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 Comission 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