



PERÚ

Ministerio
de Comercio Exterior
y Turismo



PROMOTING SUSTAINABLE VALUE CHAIN



BIO Comercio Peru

MAGALI SILVA VELARDE-ÁLVAREZ
Ministerio de Comercio Exterior y Turismo



PERÚ

Ministerio
de Comercio Exterior
y Turismo



Peru is **one of the most biodiverse countries in the world**, with a strong BioTrade sector.

Home to 84 of the planet's 104 ecosystems, has over 5,500 endemic plant species with 42 different known applications.

Steady annual growth of BioTrade with 20% over the last few years.

95 % of all BioTrade production is for export markets, mainly to US, EU, Japan.



Potential Supply in Regions



Work's pillars of MINCETUR

International Trade Negotiations

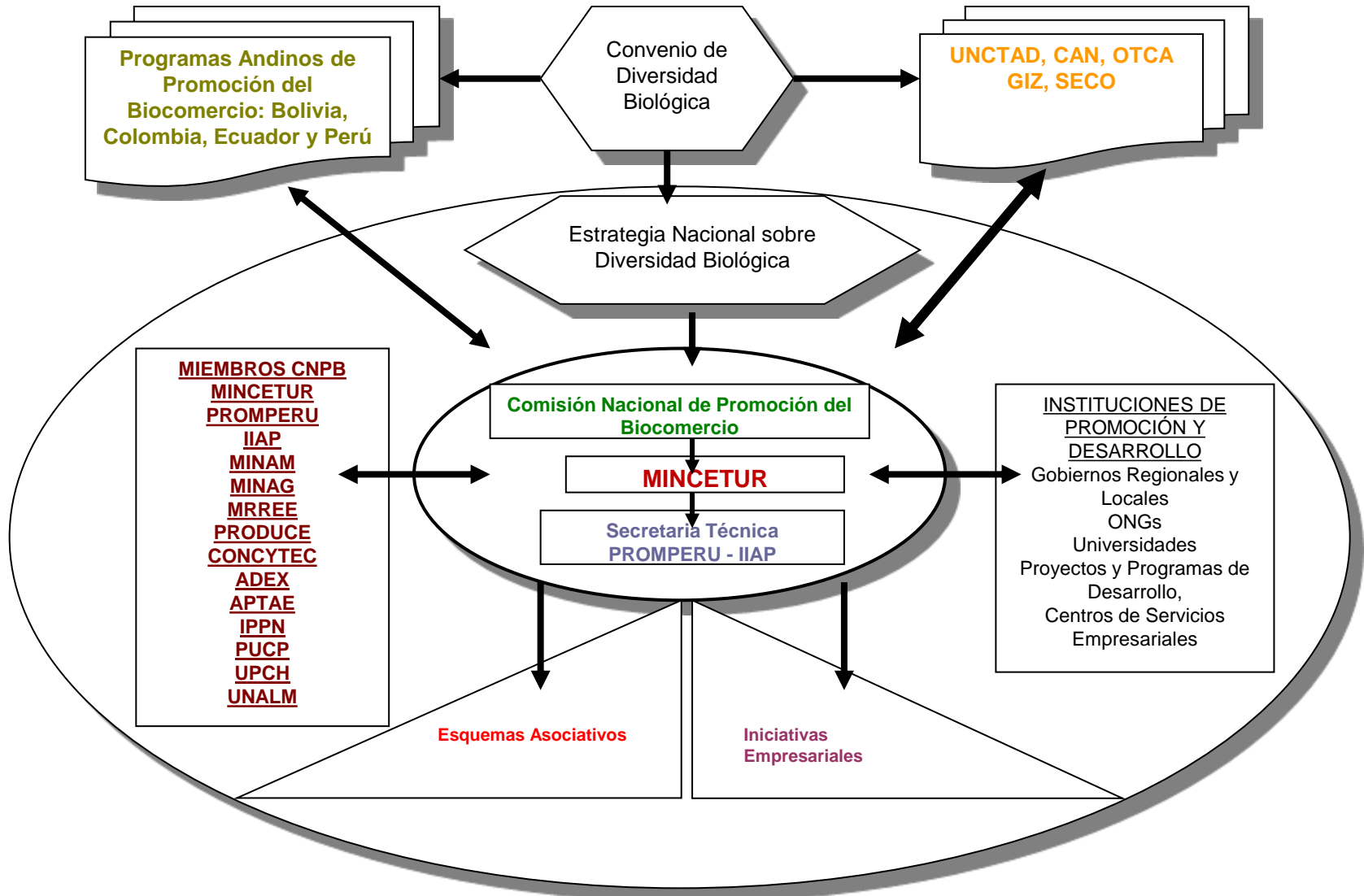
- Improve the access conditions to external markets, shaping expanded markets.
- Provide clear and disciplines rules predictable to foreign trade.
- Provide an attractive regulatory framework for private investment.
- 3 fronts: multilateral, regional, bilateral.

