

Evolutionary relationship between Japan and Peru



Ambassador of Peru to Japan, Elard ESCALA

Date: 2015.04.21

In Japan Association of Latin America and the Caribbean (JALAC)





PERU

BASIC DATA



BASIC DATA





BASIC DATA

Latin America



Republic of Peru

Capital Lima

Official Language Spanish: 84.1%
Quechua: 13%
Aymara: 1.7%

Ethnic Groups Amerindian: 45%
Mestizo: 37%
White: 15%
Others: 2%

Currency Nuevo sol

Time 5hrs behind GMT

Religion Roman Catholic: 89%
Evangelical: 7%
Other: 4%

Government Democratic republic

President Ollanta Humala



BASIC DATA

LIFE ZONES OF PERU

- **The Coastal Region**
(11.6 %)
- **The Andean Heights**
(28.1%)
- **The Amazonian Jungle**
(60.3%)





The Coastal Region

CLIMATE

- In almost all the way, from the north part of Sechura Desert in Piura to the south end in Tacna; It is a very dry or desert with very little rainfall (150 mm / year).
- In Tumbes and Piura, the weather is warm and seasonal: on the north coast and up to about 1,000 meters. Seco (with rainy and other dried), with low rainfall (200 mm / year), and average temperatures of 24 ° C.





The Andean Heights

CLIMATE

- The climate in the Andes varies greatly depending on latitude, altitude, and proximity to the sea. Temperature, atmospheric pressure and humidity decrease in higher elevations. The southern section is rainy and cool, the central Andes are dry. The northern Andes are typically rainy and warm, with an average temperature of 18 °C (64 °F)





The Amazonian Jungle

CLIMATE

- In the eastern Andean slopes, with rainfall over 2,000 mm / year and temperatures below 22 ° C. There are local variations.
- In the lowlands, rainfall is about 2,000 mm / year, and has an average temperature of 25 ° C, with extreme values above 30 ° C.





PERU – JAPAN DIPLOMATIC RELATIONS



DIPLOMATIC RELATIONS

Diplomatic relations: Established in June 1873.

Visits by eminent persons



Their Imperial Highnesses Prince and Princess Mikasa (1958)



Their Imperial Highnesses Crown Prince and Crown Princess (1967)



Her Imperial Highness Princess Sayako (1999)



Their Imperial Highnesses Prince and Princess Hitachi (2009)



DIPLOMATIC RELATIONS

Visits by eminent persons



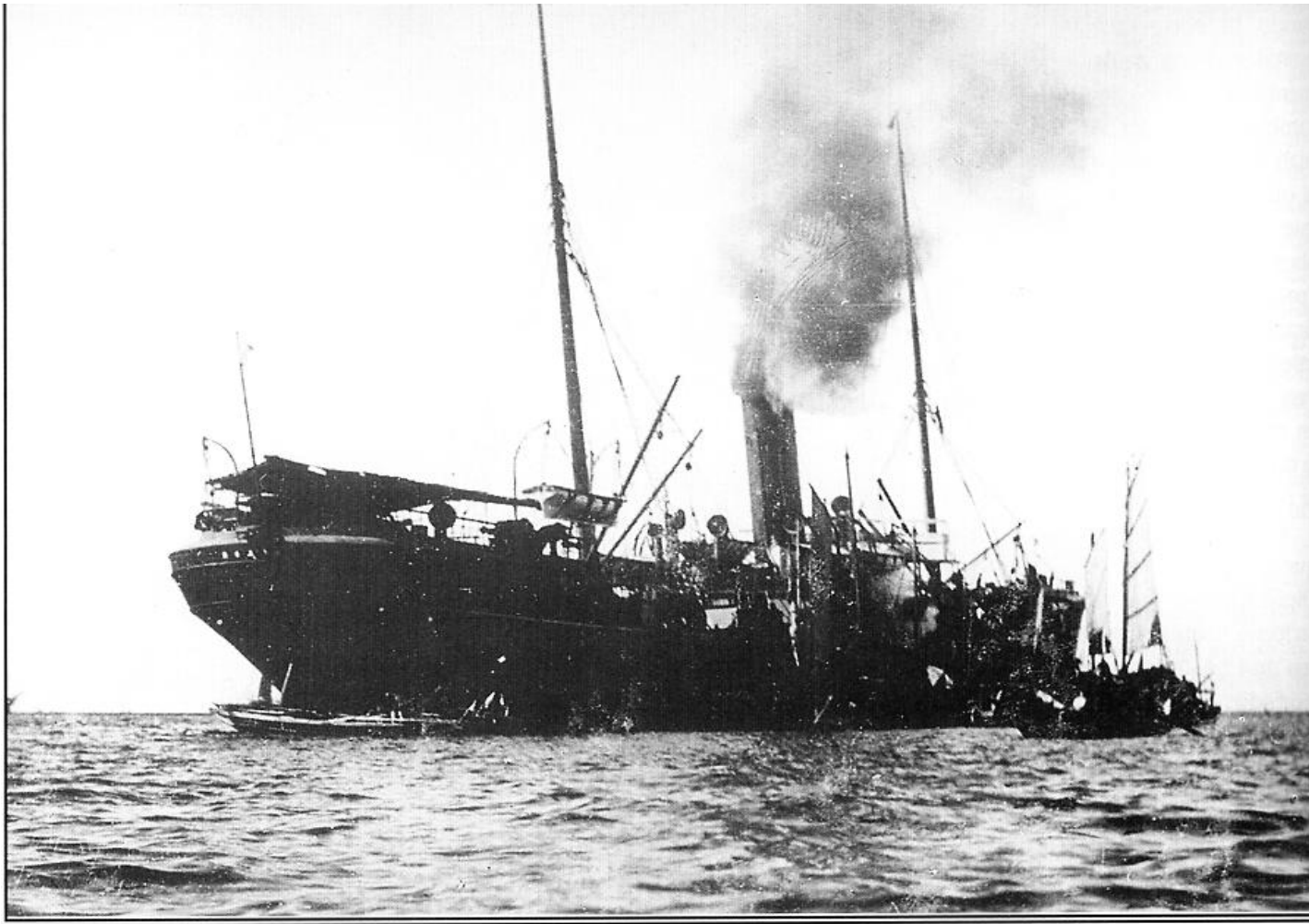
Their Imperial Highnesses Prince and Princess Akishino (Jan. 2014)

The image features a stylized, grayscale representation of the Peruvian coat of arms on the left side. The coat of arms is shield-shaped, divided into four quadrants. The top-left quadrant shows a vicuña, the top-right a tree, the bottom-left a cornucopia overflowing with agricultural products, and the bottom-right a sun. Above the shield is a wreath, and on either side are two crossed flags. The entire graphic is set against a background with a subtle, repeating pattern of the word 'PERU'. A large, solid red curved shape sweeps across the bottom and left side of the frame.

THE HISTORY OF JAPANESE IMMIGRATION TO PERU



JAPANESE IMMIGRATION TO PERU



April 3, 1899 the ship "Sakuramaru" arrived at Callao with 790 Japanese.



JAPANESE IMMIGRATION TO PERU



The Association of Nikkei



Santa Barbara School





JAPANESE IMMIGRATION TO PERU



Japanese-Peruvian Chamber of Commerce and Industry



Hideyo Noguchi School



Jion-ji Temple



Casa de Reposo Emmanuel




JAPANESE IMMIGRATION TO PERU



in commemoration of 90 years
of Japanese Immigration to Peru,
"Gracia Sakura"



in commemoration of 100 years
of Japanese Immigration to Peru,
"Lima-chan"

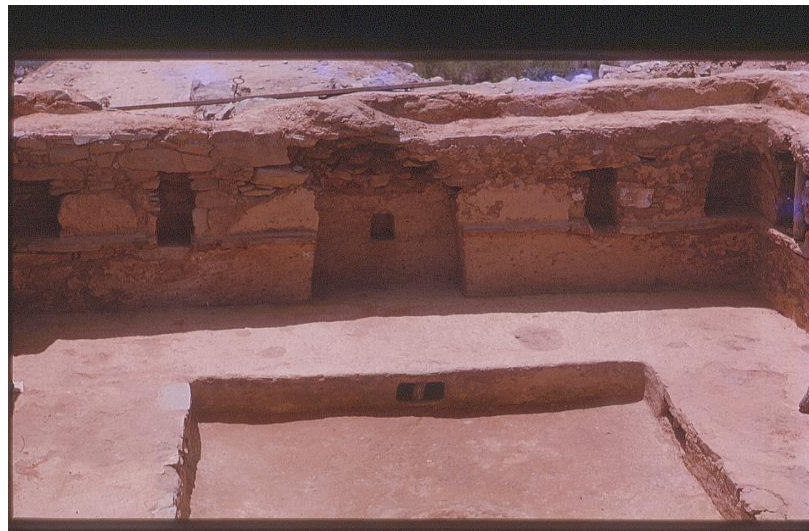
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ARCHAEOLOGICAL WORKS OF JAPANESE EXPERTS IN PERU



ARCHAEOLOGICAL WORKS OF JAPANESE EXPERTS

KOTOSH - THE TEMPLE OF CROSSED HANDS



BC 2,000~BC 1,500



- Dr. Luis G. Lumbreras
- Dr. Seiichi Izumi (Director of the Scientific Expedition of the University of Tokyo to the Andes)



ARCHAEOLOGICAL WORKS OF JAPANESE EXPERTS

HUACALOMA Y LAYZON



AC 1,500~AC 1,000



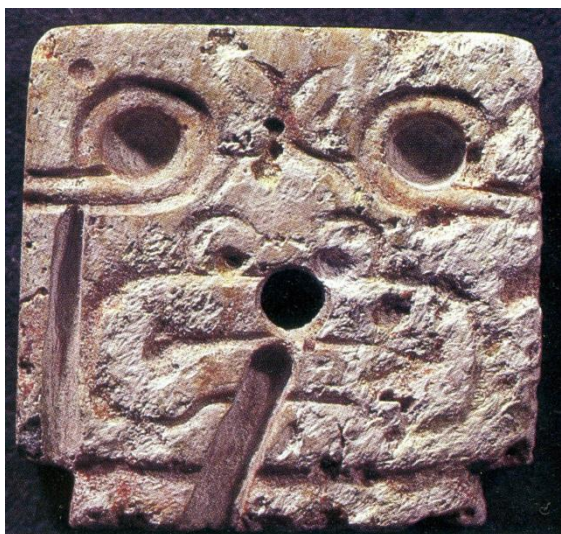
"The Japanese Scientific Expedition to the Nuclear America"

- Prof. Kazuo Terada
- Prof. Tsuyoshi Ushino
- Prof. Yoshio Onuki
- Prof. Yuji Seki etc.



ARCHAEOLOGICAL WORKS OF JAPANESE EXPERTS

CERRO BLANCO



The Conga (1600-1250 BC)

Cerro Blanco (1250-950 BC)

Sotera (250-50 BC)

• Prof. Yoshio Onuki

• Prof. Yasutake Kato



ARCHAEOLOGICAL WORKS OF JAPANESE EXPERTS

KUNTUR WASI



BC 800~BC 50



- Prof Yoshio Onuki
- Prof. Yasutake Kato
- Prof. Kinya Inokuchi
- Prof. Masato Sakai
- Prof. Yuji Seki



ARCHAEOLOGICAL WORKS OF JAPANESE EXPERTS

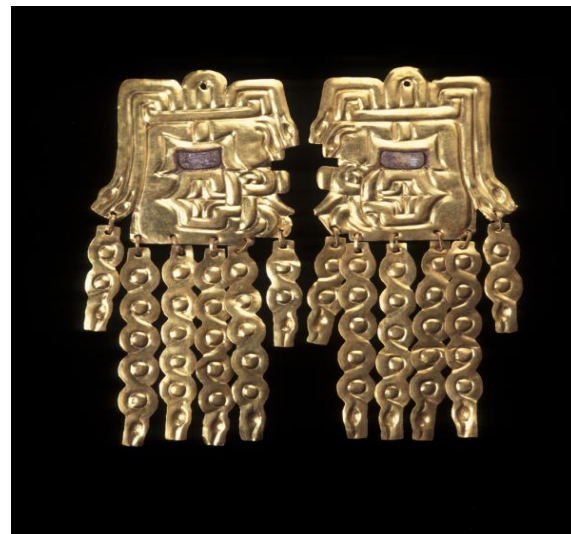
KUNTUR WASI





ARCHAEOLOGICAL WORKS OF JAPANESE EXPERTS

THE KUNTUR WASI MUSEUM



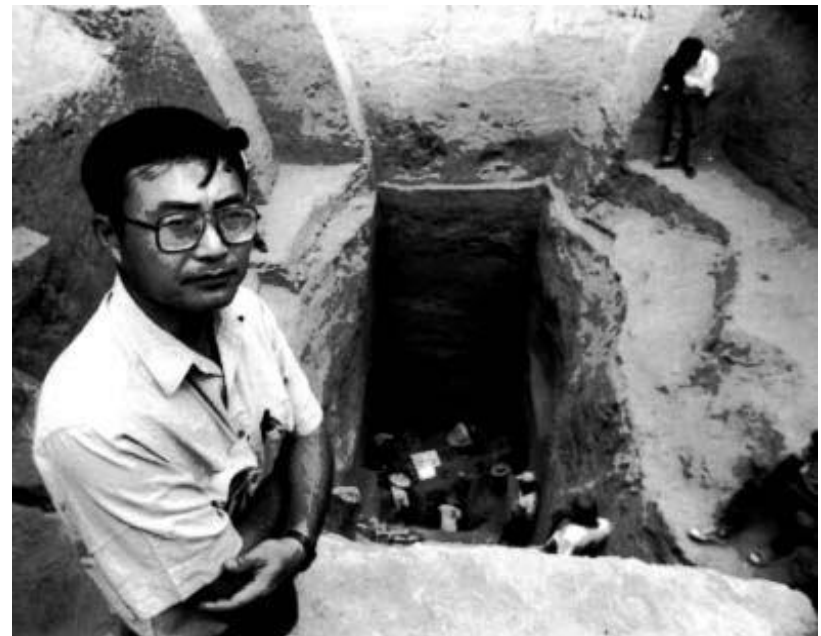


ARCHAEOLOGICAL WORKS OF JAPANESE EXPERTS

SICAN

The Sican culture is the name that Japanese archaeologist **Izumi Shimada** gave to the culture that inhabited what is now the north coast of Peru between about **AD 750 and 1375**.

*Sican means "Temple of the Moon"





ARCHAEOLOGICAL WORKS OF JAPANESE EXPERTS

THE SICAN NATIONAL MUSEUM





ARCHAEOLOGICAL WORKS OF JAPANESE EXPERTS

THE CHAVIN NATIONAL MUSEUM





ARCHAEOLOGICAL WORKS OF JAPANESE EXPERTS

THE AMANO MUSEUM



Mr. Yoshitaro Amano (1898~1982)

the Museum Amano most probably displays the best collection of textiles and ceramics of the Chancay culture. Additionally a large number of mainly ceramics belonging to the Kotosh, Moche, Chimu, Cunispique and Nazca culture are exhibited.



