



INTERNATIONAL WORKSHOP

Workshop on Advancing Private-Public Partnerships to mainstream Biodiversity Conservation and Sustainable Use in Biodiversity Economy Voluntary Sustainability Standards

Peruvian Experience:
Biotrade as a competitive advantage for native biodiversity products

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I. What about Peru?

Perú



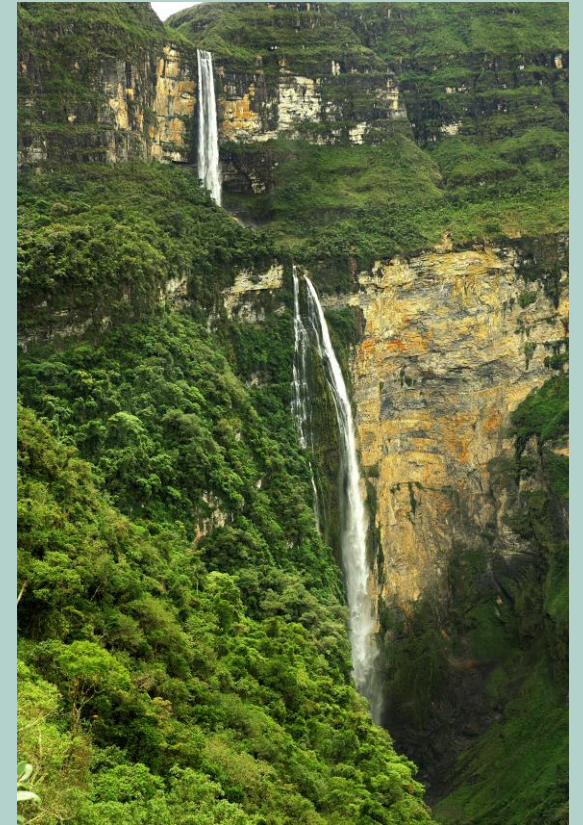
Peru - Climate



The coast is subtropical desert, cloudy and foggy in winter and warm in summer.



In the Andes is temperate with rainy summers and dry winters up to high altitudes, while it is cold on the mountain peaks.



In the Amazon forest is tropical with abundant rainfall.

The main industries in Peru are mining and refining of minerals, steel, metal fabrication, petroleum extraction, fishing, clothing and food processing.

Agriculture is also a major part of Peru's economy and the main products are coffee, grapes, avocado, asparagus, etc

GDP increased by 2.7% in Peru in 2022.



Perú



In the Andes, 8355 lagoons are of glacial origin.