Trade Development

National Strategic Export Plan (PENX)

- **Export Offer:** Identifying of export offert, quality improvement programs and competitiveness agenda;
- **Markets:** trade promotion, market research;
- **Trade facilitation:** infrastructure, financing;
- **Export culture:** training on export and human capital development.

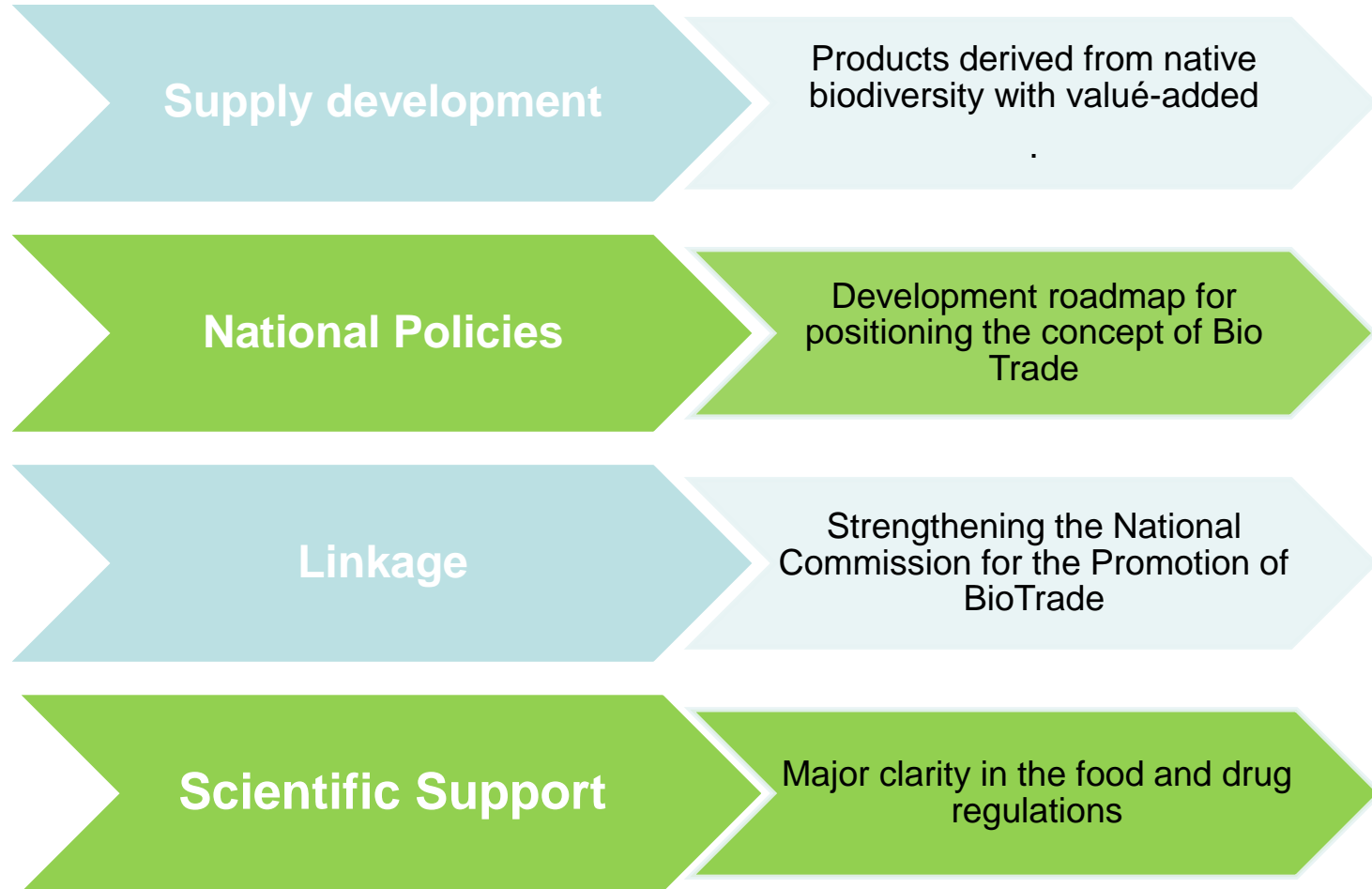
BioTrade in Perú



Policies to develop BioTrade Sector

- **National Program for Promoting** Biotrade and its Commission established in 2003
- **National Strategy Plan** 2007-2013 and 2014-2021
- **Public and Private Partnership** -
- **Project “Peru biodiverso”**: (SECO) Main objective : to promote and support the creation and consolidation of traditional biodiversity-based businesses through research and product innovation, applying environmental, social and economic sustainability criteria, (marketing & supply) **PERU NATURA 2014**
- Diversification of markets and improving market access through **FTAs** with major trading partners

Through National Policies



- | | | |
|----------------|-------------------|-------------------|
| • Achiote | • Guanábana | • Pitahaya |
| • Aguaymanto | • Hercampure | • Quinoa |
| • Algarrobo | • Huito | • Ratania |
| • Barbasco | • Kañihua | • Sacha inchi |
| • Bromelias | • Kiwicha | • Sangre de grado |
| • Caigua | • Leche de oje | • Sauco |
| • Camu camu | • Lúcuma | • Tara |
| • Chancapiedra | • Maca | • Tarwi |
| • Chirimoya | • Maíz gigante | • Tawa |
| • Chuchuhuasi | • Maíz morado | • Tumbo |
| • Cochinilla | • Molle | • Tuna |
| • Cocona | • Muña | • Uña de gato |
| • Copaiba | • Nuez del Brasil | • Yacón |
| • Granadilla | • Pasuchaca | |

Fuente: PROMPERU



Principals Export BioTrade

January - September 2014
Value FOB (US\$ millions)

Producto	2013	2014	Var%14/13
Quinoa	45,038,283	143,548,037	219%
Cochinilla	42,497,672	52,835,754	24%
Tara	35,418,520	35,396,772	0%
Nuez del Brasil	22,222,027	22,603,018	2%
Maca	9,494,484	17,500,678	84%
Maíz gigante	12,945,407	11,033,342	-15%
Achiote	7,900,108	6,429,080	-19%
Yacón	749,642	2,252,124	200%
Camu camu	1,342,749	1,787,877	33%
