

# FASHION AND COSMETICS BIOTRADE PLATFORM



## NATIONAL BIOTRADE PROMOTION PROGRAM - NBPP

## MINISTRY OF ENVIRONMENT PERU

Advisory Committee Meeting

Rio de Janeiro, 19 June 2012

## **OBJECTIVE**

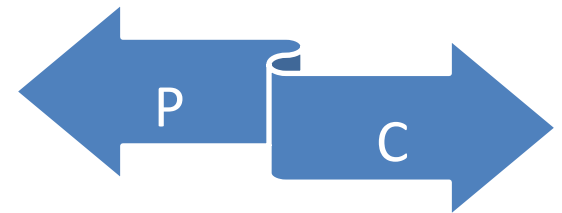
**Support the generation and setting of business based on native biodiversity, as an incentive for its conservation, applying environmental, social and economic sustainability criteria, accordingly to CBD and NSBD.**

## STRUCTURE OF THE NBPP

Implementation period: NBPP started in 2004

Main thematic / issue areas:

- Strengthening Policy and institutionalization
- Competitive goods
- Market access
- Research and development promotion



## STRUCTURE OF THE NATIONAL BIOTRADE PROMOTION PROGRAM - NPBP

Geographical focus: National scope

Implementing institution(s):

- National Commission for Biotrade Promotion - NCBP
- Biotrade projects

Main partners of the Initiative: Ministry of Trade, Commission for Peru Exports and Tourism Promotion, Ministry of Environment, Ministry of Agriculture, Peruvian Institute of Natural Products, among others.

## PRIORITY VALUE CHAINS

Already defined:

Natural ingredients and products for food sector:

- Medicinal plants, andean grains, nuts.
- Ornamental and consumption amazonian fish

Scope for further definition: Defining value chains comes through a consultancy process at the National Commission for Biotrade Promotion.

At this moment: Natural ingredients and products for cosmetic and pharmaceutical sector.

Criteria for definition:

- Market demand
- Environmental aspects of species
- Research and development backup
- Companies

## ROLE OF FCBP

What could be the potential role of FCBP?

- Facilitation for gathering stakeholders around the topic
- Market information partner
- Marketing strategy partner

What are the procedures / timelines for engagement?

National Commission for Biotrade Promotion decision about VC to be supported by FCBP/ a month