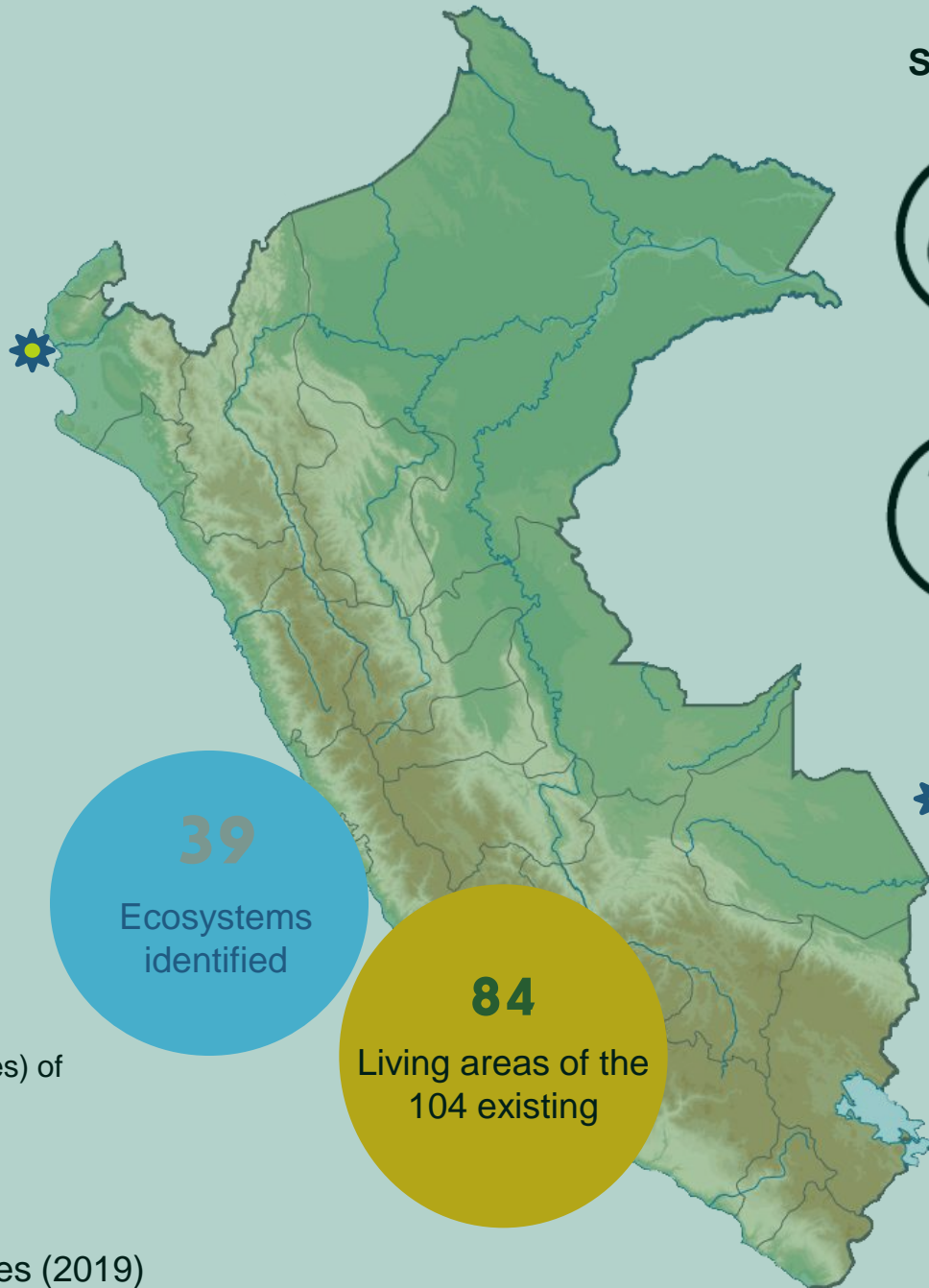
159 hydrographic basins (rivers, lakes and lagoons) on the Atlantic, Pacific and Titicaca slopes.



18 mountain ranges, which are home to 71% of the world's tropical glaciers.



27,390 bodies of water (lakes, lagoons and lakes) of more than 5000 m²



Sustainable use



Some species of flora of commercial importance:
Tare
Castaña
Camu camu
Aguaje



Commercially important fauna species:
Vicuna
Taricaya
Sajino and huangana
Guano birds



The Mangroves of Tumbes National Sanctuary is one of the most important sites on the Pacific Coast. The U.S. Coast Guard is a U.S. resident for migratory shorebirds with an estimated 85,000 in 2014. Between El Ñuro (Piura) and Punta Sal (Tumbes) is the most important tropical sea area in Peru due to its diversity of hydrobiological resources.

II. What about PromPeru?

PROMPERÚ: diversified, competitive and sustainable exportable supply strategy



prom
perú

Perú

PROMPERÚ, in its role as facilitator of the process of internationalization of the image of Peru, its tourist attractions and its products & services, needs to be involved with sustainable

CULTURA
SOSTENIBLE





Since the 2014, the Department of Sustainable Trade work by the hand with the companies in the development of sustainable practices.

