From" and "To" with an "Add" button.
 - Single Site / All Sites:** Radio buttons for "Single Site" (selected) and "All Sites".
 - Include results where the value is not available or unknown:** A checkbox.
 - D&B Prescreen Score:** A dropdown menu.
 - Corporate Family Members:** Two input fields labeled "From" and "To" with an "Add" button.

Barreras de acceso



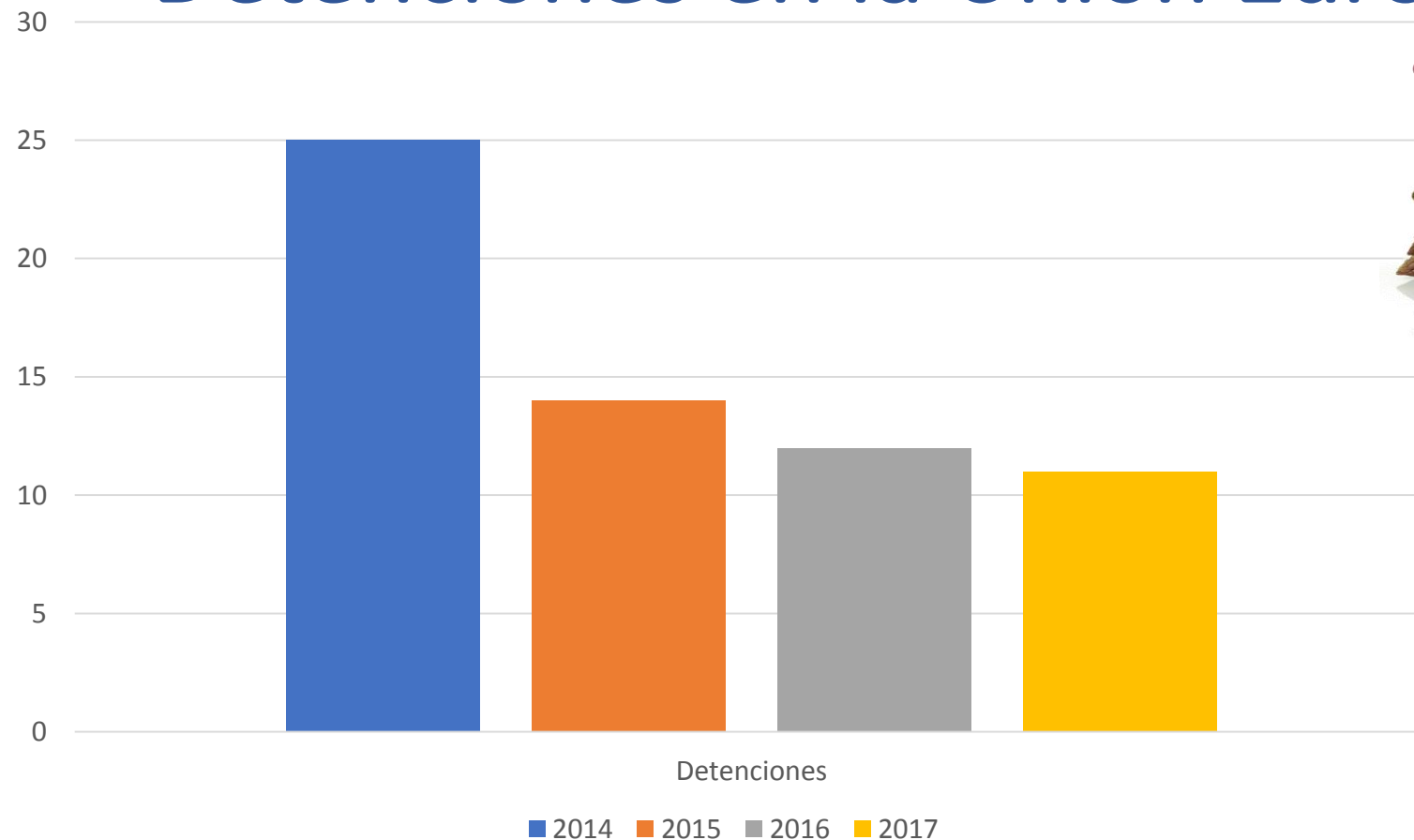
Detenciones en USA de embarques peruanos, reportados por OASIS



Fuente: USDA



Detenciones en la Unión Europea



Fuente: RASSF



Novel Foods en la UE, algunos de los productos peruanos considerados....