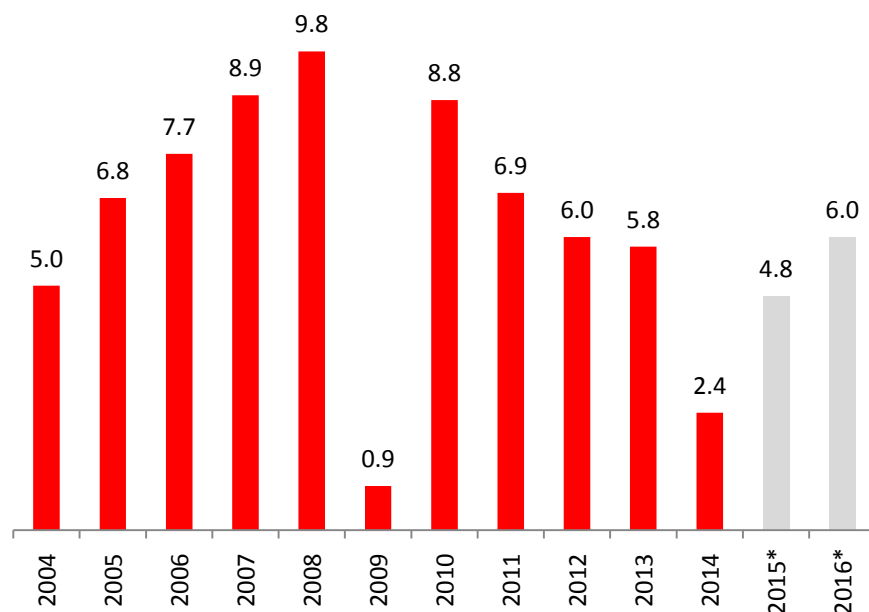
PERU – MACROECONOMIC SOUNDNESS



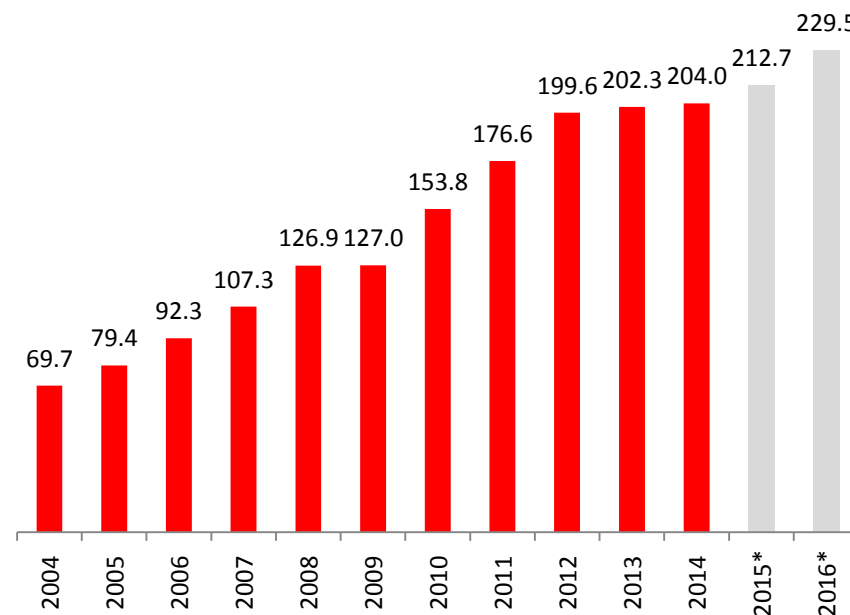
Macroeconomic Soundness

Peruvian economy rise rapidly in the last decade ...

Real GDP, 2004-2016*
(Variation %)



GDP, 2004-2016*
(US\$ thousands of million)



Source: Central Reserve Bank of Peru

*Estimated figures (Inflation report, Jan.2015)

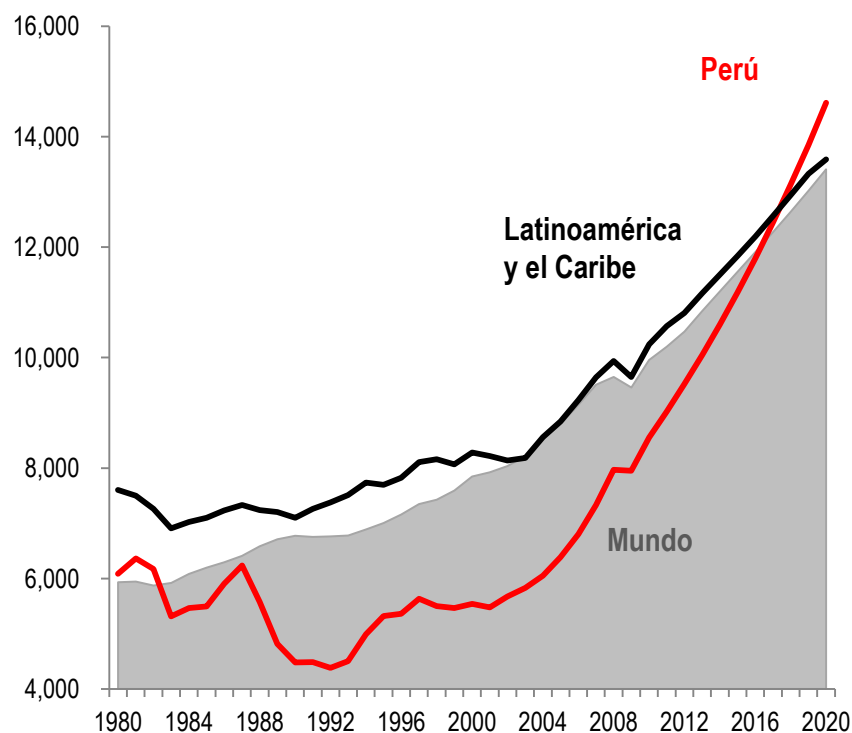


Macroeconomic Soundness

... and continue to lead regional growth allowing the GDP per capita exceeds the global average by 2020 ...

GDP per capita, PPP

(\$ International constant prices of 2005)



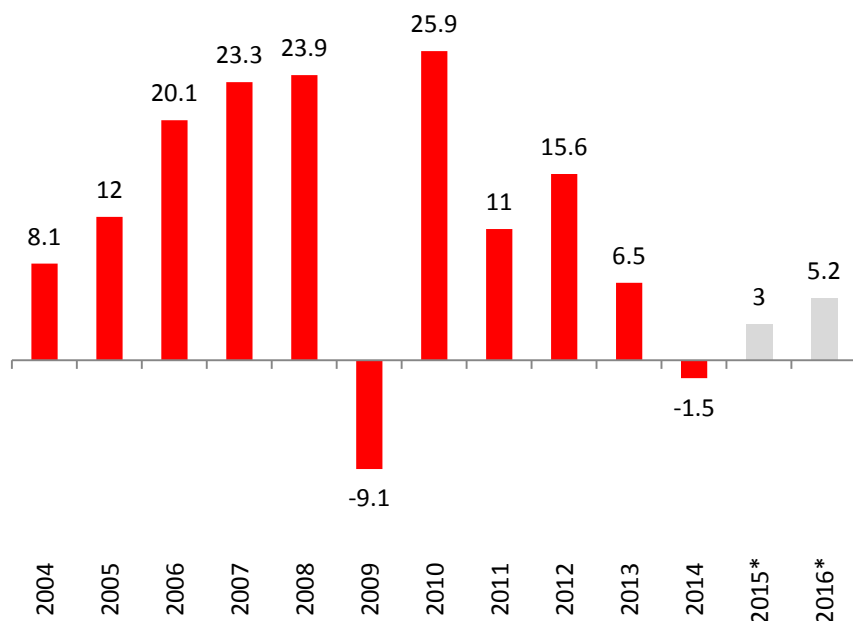
Source: IMF



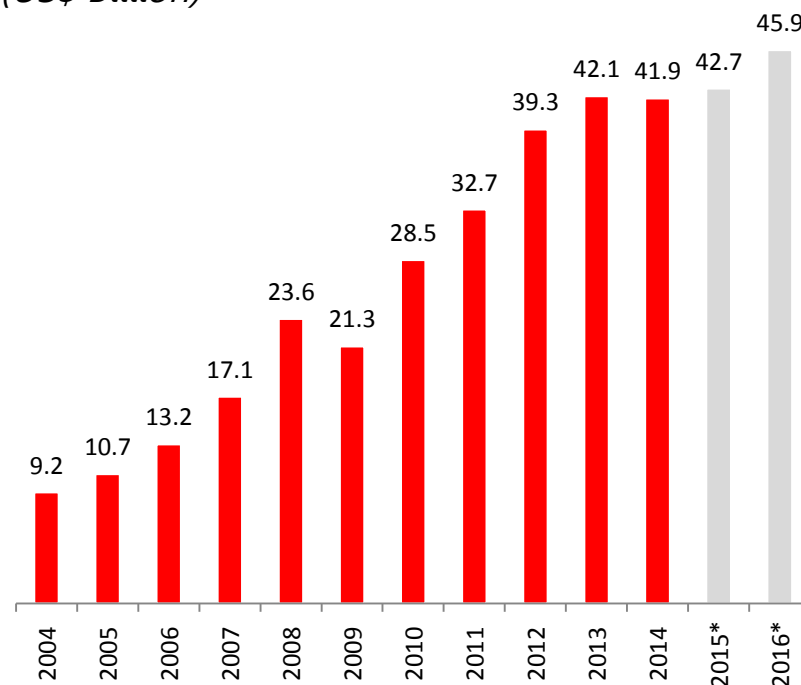
Macroeconomic Soundness

Economic growth has been driven by rising private investment ...

Private Investment 2004-2016*
(Variation %)



Private Investment 2004-2016*
(US\$ Billion)



Source: Central Reserve Bank of Peru

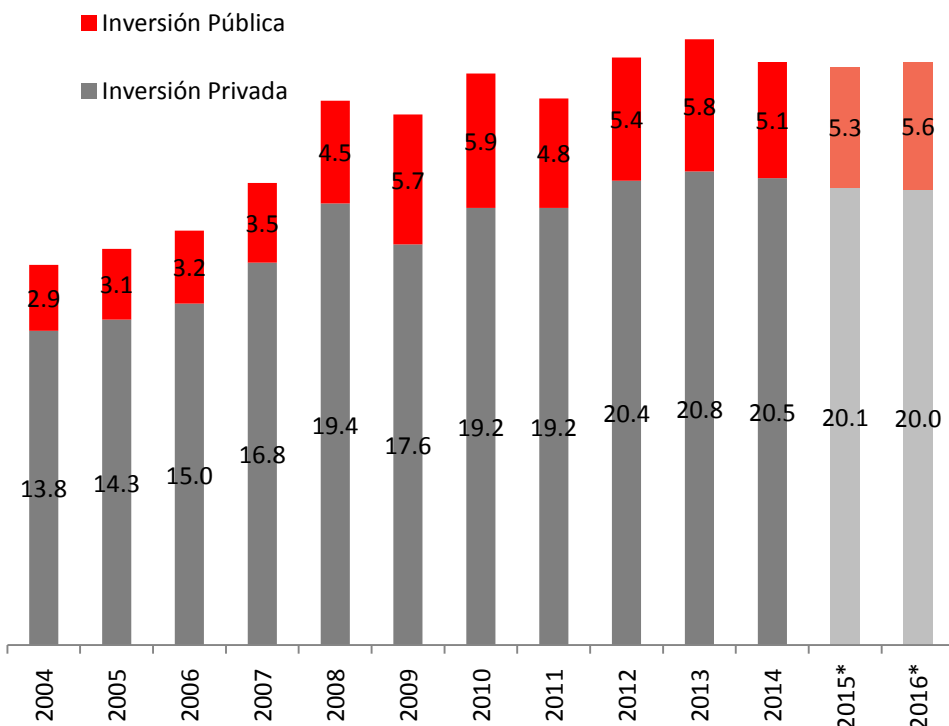
*Estimated figures (Inflation report, Jan.2015)



Macroeconomic Soundness

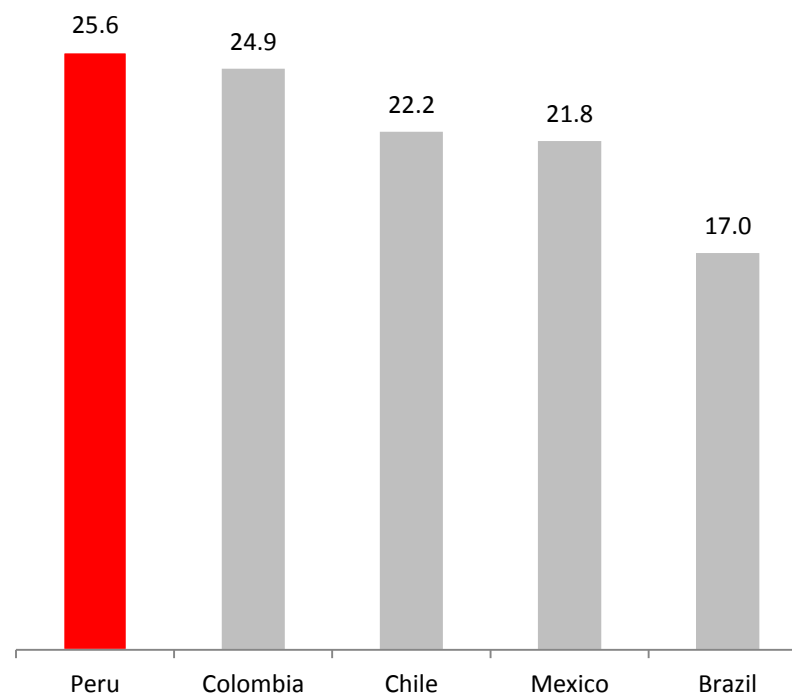
... today represents almost 20% of GDP ...