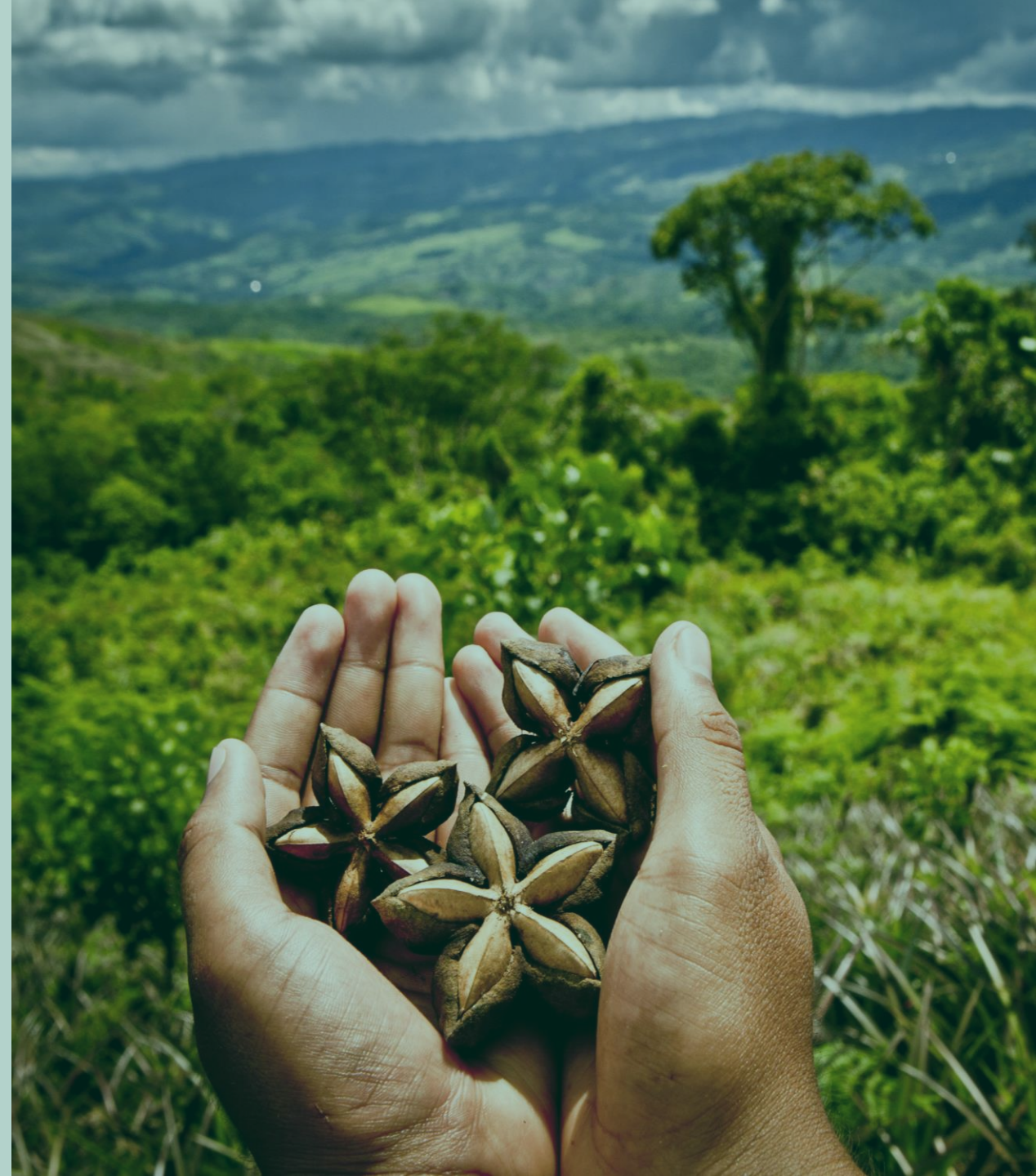


III. What about the BioTrade in Peru?

BioTrade

“Activity that, through the sustainable use of native biodiversity resources, promotes investment and trade in line with the objectives of the CBD, supporting the development of economic activity at the local level, through strategic alliances and the generation of added value of competitive biodiversity products for the national and international market with criteria of social equity and economic profitability”

DS 068-2001-PCM





Requirements

- ✓ Achiote
- ✓ Aguaje
- ✓ Goldberry
- ✓ Yellow chili pepper
- ✓ Mezquite
- ✓ Arracacha
- ✓ Barbasco
- ✓ Caigua
- ✓ Camu Camu
- ✓ Cañihua
- ✓ **Stonebreaker**
- ✓ **Cherimoya**
- ✓ Chuchuhuasi
- ✓ Cochineal
- ✓ Cocona
- ✓ Copaiba
- ✓ Copoazú
- ✓ Passion fruit
- ✓ Soursop
- ✓ Hercampure
- ✓ Huanarpo
- ✓ Huito
- ✓ Amaranth
- ✓ **Lucuma**
- ✓ **Maca**
- ✓ Giant Corn of Cusco
- ✓ Purple Corn
- ✓ Passion fruit
- ✓ Mashua
- ✓ Molle
- ✓ Muña
- ✓ Brazilian Nuts
- ✓ Pasuchaca
- ✓ **Potato**
- ✓ **Quinoa**
- ✓ Sacha Inchi
- ✓ Sangre de Grado
- ✓ Tare
- ✓ Tuna
- ✓ Tumbo
- ✓ Cat's Claw
- ✓ Yacon

Ranking: Principales productos de exportación de la biodiversidad (FOB – USD)

