

Perú





Why Peru ?



Why Peru ?



32 climates

104 micro climates

- 75% of the world ecosystems
- Peru is one of the most bio-diverse countries in the world
- Peru has one of the best organic products: quinoa, coffee, cacao, mangoes and much more!



28 climates

84 micro climates

Peru: a GMO-free country



Source: Discover Magazine

Easy of Doing Business 2013

Pacific
Alliance
Countries

Country	Ease of Doing Business	Starting a Business	Registering Property	Protecting Investors	Trading Across Borders
Chile	37	32	55	32	48
Peru	43	60	19	13	60
Colombia	45	61	52	6	91
Mexico	48	36	141	49	61
Argentina	124	154	135	117	139
Brazil	130	121	109	82	123
Ecuador	139	169	101	139	128
Bolivia	155	174	139	139	125
Venezuela	180	152	90	181	166

Study of 185 countries

Source: World Bank

Presence of Retail Chain Stores

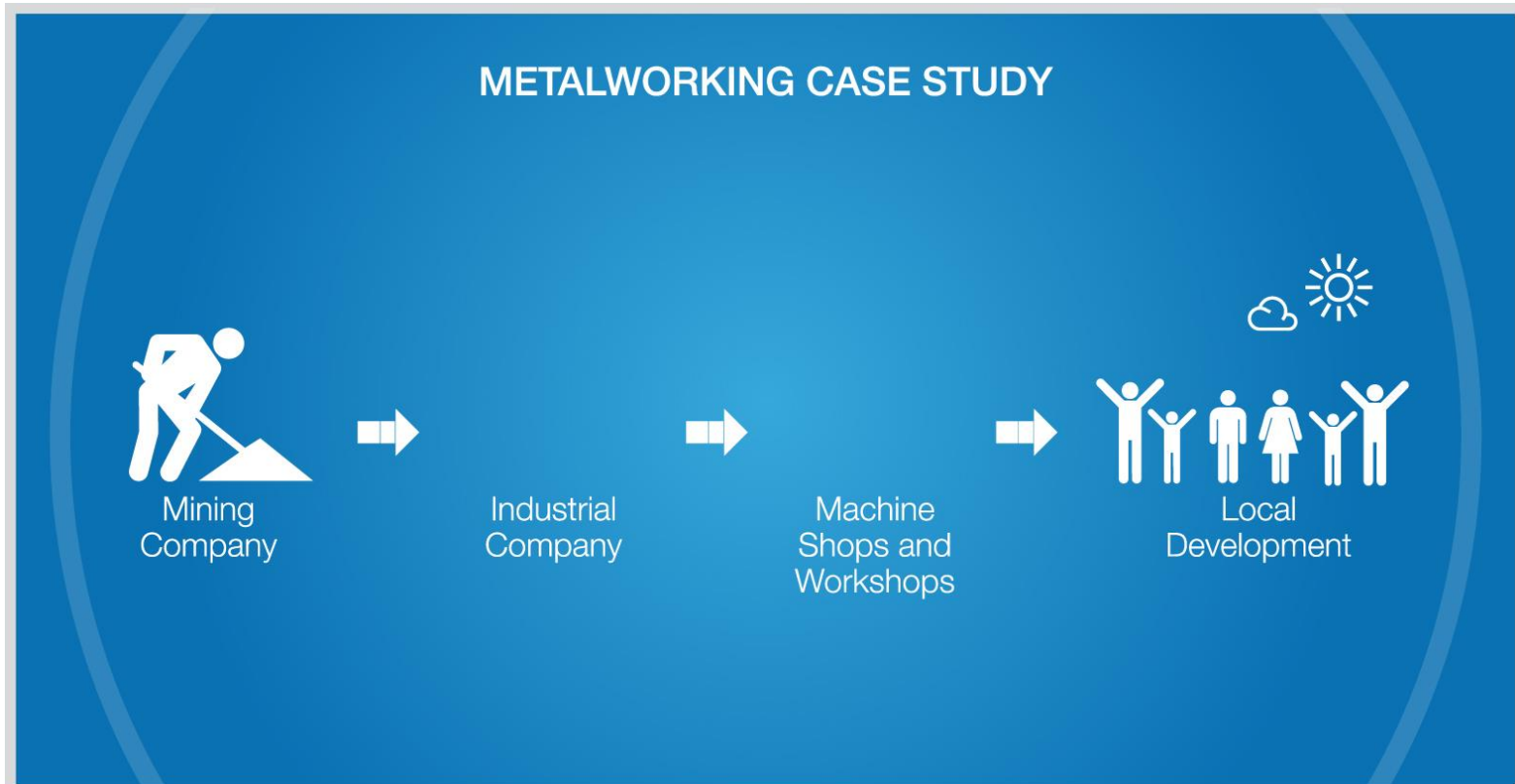
2001



2010



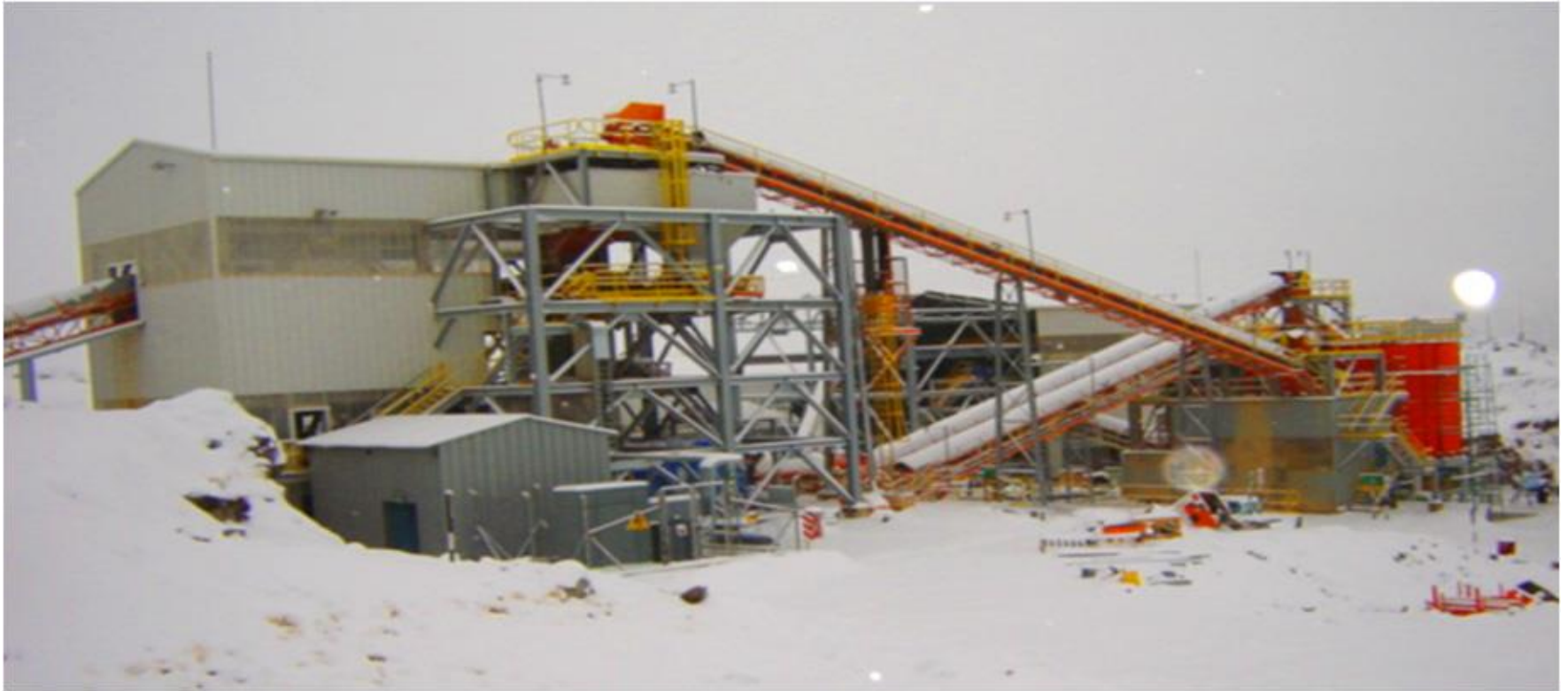
Pulling the chain



Thermal power station equipment: energy



Mineral concentration plant: mining




An excellent example of Peruvian companies exporting to the whole world: FIMA





Pacific Alliance

- The Pacific Alliance is a trade bloc formed as an initiative of Peru. It was created in Lima, Peru on April 28, 2011 upon the signature of the Lima Declaration
 - Member countries are Chile, Colombia, Mexico and Peru
 - The purpose of the Pacific Alliance is to become a strong integration forum in the Latin American Pacific Basin.