Total investment 2004-2016*
(% of GDP)



Source: Central Reserve Bank of Peru
*Estimated figures (Inflation report, Jan.2015)

Total investment - LATAM 2013
(% of GDP)



Source: IMF & BCRP



Macroeconomic Soundness

Investment announcements have increased

Private Investment projects 2015-2016 (US\$ million)

	Oct. 2014	Jan. 2015	Differences
Mining	12,768	12,549	-219
Hidrocarbons	5,368	5,856	488
Electricity	3,612	4,080	468
Industry	1,577	1,715	138
Infrastructure	2,767	2,767	0
Other sectors	4,545	4,767	22
Total	30,637	31,734	1,097

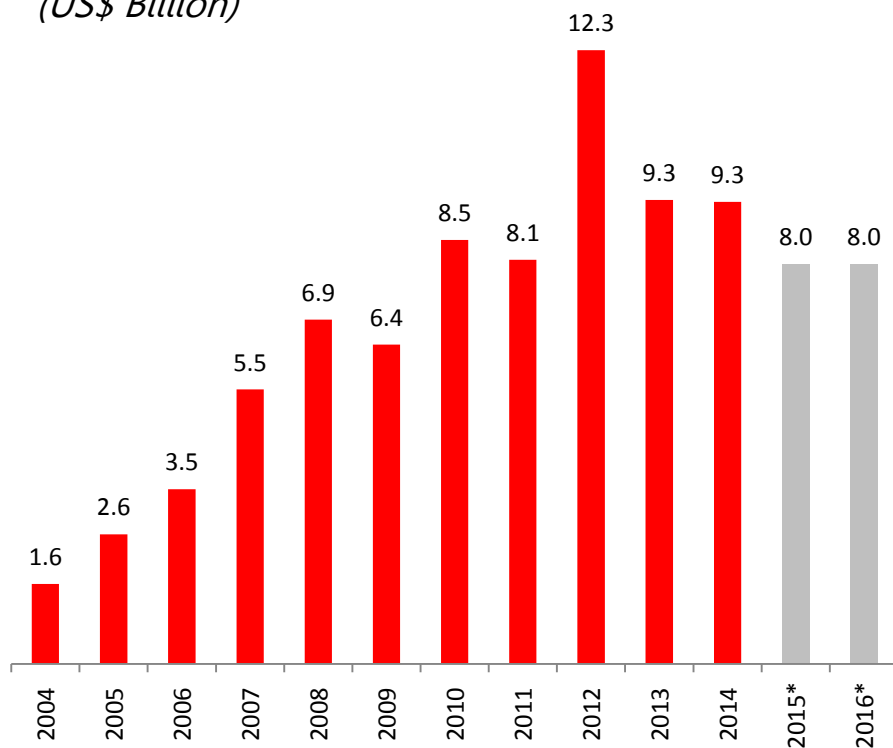
Source: Central Reserve Bank of Peru (Inflation report, Jan.2015)



Macroeconomic Soundness

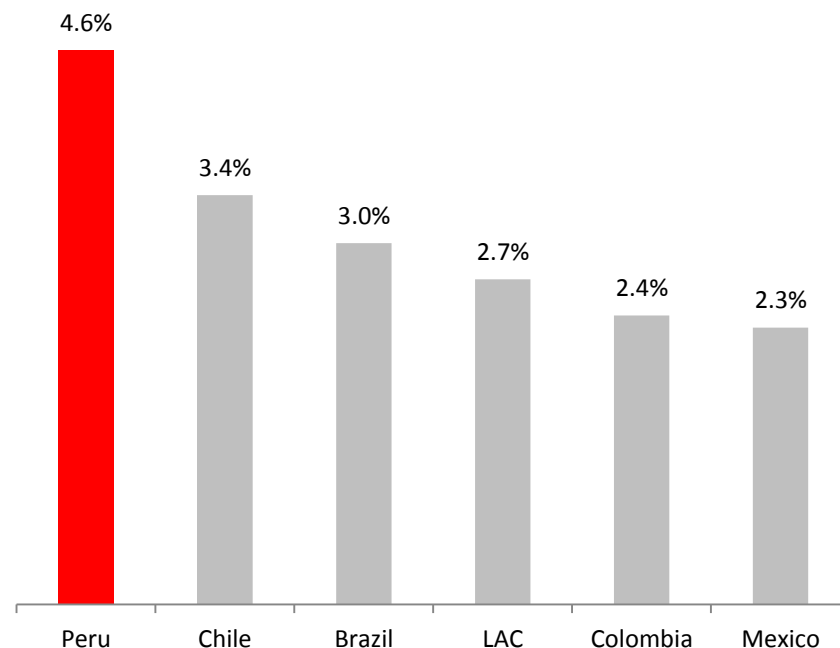
... Peru is an attractive market for foreign investment, which register a 9,000 millions in 2014

Foreign direct investment flow 2004-2016*
(US\$ Billion)



Source: Central Reserve Bank of Peru
*Estimated figures (Inflation report, Jan.2015)

Foreign direct investment - LATAM 2013
(% of GDP)



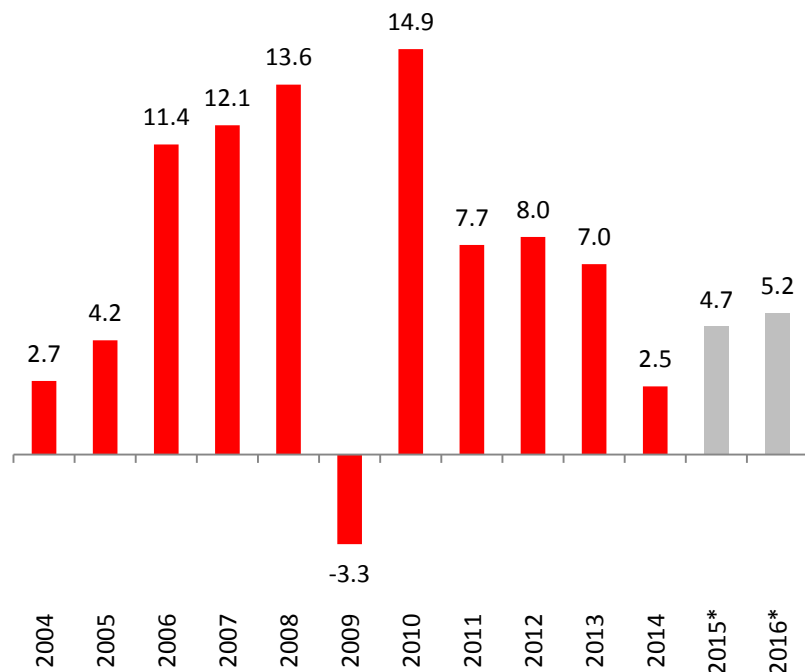
Source: CEPAL & IMF



Macroeconomic Soundness

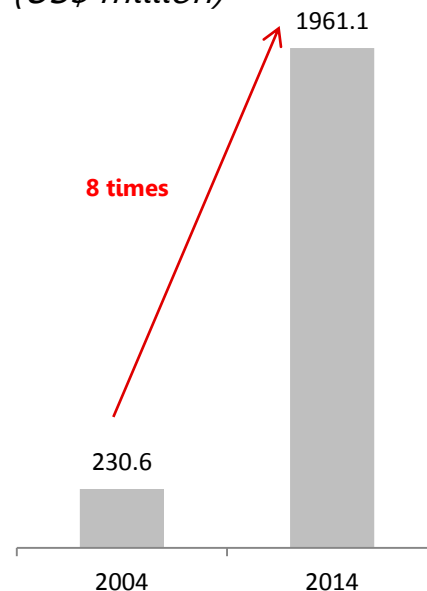
... Furthermore, the domestic demand is strengthening ...

Real domestic demand 2004-2016*
(real annual Var. %)

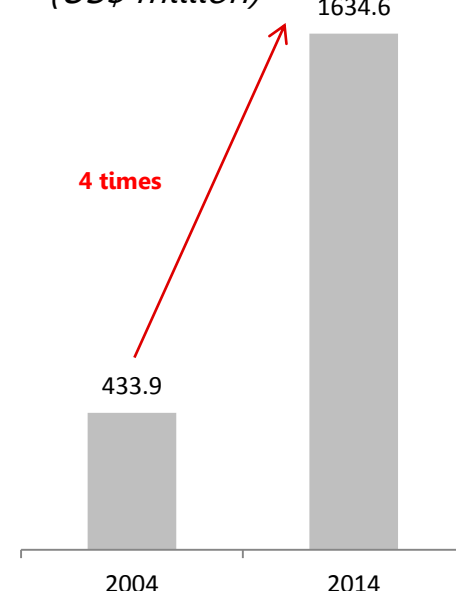


Source: BCRP & MEF *Estimated figures (Inflation report, Jan.2015)

Imports of vehicles for private use
(US\$ million)



Imports of domestic assets 1/
(US\$ million)



Source: SUNAT y MEF

*Estimated figures

1/ Includes imports of refrigerators, washing machines, televisions and home appliances.

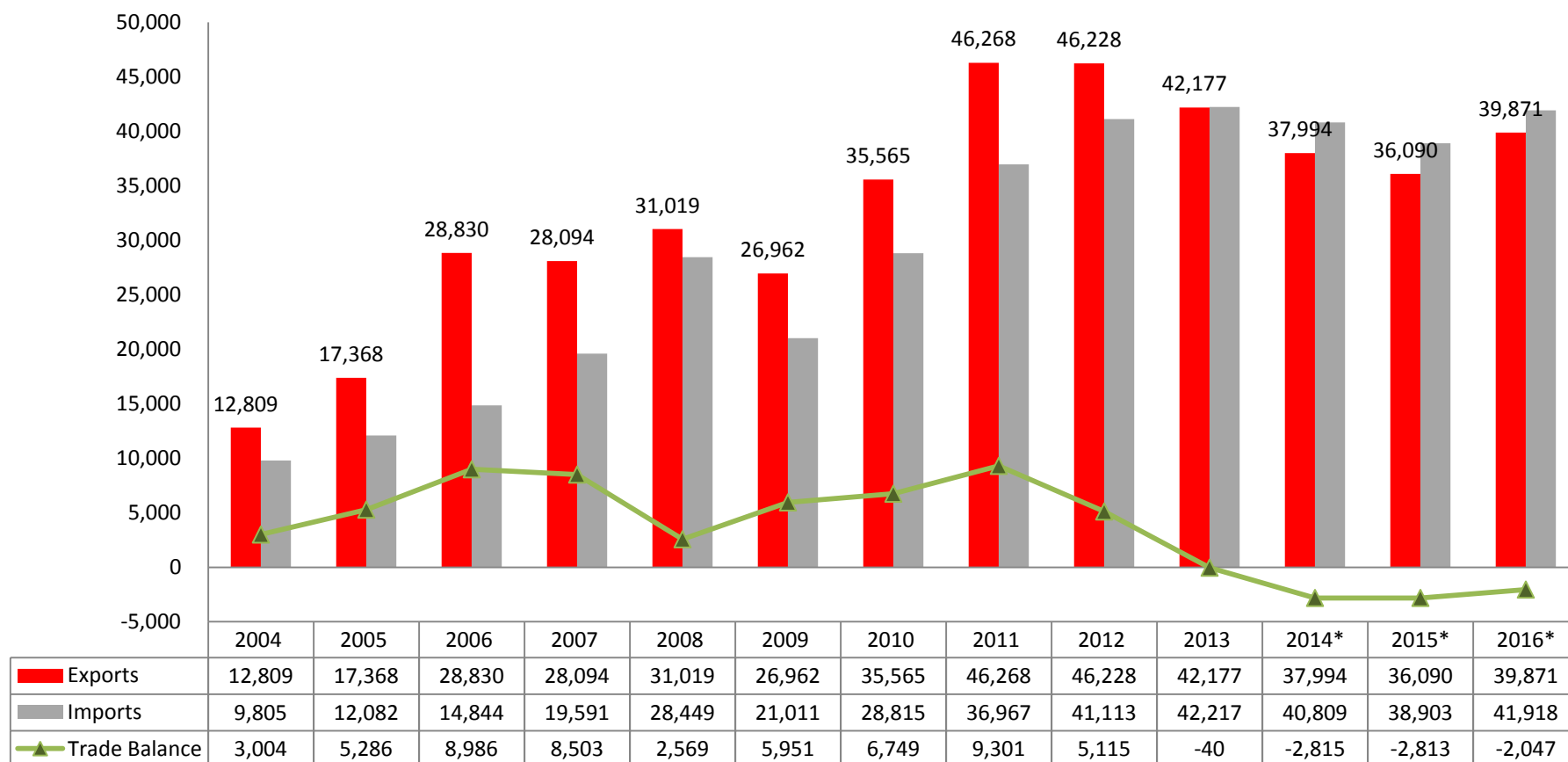


Macroeconomic Soundness

... Complemented with a dynamic international trade ...

Balance of Trade 2004-2016*

(US\$ million)



Source: Central Reserve Bank of Peru

*Estimated figures (Inflation report, Jan.2015)

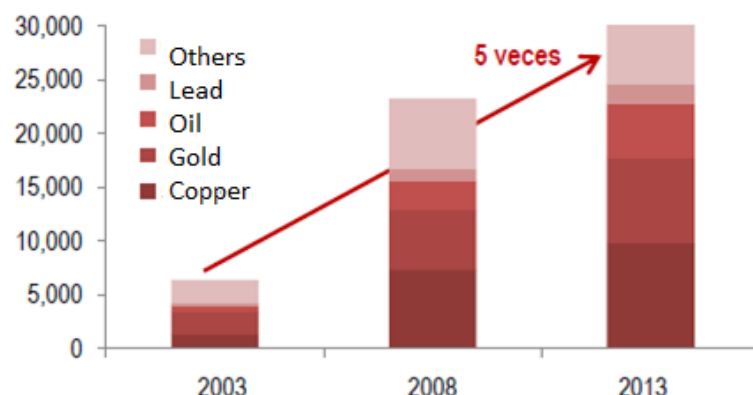


Macroeconomic Soundness

... which is being diversifying, both in products and markets

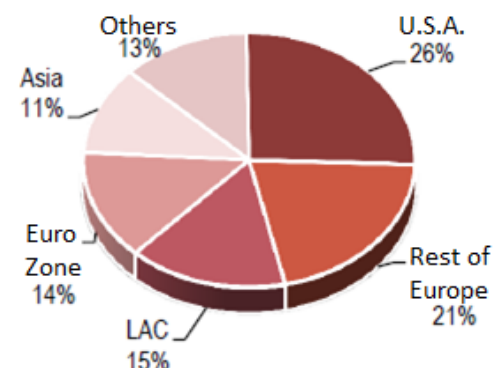
Traditional Exports (commodities)

(Millions of US\$)

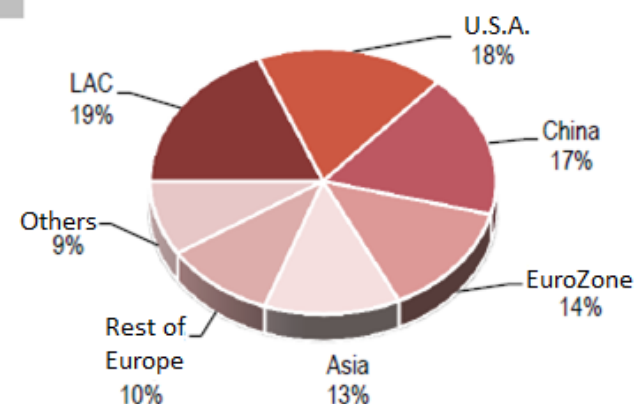


Main trading partners

2002

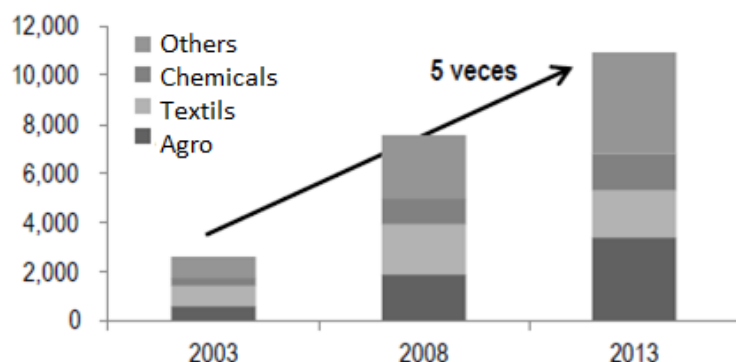


2013



Non-Traditional Exports

(Millions of US\$)





Macroeconomic Soundness

In 2050, Peru will be one of the fastest growing economies ranking among the 30 main economies in the world...