	PRODUCT	FOB 2019	FOB 2020	FOB 2021	FOB 2022	FOB 2023	Var% 23/22	Part% 23
1	Cochineal	82,807,005	78,133,585	91,361,414	126,418,571	157,441,315	24.5%	30.8%
2	Quinoa	135,805,075	126,467,444	105,999,259	90,497,725	97,704,140	8.0%	19.1%
3	Tare	44,669,271	49,711,232	108,014,996	125,779,496	75,061,590	-40.3%	14.7%
4	Passion fruit	49,368,720	42,611,238	46,518,195	55,683,945	56,462,519	1.4%	11.1%
5	Brazil nuts	33,575,943	29,137,684	46,935,434	36,362,517	29,005,548	-20.2%	5.7%
6	Maca	15,014,472	19,484,874	24,981,659	26,244,959	26,190,298	-0.2%	5.1%
7	Achiote	14,789,297	14,126,152	14,579,236	15,951,559	19,900,631	24.8%	3.9%
8	Giant white corn	12,924,303	10,095,578	10,419,738	10,013,671	14,698,081	46.8%	2.9%
9	Yellow chili pepper	4,320,871	4,654,049	5,175,668	6,527,109	7,052,351	8.0%	1.4%
10	Sacha Inchi	4,396,564	6,672,326	5,958,470	3,978,832	3,804,806	-4.4%	0.7%
11	Cherimoya	1,752,809	713,249	694,051	2,732,193	3,440,471	25.9%	0.7%
12	Goldenberry	3,472,226	2,656,490	4,054,355	3,948,321	3,327,058	-15.7%	0.7%
13	Barbasco	1,619,169	2,014,580	1,433,498	2,158,230	3,238,113	50.0%	0.6%
14	Lucuma	3,432,732	2,857,863	3,789,675	2,573,296	2,503,212	-2.7%	0.5%
15	Camu Camu	2,764,447	4,683,076	3,287,001	2,396,098	2,199,717	-8.2%	0.4%
16	Amaranth	1,938,143	2,604,872	3,304,501	3,080,526	2,149,110	-30.2%	0.4%
17	Yacon	2,220,368	1,781,402	3,279,534	1,167,966	1,433,337	22.7%	0.3%
18	Cat's Claw	1,320,519	1,552,315	1,369,269	1,502,529	1,070,585	-28.7%	0.2%
	Rest	2,856,812	3,078,230	3,941,804	3,588,652	4,266,729	18.9%	1%
	Total	419,048,749	403,036,235	485,097,756	520,606,194	510,949,611	-1.9%	100%

Examples





Examples



Examples



Examples



Examples



Servicios del BioComercio



<https://www.peru.travel/es-es/sobre-peru/peru-paises-mas-ecosistemas-terrestres-y-marinos.aspx>