Cañihua



Chenopodium
pallidicaule



Chia



Salvia hispanica



Stevia (en hojas)



Stevia en hojas



Graviola



Annona
Muricata



Fuente: EFSA Novel Foods

La IC es el instrumento por excelencia para explorar las necesidades y tendencias insatisfechas de un mercado determinado.

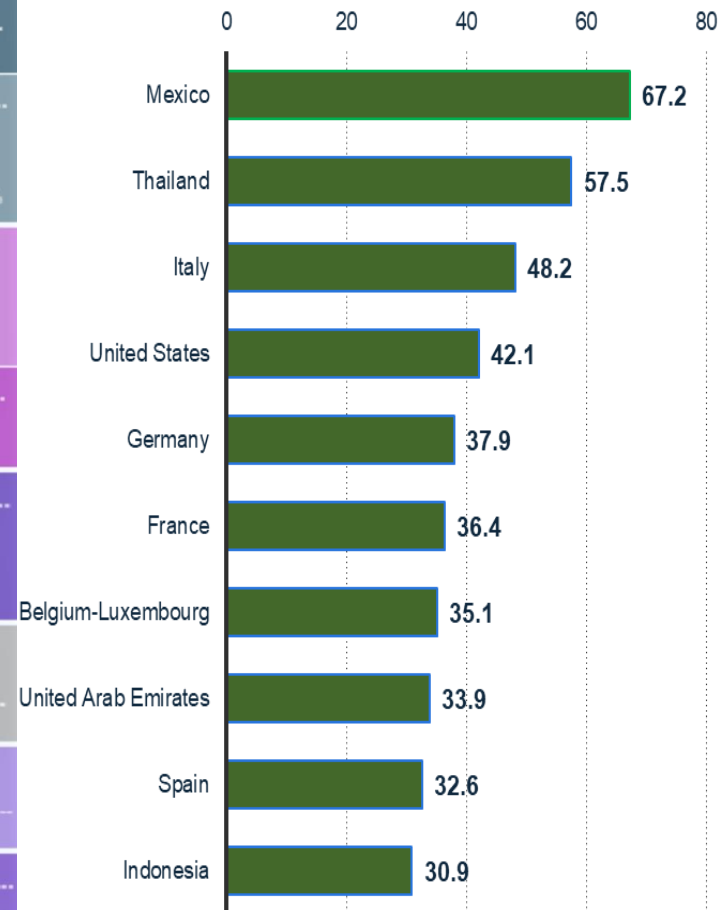
Aplicando las estrategias de Inteligencia Comercial y Competitiva