Fastest growing economies

2050	
Ranking	Country
1	China
2	India
3	Philippines
4	Egypt
5	Malaysia
6	Peru

Source: HSBC (Jan, 2012)

Economy size – World ranking

2010	
Ranking	Country
1	U.S.A.
2	Japan
3	China
4	Germany
5	United Kingdom
6	France
7	Italy
8	India
9	Brazil
10	Canada
44	Chile
46	Peru

2050	
Ranking	Country
1	China
2	U.S.A.
3	India
4	Japan
5	Germany
6	United Kingdom
7	Brazil
8	Mexico
9	France
10	Canada
26	Peru
32	Chile

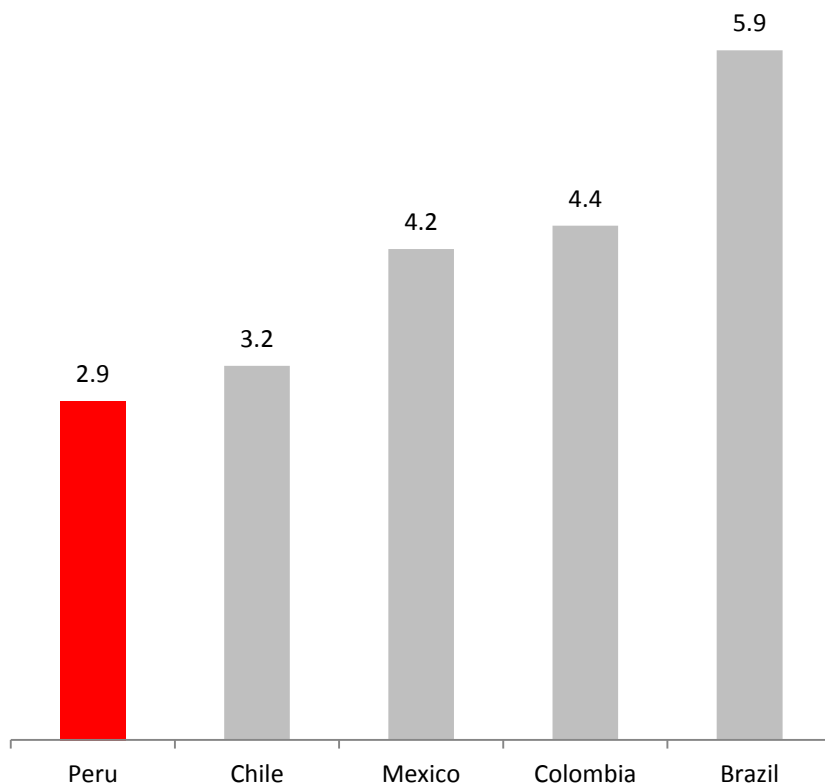


Macroeconomic Soundness

... all, in a frame of macroeconomic stability, Peru registers the lowest inflation rate in the region ...

CPI – Latin America 2003-2013

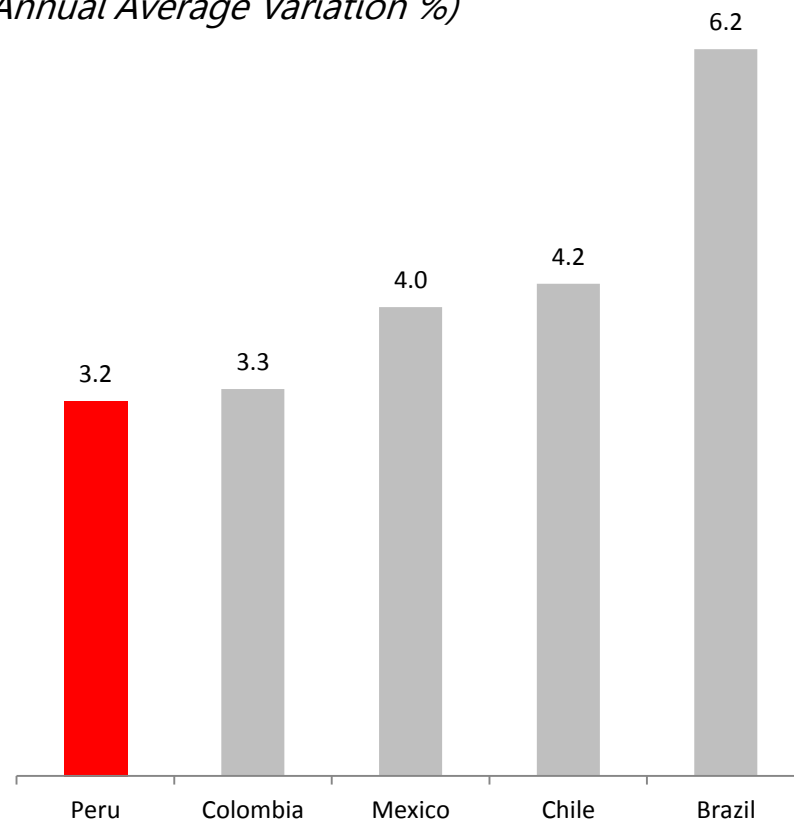
(Annual Average Variation %)



Source: Central Reserve Bank of Peru & IMF

CPI – Latin America 2014

(Annual Average Variation %)



Source: Central Reserve Bank of Peru & IMF

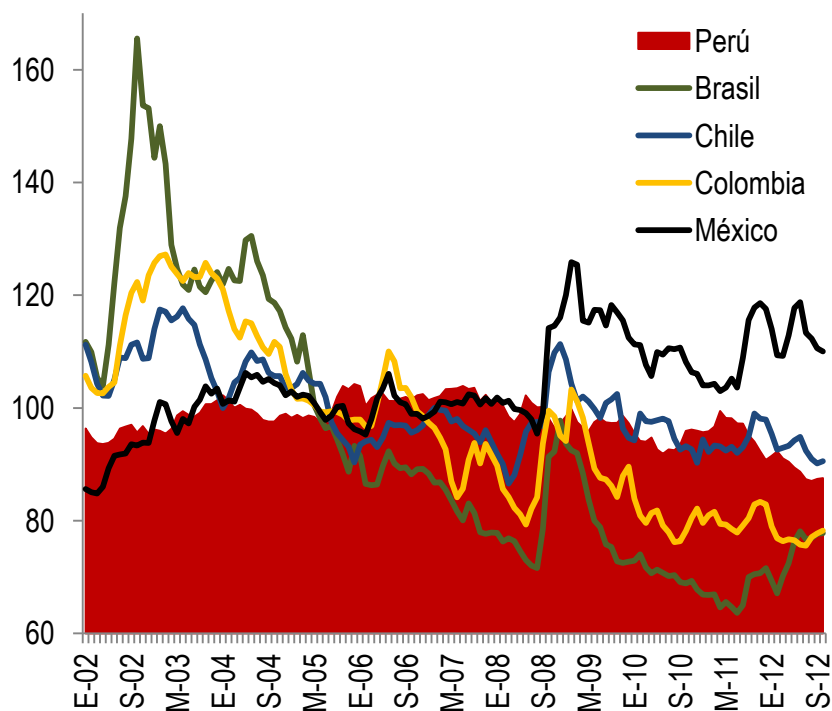


Macroeconomic Soundness

... has maintained stable exchange rates and a level of country risk under the region average

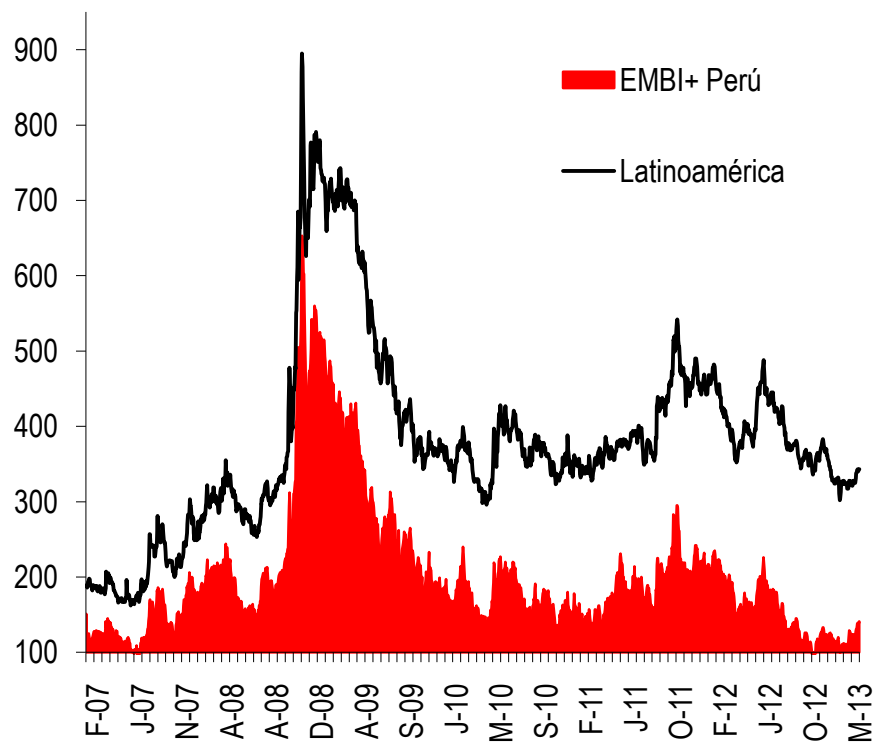
Exchange Rate in Latin America 2004-2014

(Index, Base year 2005 = 100)



JP Morgan EMBI+ Index

(Basic points)

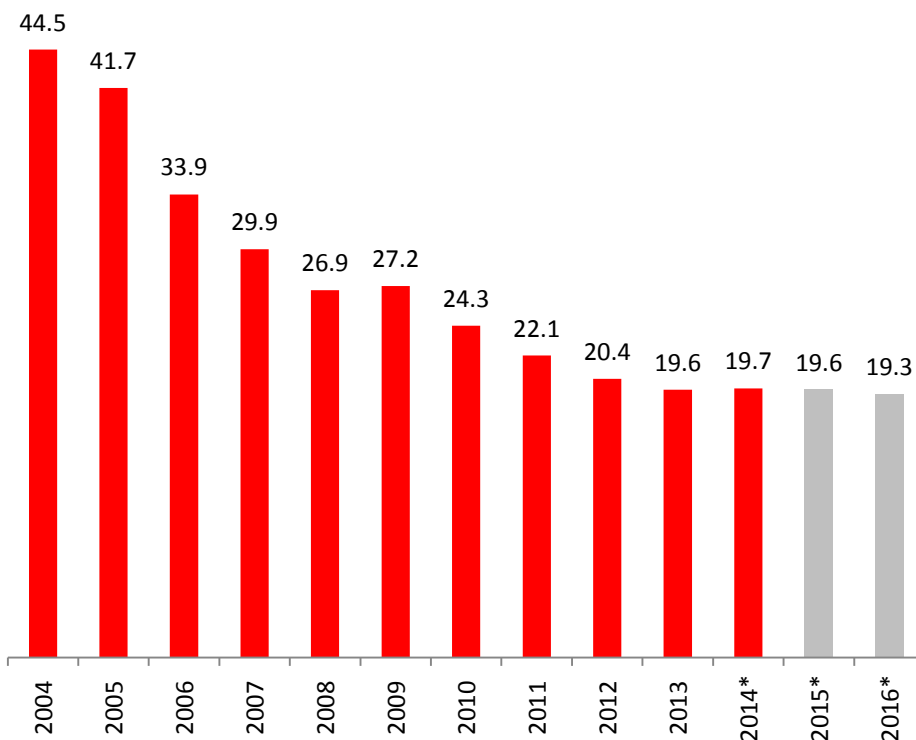




Macroeconomic Soundness

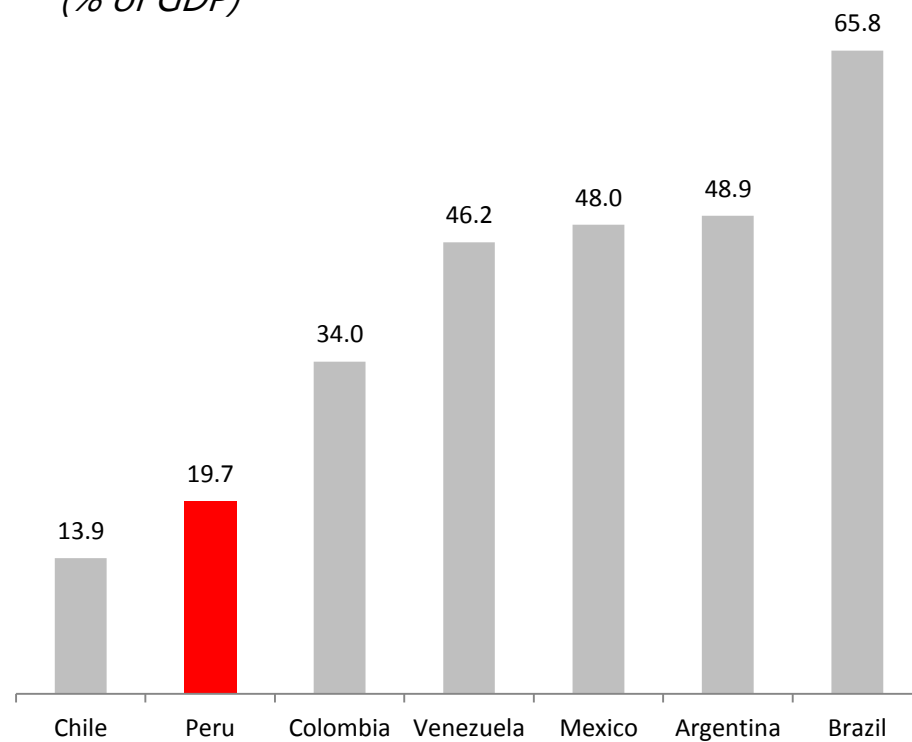
Peru maintains a healthy level of debt ...