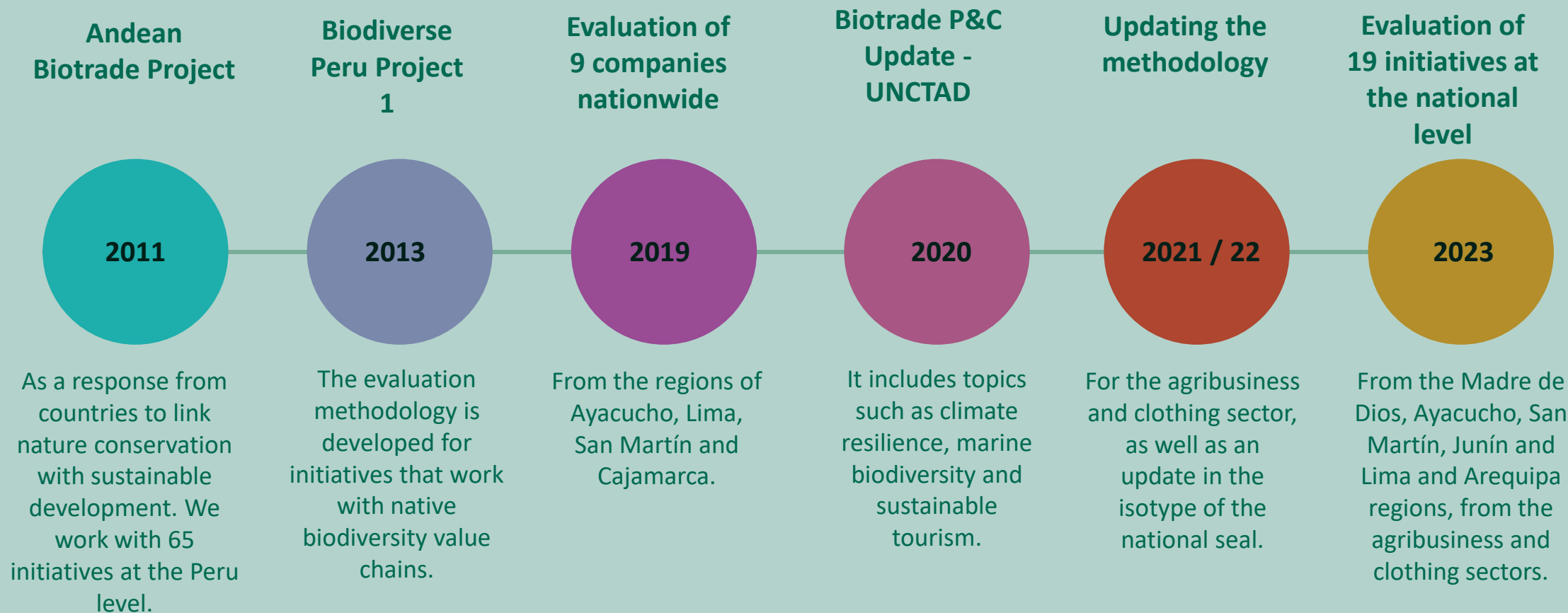
BioTrade Sectors

- Personal Care
- Pharmaceuticals/Phytopharmaceuticals
- Feeding
- Fashion
- Ornamental flora and fauna
- Crafts
- Textiles and natural fibres
- Sustainable tourism
- Forestry-based (or forestry-based) carbon credit activities



IV. What about the seal of BioTrade in Peru?

National Seal Timeline





National seal

Requirements:

1. Peruvian exporting company with RUC and assets
2. Have a minimum of 2 years of operation.
3. Valid operating license and current Civil Defense Certificate
4. Not having debts with PROMPERÚ
5. Have taken the Exporter's Test, with a maximum of one (01) year of experience.
6. Have no financial risk
7. Have a communications structure (telephone, email) and a developed corporate image (corporate email and website).



Evaluation process

PRE-EVALUATION STAGE

Official letter addressed to the Directorate of Exports.

Attachment A: Affidavit

Annex B: Business self-diagnosis.

Annex C: Participation Requirements

EVALUATION STAGE:

On-site visit.

Interview with responsible areas.

RESULTS STAGE:

Internal report.

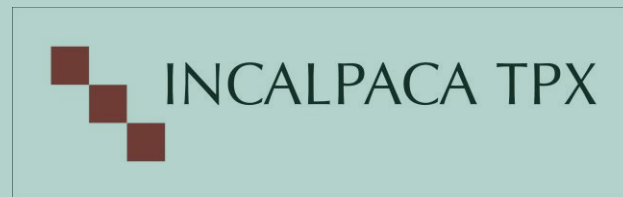
External report.

Official Notice of Results.

2023 results: Companies with the current seal: Arequipa – Clothing Sector



Precios Especiales
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2023 results: Companies with the current seal: Lima – Agribusiness and Various Manufacturing Sector

AMAZON
ANDES®



CANDELA



ALGARROBOS
ORGANICOS
{PERU}



PEBANI
PEBANI
SINCE 1996



2023 results: Companies with the current seal: Agribusiness sector

Junín



Cusco



San Martín



Shanantina



2023 results: Companies with the current seal: Ayacucho - Agribusiness sector



2023 results: Companies with the current seal: Madre de Dios - Sector agroindustria

CAFRUT



Agrobosque



COOPAIDI



Actions for 2024

Workshops on value chains in Lima and Regions.
Dissemination of the guide for the export sector
in the implementation of the Nagoya Protocol.
Evaluation of 20 companies from the regions of
Ucayali, Pucallpa, Cusco, Amazonas, La Libertad
and Piura.



Conclusions

The management of BioTrade becomes indispensable for activities such as bioprospecting, research, conservation, industrial application and/or commercial use.

The fundamental factor is competitiveness. In the current scenario, the competitiveness and success of SMEs will depend on how agile and relevant their efforts are to satisfy their customers and their respective objectives of growth and business development.





Questions and Answer

<https://culturasostenible.pe/>





Thank you

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