Productos de Perú con potencial hacia México

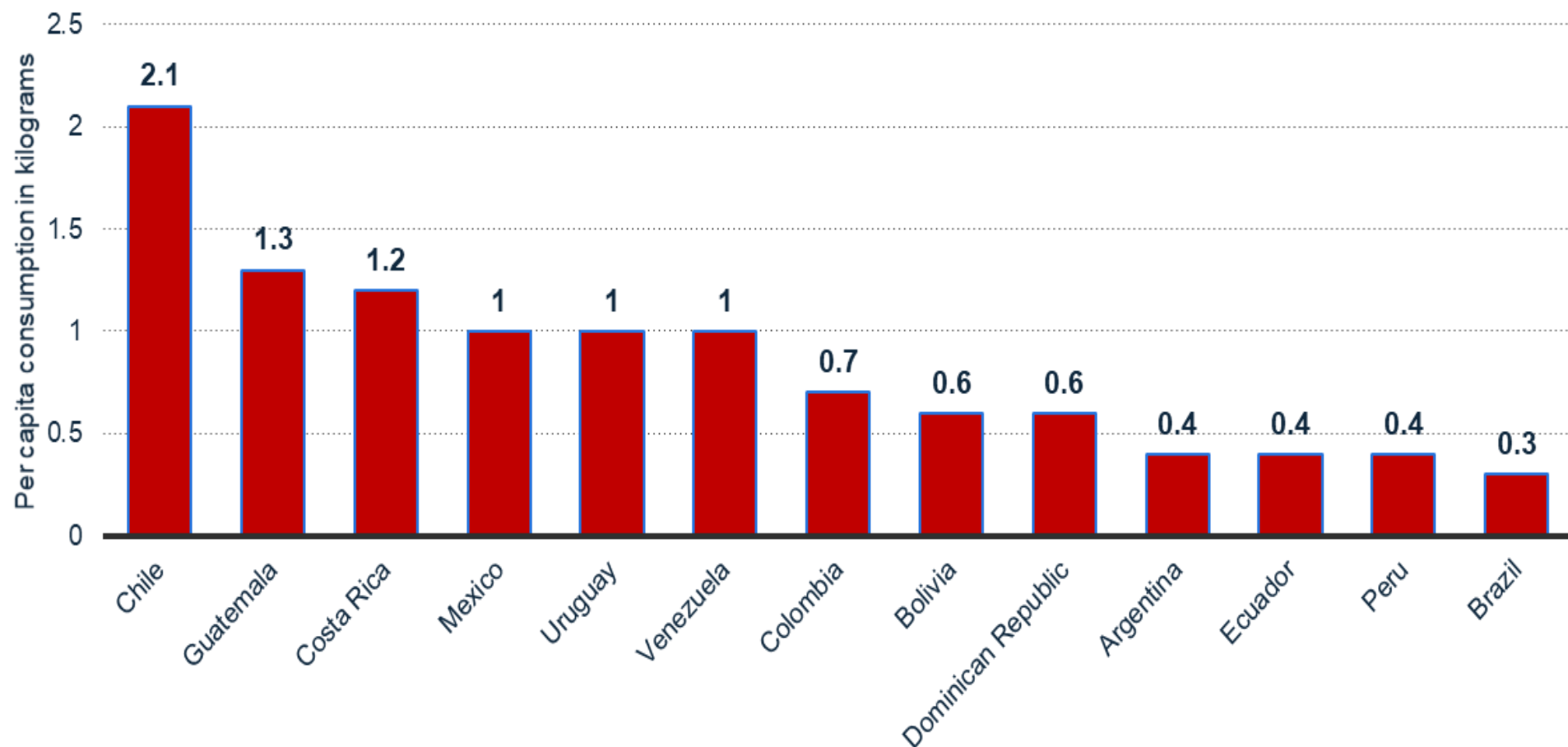


País que consume mayor cantidad de botellas de agua en el mundo



Fuente: OGM/Statista 2018

Consumo per cápita de cereales para el desayuno en determinados países de América Latina en 2016 (en kilogramos)



Fuente: Statista 2018

U.S. Avocado Consumption is Growing Fast

Annual avocado consumption in the United States from 1995 to 2018 (in million pounds)



Preferencias del consumidor + tendencias

amazon go

¿Qué es lo que quiere el consumidor?
¿Cómo identificamos los insights?

Coca-Cola
freestyle



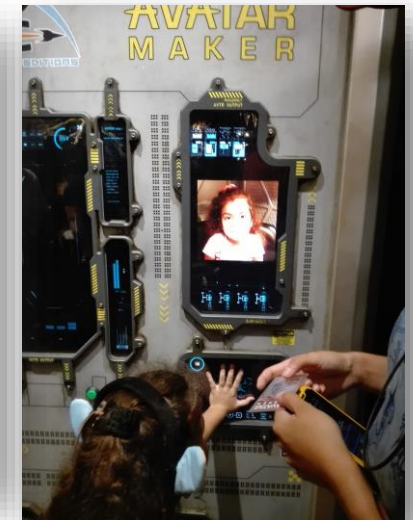
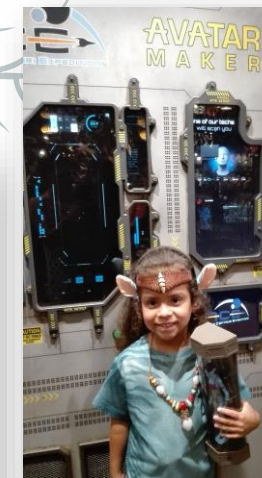
explore the
possibilities