Public Debt – Peru 2004-2016*
(% of GDP)



Source: Central Reserve Bank of Peru
*Estimated figures (Inflation report, Jan.2015)

Public Debt – Latin America 2014
(% of GDP)



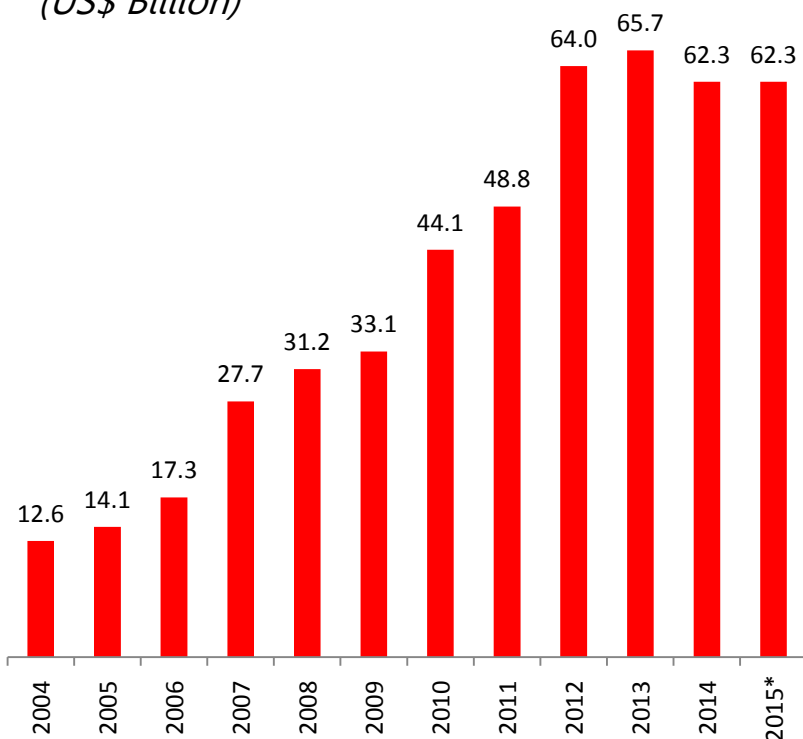
Source: Central Reserve Bank of Peru & IMF



Macroeconomic Soundness

... and has accumulated international reserves for a third of the GDP

Net International Reserves
(US\$ Billion)



Source: Central Reserve Bank of Peru

International reserves indicators

	2004	2009	2014*
NIR / GDP (%)	19.2	27.2	30.5
NIR / GDP (% Short-term external debt)	171.8	297.1	732.5
NIR / GDP (% Short-term external debt plus current account deficit)	173.2	281.6	356.4

Source: Central Reserve Bank of Peru (Inflation report, Jan.2015)

* projection



Macroeconomic Soundness

The responsible economic policy granted Peru the investment grade and investors' confidence.

Investment grade

Latin America benchmarking

Country	S&P	Fitch	Moody's
Chile	AA-	A+	Aa3
Peru	BBB+	BBB+	A3
Mexico	BBB+	BBB+	A3
Brazil	BBB-	BBB	Baa2
Colombia	BBB	BBB	Baa3
Bolivia	BB	BB-	Ba3
Ecuador	B+	B	B3
Venezuela	CCC+	CCC	Caa3
Argentina	SD	RD	Caa1

Source: Standard & Poor's, Fitch Ratings y Moody's.
Updated to February 2015

Best Countries for Business

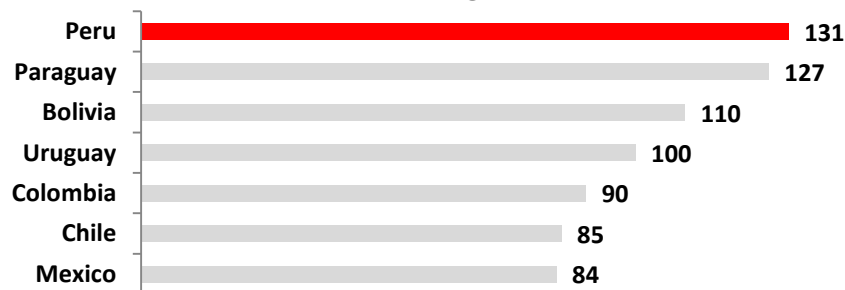
Latin America benchmarking

Position LAC	Position World	Country
1	29	Chile
2	52	Peru
3	55	Uruguay
4	57	Costa Rica
5	61	Mexico
6	66	Panama
7	67	Colombia

Source: Forbes (December 2014)

Countries with the best business climate

Latin America benchmarking

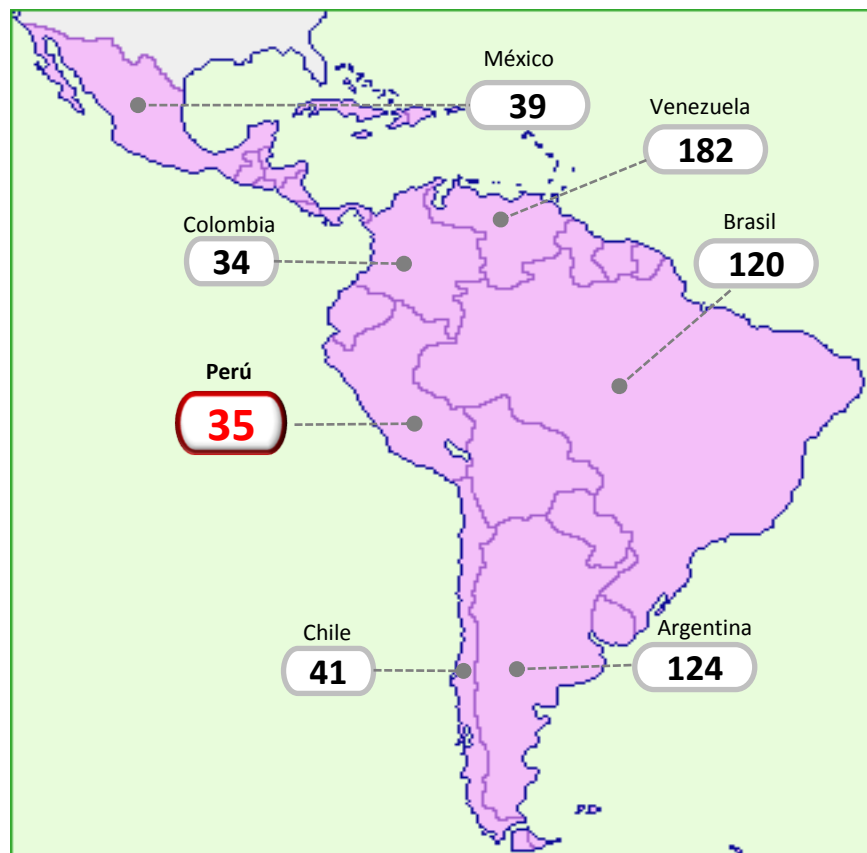


Source: Getulio Vargas Foundation (January 2014)



Macroeconomic Soundness

Continuous effort to facilitate the establishment and operation of business



Doing Business 2015

Position	Country
34	Colombia
35	Peru
39	Mexico
41	Chile
120	Brasil
124	Argentina
182	Venezuela

SOURCE: Doing Business 2015 – World Bank



PERU - FRIENDLY INVESTMENT ENVIRONMENT



Friendly Investment Environment

Peru offers a favorable legal framework to attract foreign investment

Key economic policy guidelines ...

- Non-discriminatory treatment: Foreign investors receive the same treatment as local investors
- Unrestrictive access to most economic sectors.*
- Free transfer of capital
- Free competition
- Guarantee for private property
- Freedom to purchase stocks from locals
- Freedom to access internal and external credit
- Freedom to pay royalties
- Network of investments agreements and member of ICSID¹ and MIGA²
- Participation in the Investment Committee of the Organization for Economic Cooperation and Development (OECD) – it promotes the implementation of the guidelines for multinational enterprises.

*Investments that require authorization: Located within 50km in the frontier line and those destined to arms, ammunitions and explosive. Likewise, a principal local partner for investments in maritime cabotage as well as in air transport is required.



Investment Agreements

- Peru has signed and currently in force Agreements for the Promotion and Reciprocal Protection of Investment and Trade Agreements of further scope that includes investment chapters that underpin our liberalization policy.



- It has also signed agreements to avoid double taxation with Andean Community, Brazil, Chile, Canada, Korea, Mexico y Switzerland



Open Trade & Market Access Policy

Working become a globalized economy, with preferential access to the world's largest markets



Source:
PROINVERSION



Agreements in force



Agreements under negotiations

These countries stand for enlarged market of over 4 billion people with a joint GDP over 56 US\$ Billions.

96% of Peruvian exports



Japan-Peru Trade

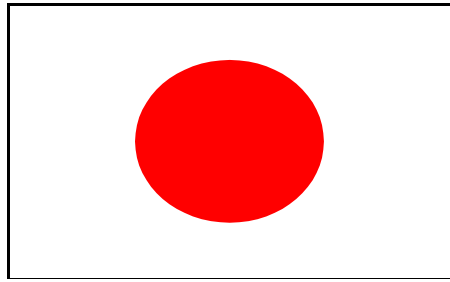


Economic Partnership Agreement (EPA)

- The EPA between Japan and Peru came into force on Mar. 2012.
- It is a comprehensive agreement covering trade in goods, trade in services and investments.
- High quality agreement includes chapters on intellectual property rights, competition policy, entry and temporary stay of person for business purposes, improvement of the business environment and cooperation.
- All these elements create a favorable and stable environment for the strategic economic partnership between both countries.



Summary Final Offer



	Benefits for Japan		Benefits for Peru	
Final offer	Line	Trade	Line	Trade
Elimination as from the date of entry into force	75.7%	62.6%	79.8%	97.9%
Elimination by gradual up to 5 years	86.3%	75.5%	81.6%	97.9%
Elimination by gradual up to 10 years	95.6%	100.0%	91.0%	99.8%
Renegotiable & Excluded	4.4%	0.0%	9.0%	0.2%



Japan-Peru commercial relations

- Japan is the second largest trading partner of Peru in Asia and fifth target market for our exports (4.5%)
- 2008: Reactivation of the Business Committee Peru-Japan
(Comité de Negocios Perú-Japón - CEPEJA)
Since the end of 2009: Bilateral Investment Treaty (BIT)
Since March 2012: Economic Partnership Agreement (EPA)
- Bilateral trade 3,665 Millions US\$ (2013)

Peruvian exports to Japan 1,238 Millions US\$ (Jan-Sep.2014)

Peruvian imports from Japan 826 Millions US\$ (Jan-Sep.2014)

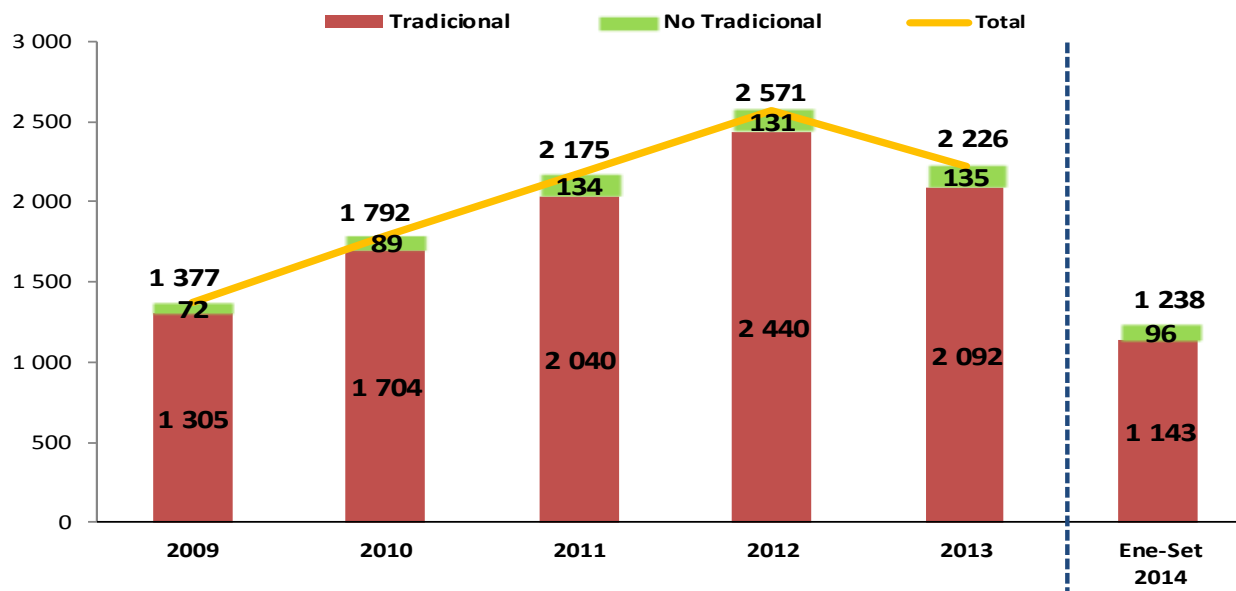
- Peru is a strategic partner for Japan to supply fisheries and mining products.
 - Diversification of our exports to the Japanese archipelago into non-traditional and organic products offer: fresh and processed mango, organic banana, asparagus, green beans and organic camu camu. Procedures for future exports of avocado, citrus and grapes.
-



Japan-Peru commercial relations

In 2012 total trade with Japan reached a historic peak. Shows a steady recovery since the fall of 2009 due to the global financial crisis and a slight decrease in 2013.

