PERU BUSINESS DEVELOPMENT TRIP

August 12th to 16th
Purpose, Top Industries, and Agenda
Purpose of This Trip

As part of our efforts to align our clients with the right partners, contacts, opportunities and resources in key foreign markets, we (the San Antonio MBDA Export Center) conduct business development trips to critical foreign markets.

It is our pleasure to officially announce our **Peru Business Development Trip (August 12th to 16th)**. We will be meeting with U.S. Commercial Service officials in Lima, American and Peruvian trade entities, industry groups, and potential clients/partners with the goal of assisting participants in their expansion into this market.

Here are some of the **benefits participants can expect**:
- Experience the Peruvian market first-hand by joining the San Antonio MBDA Export Center staff
- Expand your market sector knowledge through pre-arranged meetings in a safe, controlled business environment
- Forge win-win collaborative relationships
- Establish the foundations for the successful expansion into Peru
- Receive the San Antonio MBDA Export Center advisors’ assistance before, during and after the trip

Why exporting to Peru?

Watch this 5-minute video:
[https://www.youtube.com/watch?v=iINstVwVzMo](https://www.youtube.com/watch?v=iINstVwVzMo)

- We have a Free Trade Agreement with Peru.
- Peru continues leading Latin America as one of the fastest growing economies in the region.
- The central government has initiated plans for Public-Private Partnership infrastructure projects and announced an updated catalog of 61 projects valued at over USD $14 billion.
- As the economy has grown, poverty in Peru has steadily decreased, falling by more than half from 56% in 2005 to 20.7% in 2016.
- Peru’s currency, the “Sol”, has been among the least volatile of all Latin American currencies in the past few years.
- In its Doing Business 2017 publication, the World Bank ranked Peru 54th among 190 countries surveyed in terms of ease of doing business.
Top U.S. Export Prospects to Peru

Below are the most attractive industries in Peru for U.S. exporters, according to the U.S. Commercial Service office in Lima (click on the hyperlinks below for more information):

- Construction Equipment
- Safety and Security
- Water Resources
- Medical Equipment
- Mining Industry Equipment
- Agricultural Products

Agenda

August 12th
We plan to arrive in Lima on Sunday, August 12th. Participants will be picked up at the airport and taken to the hotel.

August 13th
We will meet in the morning with the U.S. Commercial Service’s Lima office staff at the U.S. Embassy. Matthew Poole (Senior Commercial Attaché) and Laura Villanueva (Trade Specialist) will welcome the group and provide a commercial debrief for exporters about Peru.

The U.S. Commercial Service (www.trade.gov) is the trade promotion arm of the U.S. Department of Commerce. Located in U.S. Embassies in nearly 80 countries, its global network of trade professionals connects U.S. companies with international buyers, providing them with market intelligence, trade counseling, and advocacy/commercial diplomacy support.

To make the most of your trip, we highly recommend using the Gold Key Service! Through this service, the U.S. Commercial Service interviews participants prior to the trip to understand their business objectives (such as identifying potential clients).

Then, the U.S. Commercial Service staff will schedule your appointments for face-to-face meetings that will happen during your stay in Lima. For more information about this service, please visit www.export.gov/Gold-Key-Service.
For participants that chose to use the Gold Key Service, the afternoon and the next two days could be spent meeting with potential clients/partners. The San Antonio MBDA Export Center staff will be available to accompany you on any meetings you would like them to attend.

Note: The San Antonio MBDA Export Center staff also plans to meet with American and Mexican trade agencies and industry groups. All participants are invited to those meetings.

**August 14th**
For participants using the Gold Key Service, the San Antonio MBDA Export Center staff will be available to attend any meetings you would like them to attend.

The San Antonio MBDA Export Center staff will be meeting with American and Peruvian trade entities and industry groups (TBD). All participants are invited to those meetings.

**August 15th**
For participants using the Gold Key Service, the San Antonio MBDA Export Center staff will be available to attend any meetings they wish us to attend.

The San Antonio MBDA Export Center staff will be meeting with American and Peruvian trade entities and industry groups (TBD). All participants are invited to those meetings.

**August 16th**
The San Antonio MBDA Export Center staff returns to the U.S.

**Deadlines and Enrollment Fee**
Participants are in charge of making their own travel arrangements and covering their travel expenses.

We have a limited number of spaces. There is an administrative fee of $300 per company.

**Registration will close on Friday, August 3rd.**