Sacha inchi	1,819,948	1,767,011	-3%
Huito	312,012	1,670,798	435%

Fuente: SUNAT

Elaboración: PROMPERÚ

- Companies that sell native Peruvian biodiversity products inroads successfully into international markets.
- Has increased the quality and volume of production of these products according to the dynamics of international markets
- Growth Schemes of exports
- Peru has a gamma of new products that meet the requirements for market access
- Example: natural cosmetics (image)
- Strengthening the concept of Biocommerce in Peru



Achievements Partnerships Public – Private

International Cooperation Projects or Programs /Multisectoral Committees link to BioTrade

	PeruBiodiverso (SECO/GIZ)	Biocomercio Andino (GEF/CAF/ UNEP)	Programa de Región Exportadora Cooperación Suiza – SECO	Euro Eco-Trade	One Village One Product OVOP	HUALLAGA/VRAEM		Trade and Environment Program – Centro de Comercio Internacional – ITC (INTRACEN)	
Producers/Associations/Beneficiary Companies	29	65	Tara Producer Associations, San Marcos – Cajamarca	Implementation	1334 producers	Diagnostic development	650	<u>Program I:</u> 520 organized producers <u>Program II:</u> Implementation	
Conservation and sustainable use	4,365.51 ha promoted	31,173.4 ha					For implementation		325 ha aprox.
Social Impact	2,096 people	10,757 people	Partners increase from 90 to 158.		5,336 people				3250 people
Prioritized chains	<u>Phase I:</u> maca, yacón, camu camu, echoturism, sachá inchi, tara. <u>Phase II:</u> Medicinal herbage, sachá inchi, algarrobo, goldenberry, native cacao and tara.	Ingredients and natural products (maca, quinua, sachá inchi, goldenberry, native cacao, echoturism and gastronomy.	Empowerment of the tara trade capacities	Lúcuma, quinua y chestnut.	Quinua, kiwicha, native cacao, algarrobina, sachá inchi, and others, in Puno, Cusco, Ayacucho, Junín, Huancavelica, Piura, San Martín and Amazonas regions.	Priorized chain native cacao	Priorized chain native cacao	<u>Fase I:</u> maca, yacón, camu camu, echoturism, sachá inchi, tara. <u>Fase II:</u> Medicinal herbage, sachá inchi, algarrobo, goldenberry, native cacao and tara.	