Peru-Japan Exports, 2009-2013 and Jan-Set.2014 (Millions US\$)



Source: SUNAT



Japan-Peru commercial relations

Peru's Exports to Japan, 2012-2014

(Millions US\$ / Variations %)

1/2

Peru's exports to Japan	2012	2013	2014	Var.%
Copper ores and concentrates	1,348.64	1,241.51	832.79	-32.92%
Petroleum oils and oils obtained from bituminous minerals	101.08	113.76	232.11	104.02%
Zinc ores and concentrates	123.19	97.39	129.35	32.81%
Flours, meals and pellets of meat, meat offal, fish or crustaceans, molluscs or other aquatic invertebrates	172.84	99.30	121.74	22.59%
Petroleum gas and other gaseous hydrocarbons	697.57	649.49	76.06	-88.29%
Raw tin	0.00	10.10	59.00	483.97%
Iron ores and concentrates	35.99	21.32	54.05	153.56%
Lead ores and concentrates	36.48	123.73	43.61	-64.75%
Crude zinc	30.36	24.20	40.44	67.12%
Molluscs, whether in shell or not, live, fresh, chilled, frozen, dried, salted or in brine	14.05	24.12	18.60	-22.87%
Fats and oils and their fractions of fish	22.49	6.08	17.20	182.74%
Fruit and nuts, uncooked or cooked by steaming, frozen	8.14	9.45	13.16	39.32%
Vegetables including "wild", uncooked or cooked by steaming or boiling	14.69	13.91	11.23	-



Japan-Peru commercial relations

Peru's Exports to Japan, 2012-2014

(Millions US\$ / Variations %)

2/2

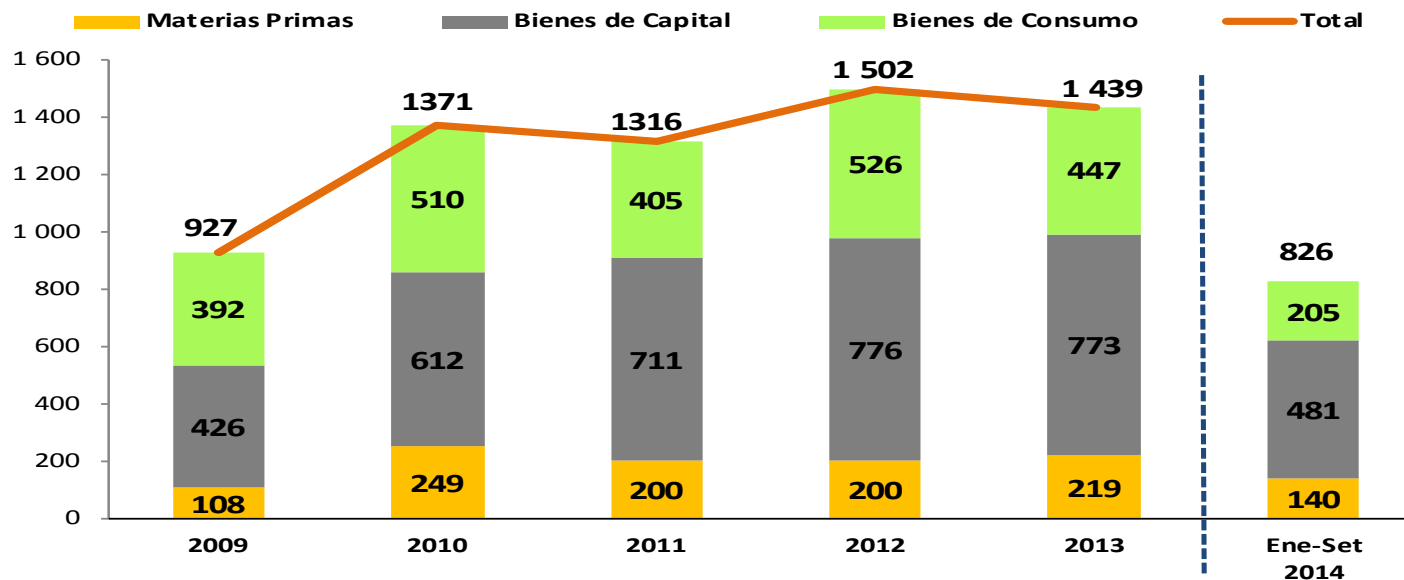
Peru's exports to Japan	2012	2013	2014	Var.%
Other vegetables (even 'wild'), fresh or chilled	12.58	15.62	10.84	-30.60%
Fillets and other fish meat (whether or not minced), fresh, chilled or frozen	5.56	5.53	10.43	-
Crustaceans, molluscs and other aquatic invertebrates	5.16	9.08	9.44	4.02%
Fish, dried, salted or in brine; smoked fish	11.83	8.07	7.40	-8.28%
Coffee, whether roasted or decaffeinated; peel or coffee husk	8.20	9.35	6.85	-26.74%
Sweaters (jerseys), pullovers, cardigans, waistcoats and similar articles, knitted	6.75	7.21	6.44	-10.64%
T-shirts and knit shirts	4.70	4.93	4.90	-0.62%
Raw lead	0.00	1.82	3.88	113.22%
Other fats and fixed vegetable oils	4.06	3.66	3.78	3.18%
Bananas and plantains, fresh or dried	5.51	5.53	3.63	-34.50%
Beryllium, chromium, germanium, vanadium, gallium, hafnium (celtium)	4.40	3.13	3.45	10.29%
Wool and fine or coarse animal hair, carded or combed	1.87	2.20	3.23	47.04%
Total	2,795.34	2,592.38	1,773.54	-31.59%



Japan-Peru commercial relations

- In 2013 Peruvian imports from Japan reached 1,439 Million US\$, concentrated in capital and consumer goods.
- The main imported products: assembled vehicles, heavy machinery, tires, rolled products of iron, radios, camera etc.

Peru-Japan Imports, 2009-2013 and Jan-Set.2014 (Millions US\$)





Japan-Peru commercial relations

Peru's imports to Japan, 2012-2014

(Millions US\$ / Variations %)

1/2

Peru's exports to Japan	2012	2013	2014	Var.%
Motor cars and other motor vehicles principally designed for the transport of persons (other than those of heading 87.02)	417.31	343.97	231.96	-32.56%
Motor vehicles for the transport of goods	131.75	139.66	107.25	-23.21%
New pneumatic tires of rubber	88.56	109.18	85.28	-21.90%
Motor vehicles for the transport of ten or more persons, including the driver	74.74	82.17	54.01	-34.27%
Flat-rolled products of iron or non-alloy steel	45.30	39.17	36.44	-6.99%
Rolled products of iron or non-alloy steel	27.06	42.90	29.77	-30.60%
Bulldozers and angle dozers	17.77	24.83	21.43	-13.70%
Parts and accessories of motor vehicles	17.28	16.80	15.21	-9.47%
Commodities and transactions not classified	14.76	14.66	14.11	-3.78%
Conveyor or transmission belts	8.76	4.83	13.47	178.76%
Parts suitable for use solely or principally with the engines of heading 84.07 or 84.08	10.04	7.70	8.88	15.37%
Instruments and appliances used in medical, surgical	5.67	9.25	7.73	-16.42%
Rolled products of other alloy steel	9.49	8.20	7.45	-9.07%



Japan-Peru commercial relations

Peru's imports to Japan, 2012-2014

(Millions US\$ / Variations %)

2/2

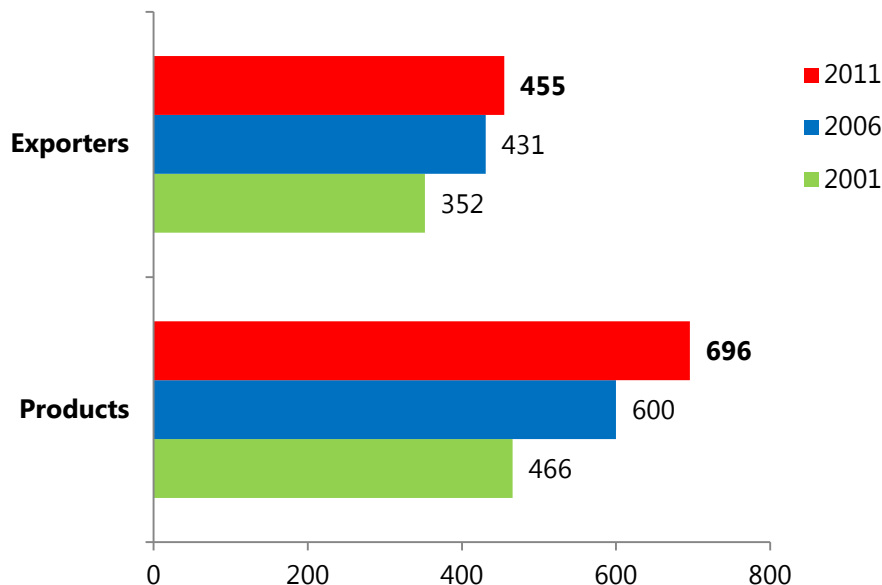
Peru's exports to Japan	2012	2013	2014	Var.%
Pens; markers and felt tip markers or other porous tip	6.35	4.32	6.15	42.42%
Rods of iron or non-alloy steel, simply forged	0.00	2.74	5.54	102.13%
Centrifuges, including centrifugal dryers	3.74	5.34	5.16	-3.38%
Hydraulic cements (cements unsprayed, called "clinkers")	8.88	7.58	4.82	-36.43%
Chassis fitted with engines, for the motor vehicles of headings 87.01 to 87.05	0.00	4.04	4.16	2.84%
Electric motors and generators (excluding generating sets)	1.82	1.21	3.90	222.56%
Reciprocating piston engine and the rotary piston engine	4.58	5.37	3.83	-28.69%
Tractors (other than tractors of heading 87.09)	3.59	4.85	3.72	-23.37%
Compounds with other nitrogen function	2.22	6.09	3.63	-40.33%
X-ray machines and apparatus using radiation	3.44	2.77	3.28	18.37%
Insecticides, rodenticides	3.40	2.40	3.21	34.00%
Transmission shafts (including cam shafts and crank shafts) and cranks	4.54	3.82	2.66	-30.41%
Total	1,037.73	992.19	751.80	-24.23%



Japan-Peru commercial relations

- ▶ Japan is the tenth leading supplier for Peruvian imports. (3% of the total)
- ▶ Significant increase in the number of products and companies exporting to Japan.

Peru: Companies and products exported to Japan



Source: SUNAT

Main products exported to Japan

Copper	Squid
Fishmeal	Asparagus
Zinc	Banana
Coffee	Mango
Steel	Onion

Main products imported from Japan

Vehicle	Steel pipes
Radio	Heavy Machinery
Tire	Camera



Japan-Peru commercial relations

PERU: World-class Exporter of Fresh Fruits and Vegetables

Fresh Products	Exports 2014 US\$ Millones	World Ranking 2014
Table Grape	643	5
Asparagus	385	1
Avocados	306	3
Mangos	138	6
Mandarin	88	7
Oonion	65	11
Blueberries	30	10
Peas	21	7

Source: SUNAT, Trademap





Japan-Peru commercial relations

PERU: TOTAL AGRICULTURAL EXPORT TO JAPAN US\$ MILLIONS

#	DEPARTURE	DESCRIPTION	US\$ FOB MILLIONS			
			2011	2012	2013	2014
		TOTAL	58	59	62	54
1	0710801000	Frozen asparagus	8.17	13.47	11.70	9.68
2	0901119000	Coffee bean	18.42	7.38	9.72	6.48
3	0811909100	Frozen mangoes	2.10	2.89	3.25	5.03
4	0709200000	fresh Asparagus	4.63	5.26	6.71	4.89
5	0811909900	Others Frozen Fruits	0.69	3.26	3.61	3.86
6	1515900090	Other fixed vegetable fats and oils and their fractions	0.61	3.16	3.59	3.10
7	0803901100	Fresh bananas	0.00	4.43	4.35	2.85
8	1005903000	Giant White Corn from Cuzco	1.25	1.37	2.76	2.45
9	0811109000	Frozen strawberry	0.61	0.65	1.05	1.78
10	1008509000	Quinoa	0.00	0.29	0.70	1.24
11	0804502000	Fresh mangoes	2.77	1.11	1.78	1.00
12	0811101000	Frozen strawberry with added sugar or other sweetening matter	0.12	0.30	0.39	0.87
13	1106201000	MACA FLOUR	0.54	0.77	0.50	0.87
14	0511991000	COCHINEAL SIMILAR AND INSECTS	2.31	1.42	0.75	0.84
15	1302391000	mucilage TARA (Caesalpineia SPINOSA)	1.01	1.15	1.07	0.81
16	2005600000	Canned asparagus	0.46	1.19	0.74	0.73
17	1207701000	MELON SEEDS FOR SOWING	0.00	0.00	0.06	0.61
18	1518009000	OTHER ANIMAL FATS AND OILS OR PLANT AND ITS FRACTIONS	0.16	0.27	0.31	0.49
19	2202100000	Waters, including mineral waters and aerated waters, C / added sugar or other sweetening matter	0.52	0.44	0.47	0.47
20	1209919000	OTHER VEGETABLE SEEDS	0.30	1.12	0.93	0.32
21	1801001900	Other cocoa beans	0.09	0.04	0.21	0.29
		OTHERS	13.60	9.46	7.50	4.96



Japan-Peru commercial relations

Exports of fresh fruits and vegetables

- Peruvian exports of **fresh fruits and vegetables meant 38%** of all agriexports of Peru (US\$ 5,068 million) in 2014.
- These produce exports from Peru have **increased 120% in the last 5 years.**
- 40.2% exported to Europe, 39.4% to USA , 14.6% to Asia y 3.6% to South America.
- Region with stronger demand: **Asia.**
- **56%** of fruits and vegetables are exported **to USA and Holland** (entry to Western Europe).

Agricultural Exports and fresh fruits and vegetables (US\$ Millions)

	2008	2009	2010	2011	2012	2013	2014	Var. 2014/13	Average annual growth 2014/2008
TOTAL AGRICUL.	2,555	2,425	3,177	4,519	4,177	4,231	5,068	20%	19%
TOTAL F&V FRESH	596	679	861	1,125	1,262	1,525	1,901	25%	22%

