

Business Matchmaking

# NORTE EXPORTA

2017





# Macro Rueda Regional Norte

Piura

May 25, 2017



# GOALS

- Promote business matchmaking between producers, processors, manufacturers and exporters of the Northern Regions of Peru with importers and distributors of the US, Europe, Asia and Latin America
- Showcase to the international attendees the business and investment opportunities that the Northern Region of Peru offers.



2017

# Institutional support

- Ministry of Foreign Trade and Tourism
- Regional Government of Piura
- Chamber of Commerce and Production of Piura
- Association of Peruvian Agrarian Producers Guilds - AGAP
- Regional Committee for Exports Development - CERX
- PeruCamaras







## BUSINESS MATCHMAKING



## SEMINARS



## RECEPTION





# PREVIOUS RESULTS

## (Agrobusiness & Seafood)

	2015	2016
Regional exporters	117	103
International buyers	49	46
Negotiated sales (US\$ millions)	51.1	49.2



# EXPECTED RESULTS 2017

## Piura



50 Seafood exporters

135 Agro exporters



15 Seafood buyers

30 Agribusiness buyers

630 Business meetings



250 Attendees to the seminars

US\$ 50 millions of negotiated sales



## AGROINDUSTRY

Asparagus, peppers, artichokes, lima beans, fava beans, bananas, pulses, mangoes, grapes, blueberries, avocados, limes, passion fruits and golden berries, (fresh, processed, frozen pulps, dried or juices).



## SEAFOOD

Squid, giant squid (fillets, rings, necks, fillets), shrimps, scallops, Mahi mahi, trout, Paiche (fillets).





**Regions that will participate:**  
Lambayeque, La Libertad, Cajamarca, Junin,  
Piura and Tumbes.



### **International buyers origin:**

United States, Mexico, Spain, Russia, England, Portugal, Italy, Germany, Belgium, China, Korea, Japan, Brazil, Colombia and Chile.

# Norte Exporta 2017 – Piura

## Casa Andina Private Collection





# Norte Exporta 2017 – Piura



# PROGRAM

## Wednesday, May 24<sup>th</sup>

Arrival to Peru, trip to Piura. Arrival to the hotels at 8 p.m. Welcome dinner at the hotels' restaurants.

## Thursday, May 25<sup>th</sup>

08:30 – 09:00 hours

Inauguration

09:00 – 13:00 hours

Business Matchmaking meetings

09:00 – 13:00 hours

Specialized seminars

13:00 – 15:00 hours

Lunch for buyers

15:00 - 18:00 hours

Business matchmaking meetings

17:30 pm

Closing ceremony



## Friday, May 26<sup>th</sup>

08:00 – 15:00 hours Visits to fields and factories, processing and packing plants.

18:00 hours Return to Lima with connections to countries of origin



# CONTACT

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