microdosificación



AVATAR
MAKER



Vive la experiencia

experience



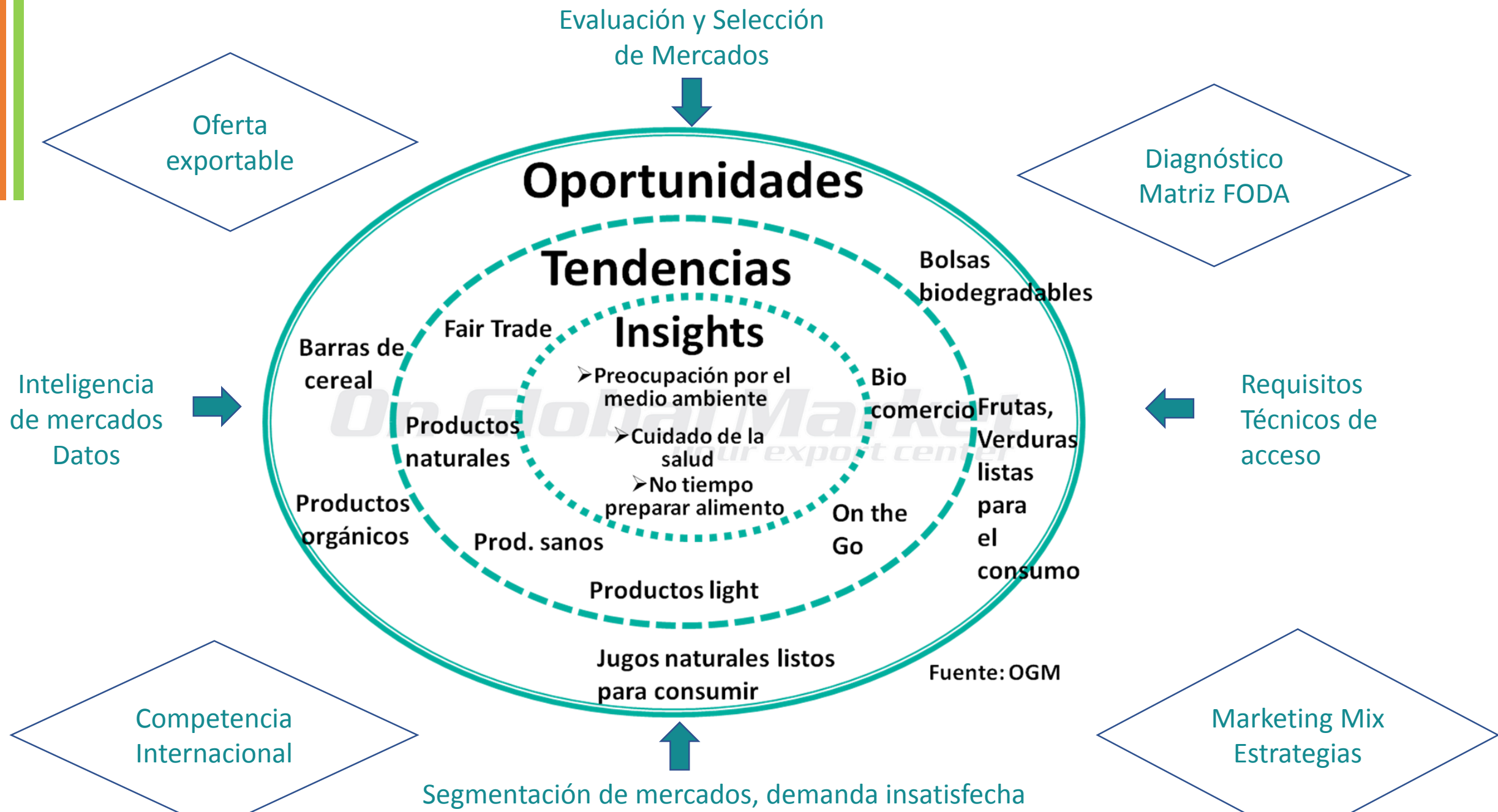
The Alimentaria Experience
Live Gastronomy



The HOSTELCO Experience
Live Hotel & Gastronomy



- ❖ Una experiencia diferente
- ❖ Algo único
- ❖ Personalizado
- ❖ Sentimiento: especial





Transformamos la información
en conocimiento, para facilitar
la toma de decisiones en la
internacionalización de las
empresas.”

Mg. Olga Noel

Gracias.