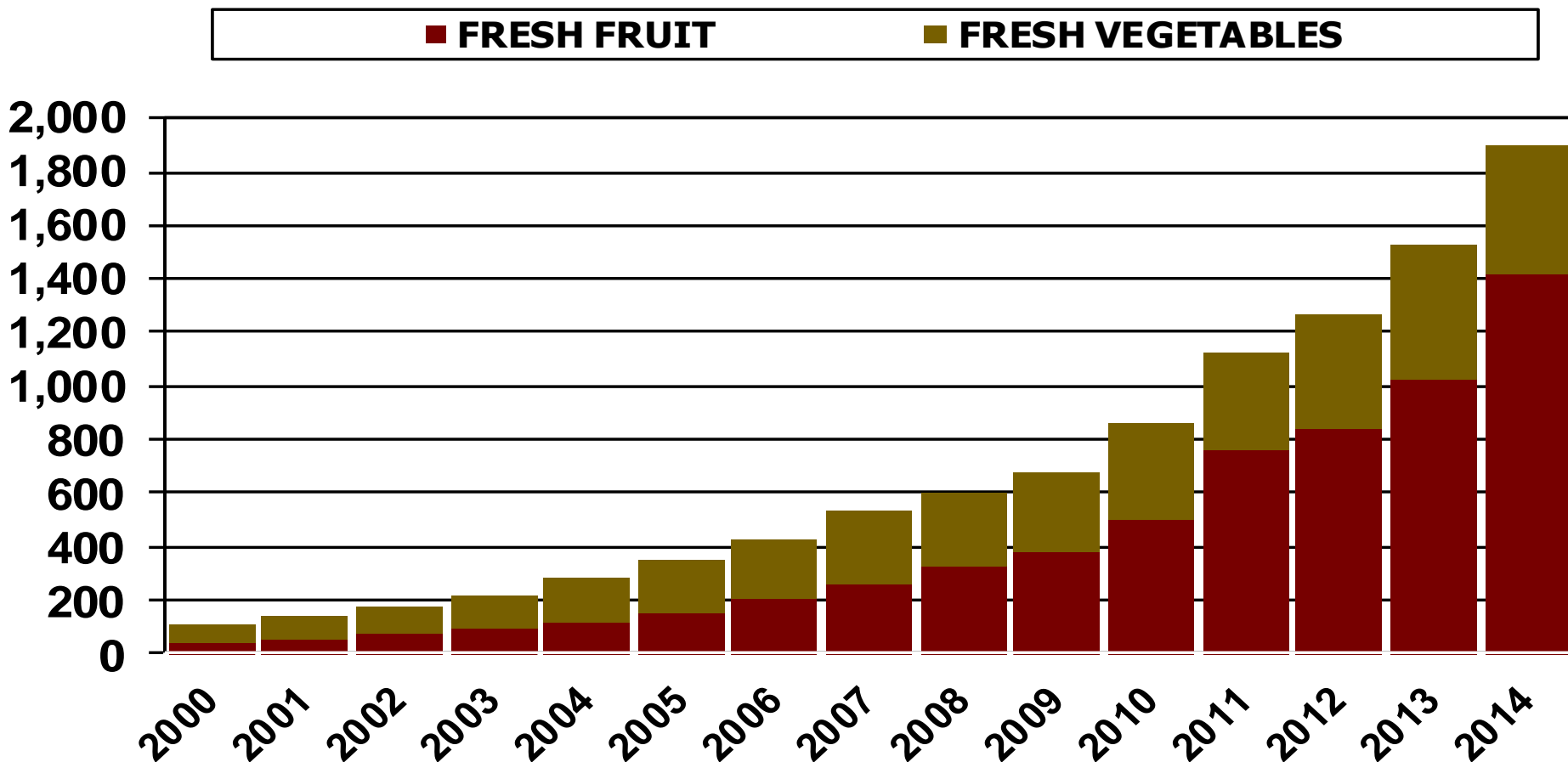
SOURCE : ADUANAS PERU



Japan-Peru commercial relations

PERU: EXPORT OF FRESH FRUITS AND VEGETABLES

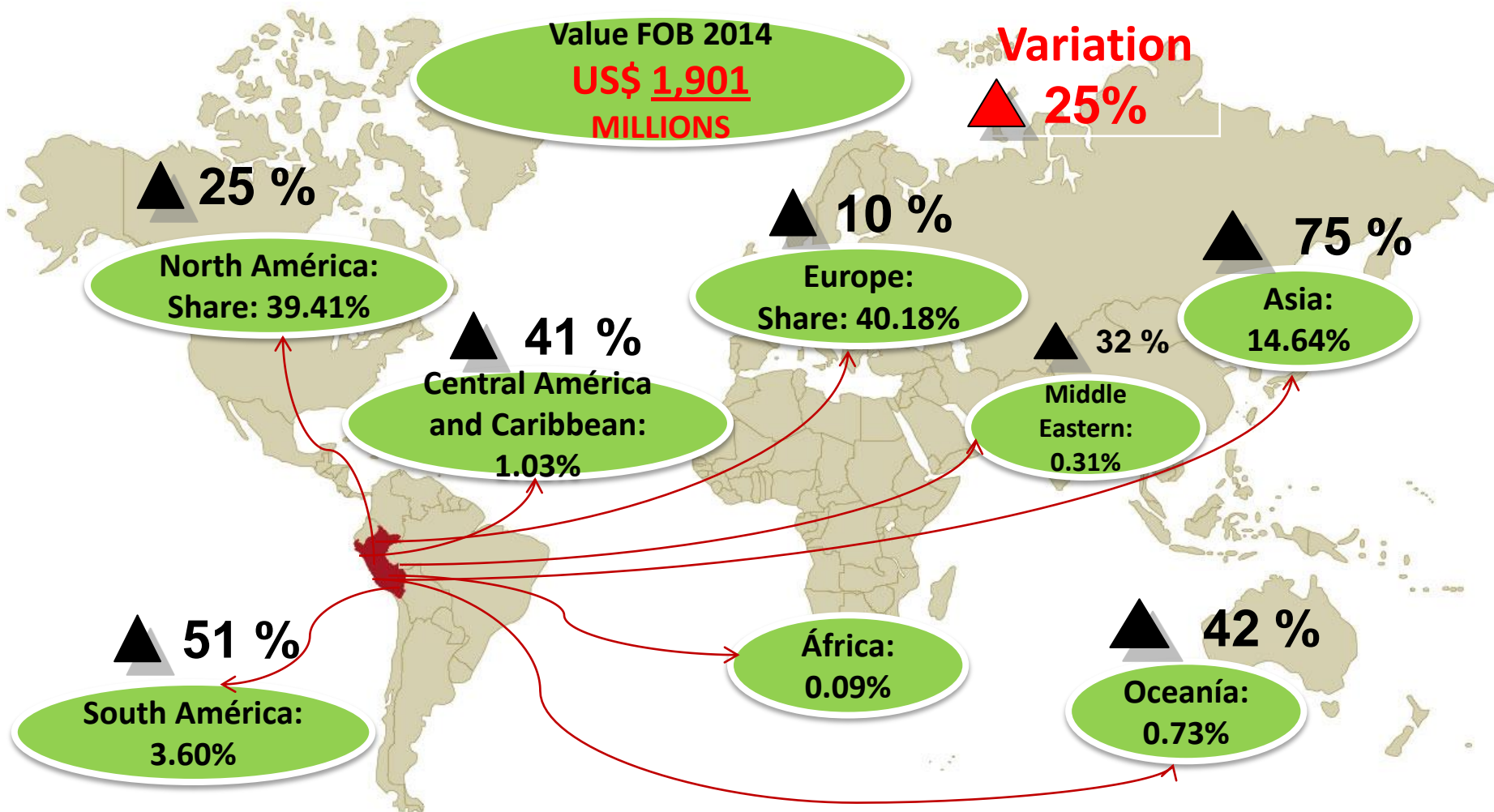
from 2000 – 2014 (US\$ FOB Millions)