Achievements Partnerships Public – Private

- Development of strategic bases of the National Strategic Plan for Foreign Trade (2014 - 2021)
- Generating a tracking and monitoring of the National Strategic Plan for Foreign Trade
- Linkage to macro regional level promoting regional development policies
- Capacity and tools for development of investment projects in foreign trade.
- Participation of associations and companies in international agricultural and food fairs
- Strengthening the chain of cocoa - chocolate in San Martín



- **Strengthen the development** national policies in BioTrade
- **Promove** the development of value chains to environment friendly products in line with Biocomercio
- **To strengthen the capacities** and implementing mutually supportive trade, environment, and sustainable development strategies in line with BioTrade in Perú.



Sustainable development in International Trade

2013

2014

2015

Euro Eco Trade / Biocomercio



Castaña, quinua, mango orgánico deshidratado, banano

Madre de Dios, Puno, Arequipa, Cusco, Ayacucho, Junín, Huancavelica

200 beneficiarios

S/. 1,2 millones ventas

Castaña, quinua, mango orgánico deshidratado, banano, kiwicha, cacao

Madre de Dios, Puno, Arequipa, Cusco, Ayacucho, Junín, Huancavelica, Piura y Amazonas

625 beneficiarios

S/. 2,1 millones ventas

Castaña, quinua, mango y banano orgánico, kiwicha, cacao y aguaymanto

Madre de Dios, Puno, Arequipa, Cusco, Ayacucho, Junín, Huancavelica, Piura, Amazonas, Cajamarca y Tumbes

850 beneficiarios

S/. 2,6 millones ventas

Un Pueblo Un Producto



Algarrobo, derivados lácteos, mango orgánico deshidratado

Piura, La Libertad, Cusco

670 beneficiarios

S/. 2 millones ventas

Algarrobo, derivados lácteos, mango orgánico deshidratado, textiles, orégano y kiwicha

Piura, La Libertad, Cusco, Tacna, Amazonas, Puno y Huánuco

1 933 beneficiarios

S/. 2,4 millones ventas

Algarrobo, derivados lácteos, mango orgánico deshidratado, textiles, orégano, kiwicha, panela y café orgánico

Piura, La Libertad, Cusco, Tacna, Amazonas, Puno y Huánuco

San Martín y Puno
2 110 beneficiarios

S/. 2,7 millones ventas

Huallaga / VRAEM



Cacao, café, maní, ajonjolí, piña y stevia

Ayacucho, Cusco, Junín y Huánuco

2 224 beneficiarios

S/. 2,3 millones ventas

Cacao, café, maní, ajonjolí, piña, stevia y banano

Ayacucho, Cusco, Junín, Huánuco, San Martín, Ucayali y Apurímac

2 510 beneficiarios

S/. 3,2 millones ventas

Cacao, café, maní, ajonjolí, piña, stevia y banano

Ayacucho, Cusco, Junín, Huánuco, San Martín, Ucayali y Apurímac

2 760 beneficiarios

S/. 3,7 millones ventas

Of gratitude for



GLOBAL ENVIRONMENT FACILITY
INVESTING IN OUR PLANET



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Departamento Federal de Economía,
Formación e Investigación DFEI
Secretaría de Estado para Asuntos Económicos SECO



Centro de
Comercio
Internacional



PERÚ

Ministerio
del Ambiente





PERÚ

Ministerio
de Comercio Exterior
y Turismo



BIO Comercio Peru

GRACIAS