 - All together, the four countries represent a market of 215 million consumers with a GDP of US\$1.7 trillion, representing over 55% of the region exports.
- 



Pacific Alliance

Competitive Advantages

- **Open Trade**
 - Free trade agreements with 55 countries
 - Access to a market representing 84% of the world GDP and more than 3 billion people (46% of the world population)
- **Strategic geographic location**
- **Macroeconomic stability**
- **Healthy public finances**

Pacific Alliance:

Major export markets are in North America and Asia

Destination Country	Chile	Colombia	Mexico	Peru
United States	2	1	1	1
China	1			2
Canada			2	4
Japan	3			5
Venezuela		2		
Ecuador		3		
Germany			3	
Switzerland				3
South Korea	4			
Netherlands		4		
Spain			4	
Brazil	5			
Peru		5		
Colombia			5	

Ranking based on total exports between 2001 and 2011.
Source: Global Trade Atlas

Pacific Alliance:

FDI is concentrated in mining, financial services, commerce and manufactures

You can find your own opportunity!!

Sectors	Mining	Financial Services	Commerce	Manufactures	Communications	Petroleum	Electricity, gas and water	Mass Media
Chile	1	5	4		3		2	
Colombia	2	4	5	3		1		
Peru	4	2		3	1	5		
Mexico	5	2	3	1				4

Ranking based in Foreign Direct Investments (FDI) flows between 2001 y 2011

Gracias!
Merci!



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