Japan-Peru commercial relations

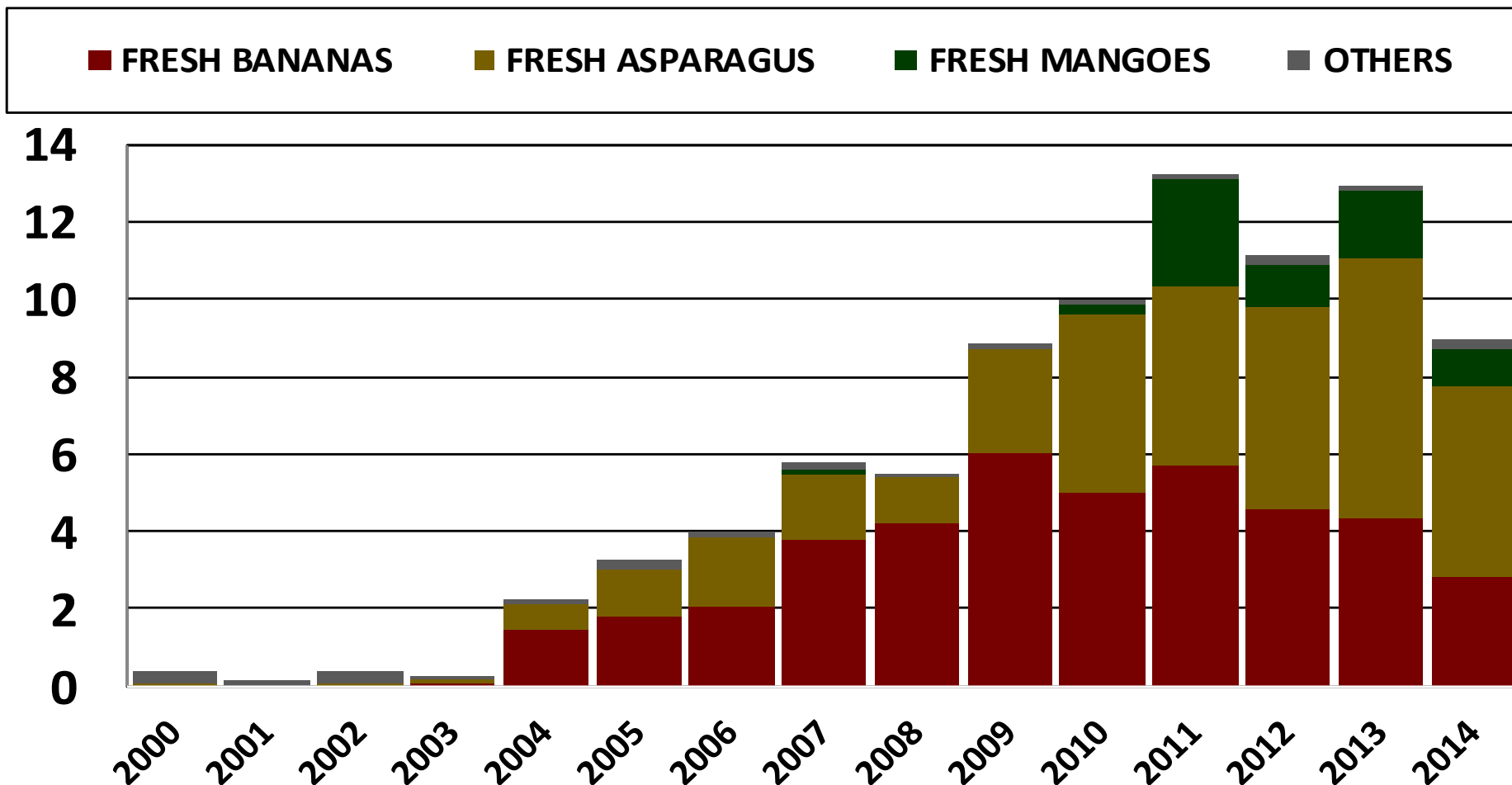
PERUVIAN EXPORTS TO THE WORLD 2014 FRESH FRUITS AND VEGETABLES





Japan-Peru commercial relations

JAPAN: PERUVIAN EXPORTS BY FRESH FRUIT AND VEGETABLES US\$ FOB MILLIONS

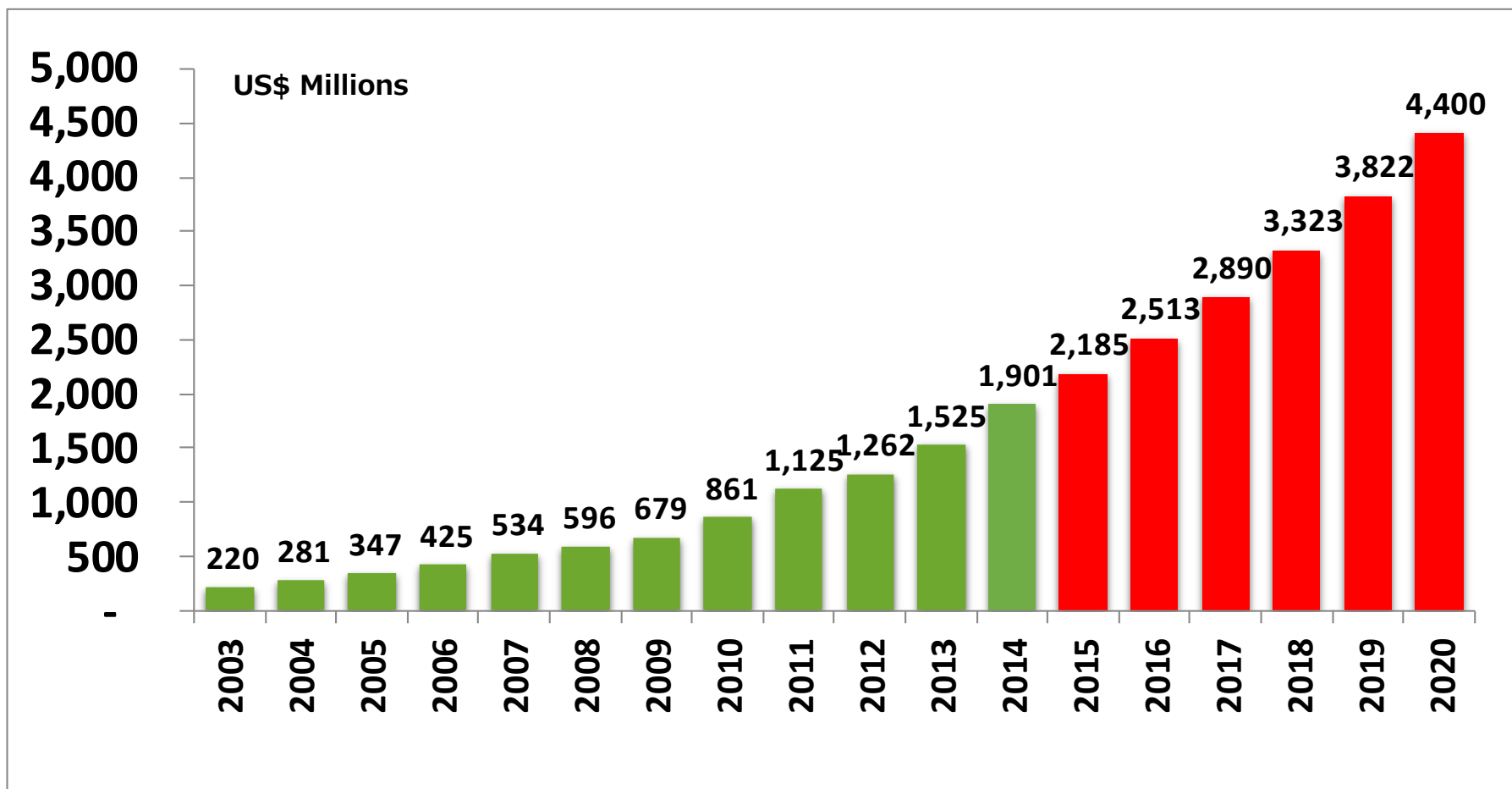


Source: ADUANAS PERU



Japan-Peru commercial relations

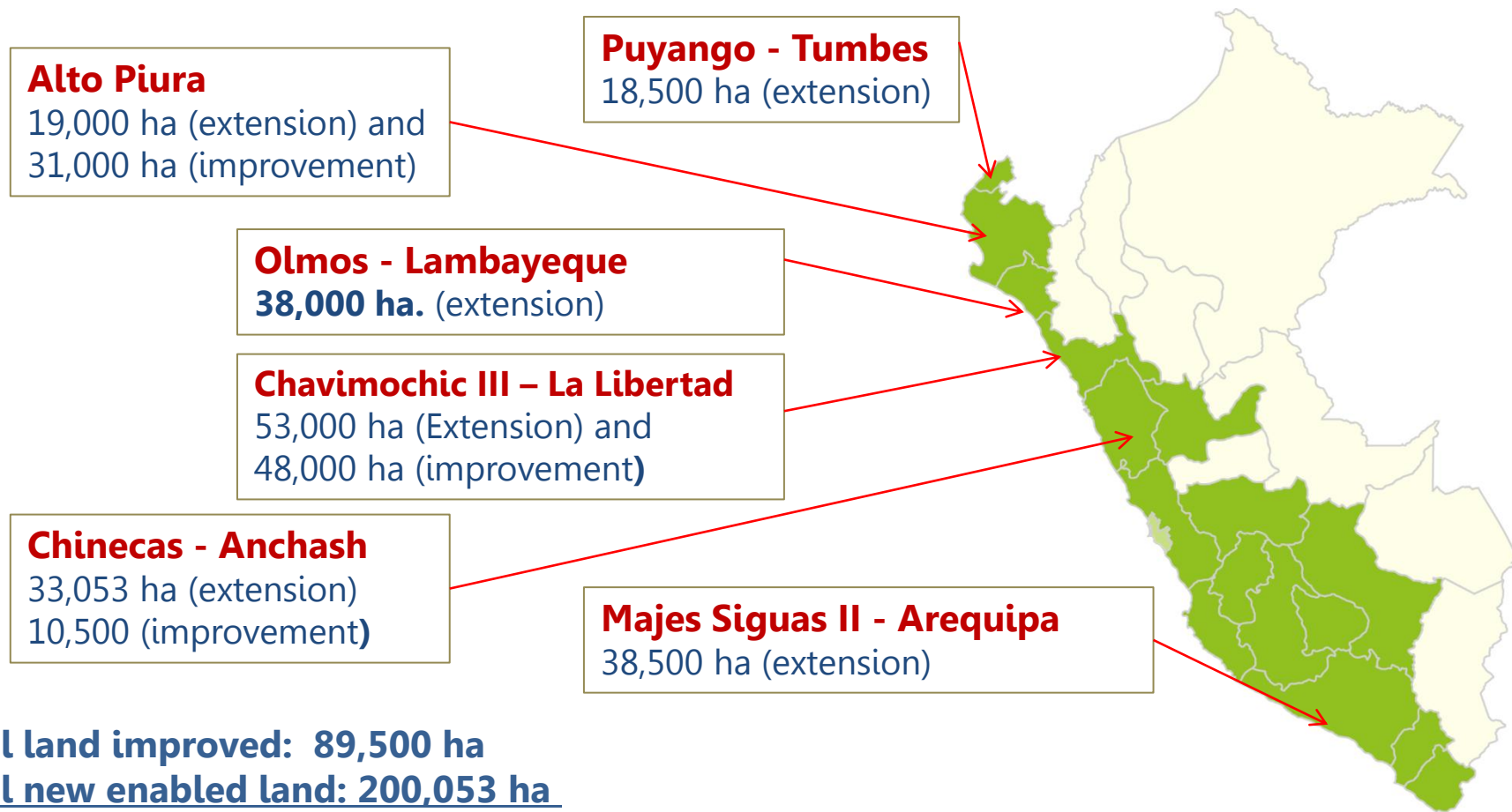
PERU: Exports of Fresh Fruits and Vegetables
US\$ Million 2003 – 2014, Forecasts 2015 – 2020





Japan-Peru commercial relations

New Irrigation Projects coming into Peruvian agriculture



- **Total land improved: 89,500 ha**
- **Total new enabled land: 200,053 ha**
- **TOTAL: 290.000 ha**



Japan-Peru commercial relations

PERUVIAN PRA's ON CONSIDERATION SENASA - MAFF


















































































































COUNTRY	PRODUCTS	DEMARCHE
JAPAN	TABLES GRAPES	MARKET OPENING
	AVOCADOS	MARKET OPENING
	CITRUS	MARKET OPENING
	BLUEBERRIES	MARKET OPENING
	POMAGRANATE	MARKET OPENING





Japan-Peru commercial relations

EXPORT CALENDAR

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Asparagus												
Grapes												
Hass avocado												
Mangoes												
Citrus												
Artichokes												
Piquillo pepper												
Paprika												
Coffee												
Cacao												
Sweet onion												
Pomegranate												
Blueberries												

“We are in the international market with our products most of the year”





Peruvian crops in Japan



Organic Coffee



Asparagus



Mango



Organic Banana



Japanese investment in Peru

- Peru-Japan Bilateral Investment Treaty (BIT) was signed in November 2008 and came into force on December 10, 2009.
 - In February 2012, Mitsubishi Corp. announced the payment of about US\$ 888 million to acquire 18.1% of "*Quellaveco*" copper mine, controlled by Anglo American, according to the Japanese newspaper "*Nikkei*".
 - The purchase by Mitsubishi Corp. is a qualitative leap in Japanese investment in Peru, which are characterized as conservative and long term.
 - According to BIT, the November 26, 2012 took place in Lima the First Meeting of the Subcommittee for the Improvement of Investment Environment.
-

The image features a stylized, grayscale coat of arms of Chile on the left side. The coat of arms is a shield divided into three sections: the top left shows a guanaco, the top right shows a tree, and the bottom section shows a shell and a bunch of grapes. Above the shield is a wreath, and the shield is flanked by two flags. The background of the entire image is a light gray with a subtle, repeating pattern of the Chilean flag's colors (white, red, and green). A large, solid red curved shape sweeps across the bottom and left side of the image.

THE PACIFIC ALLIANCE



OBSERVER STATES



Países Observadores
Alianza del Pacífico



Países candidatos a miembros
Alianza del Pacífico

- Costa Rica
- Panamá





BUSINESS COUNCIL

Formed on August 29, 2012, in Mexico City, the Business Council of the Pacific Alliance (CEAP, by its initials in Spanish) is composed of high level businessmen from the four countries.

Its main objectives include:

- Promote the Pacific Alliance both in member countries and in the global business community.
- Provide the respective governments with recommendations and suggestions for the best implementation of the integration process, and for commercial and economic cooperation between our countries.
- Foster and suggest visions and joint actions toward third markets, particularly with the Asia-Pacific Region.
- Submit recommendations to business associations of the four countries, relating to the areas of cooperation that the Council deems appropriate.



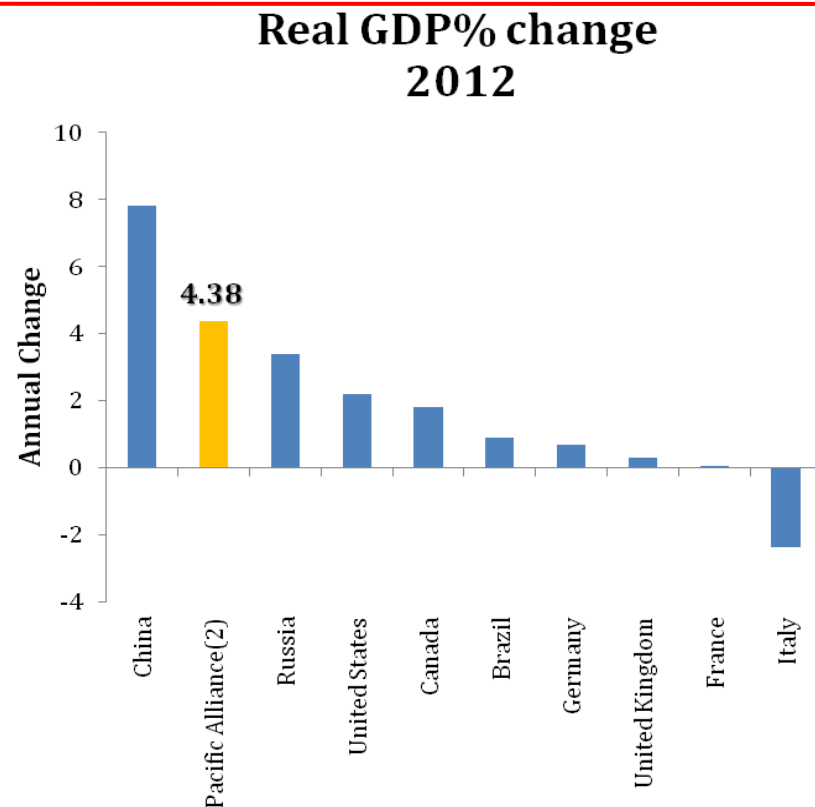
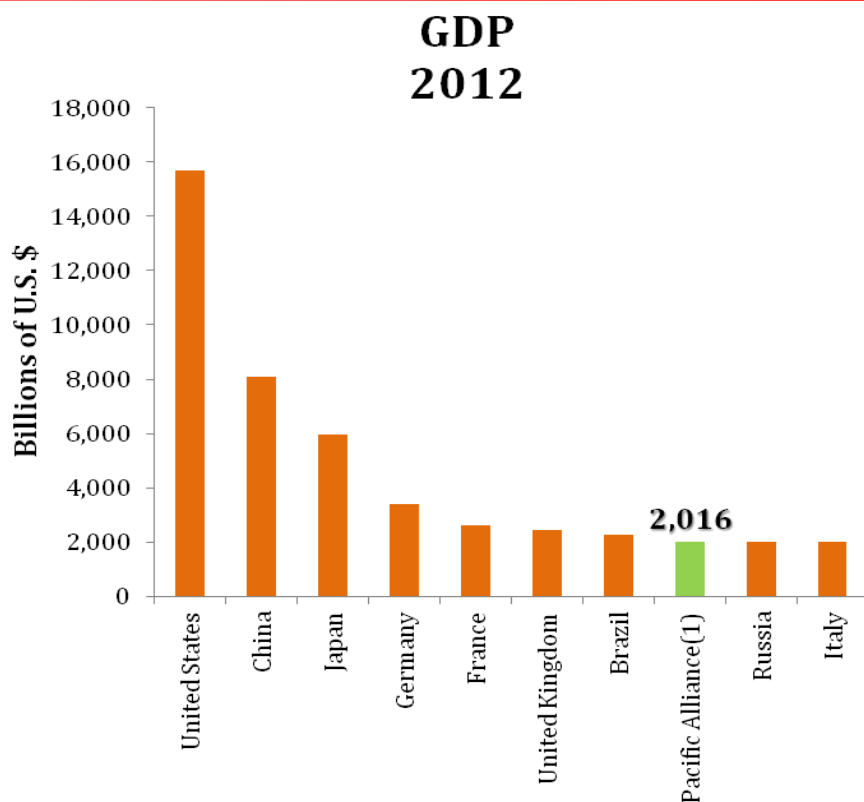


IMPORTANCE OF THE PACIFIC ALLIANCE IN THE INTERNATIONAL CONTEXT



Importance of The Pacific Alliance

The Pacific Alliance is the world's eighth largest economy and has the second highest growth rate



Source: Euromonitor, International, IMF Data prepared by Promperú

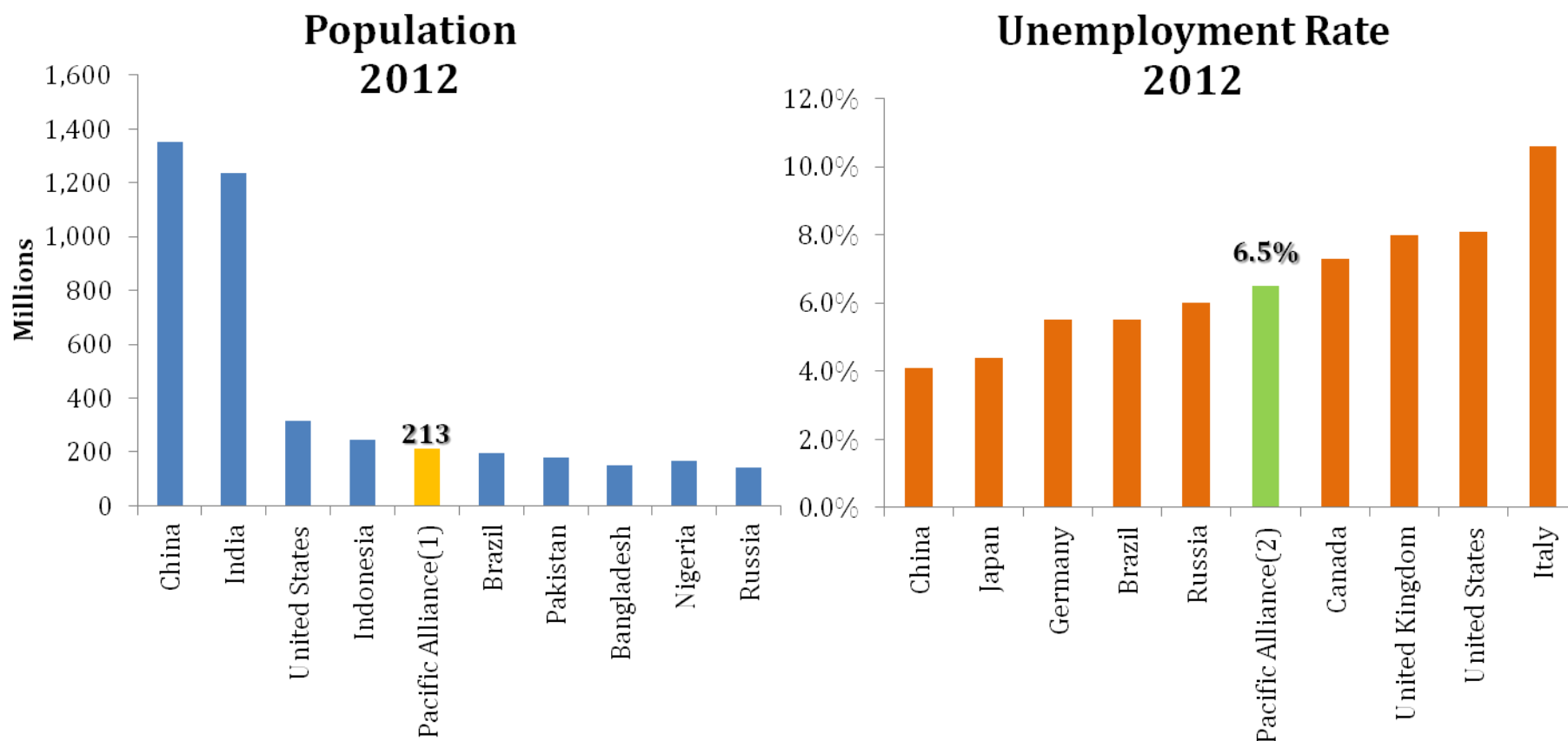
(1) GDP Chile: 268, Colombia: 370, México: 1,178, Perú: 200

(2) Real GDP% change; single growth: Chile, 5.6%; Colombia, 4%; Mexico, 3.9%; Peru: 6.3%



Importance of The Pacific Alliance

The Pacific Alliance is the world's fifth largest market and the sixth with lowest unemployment rate



Source: Euromonitor, International, IMF Data prepared by Promperú

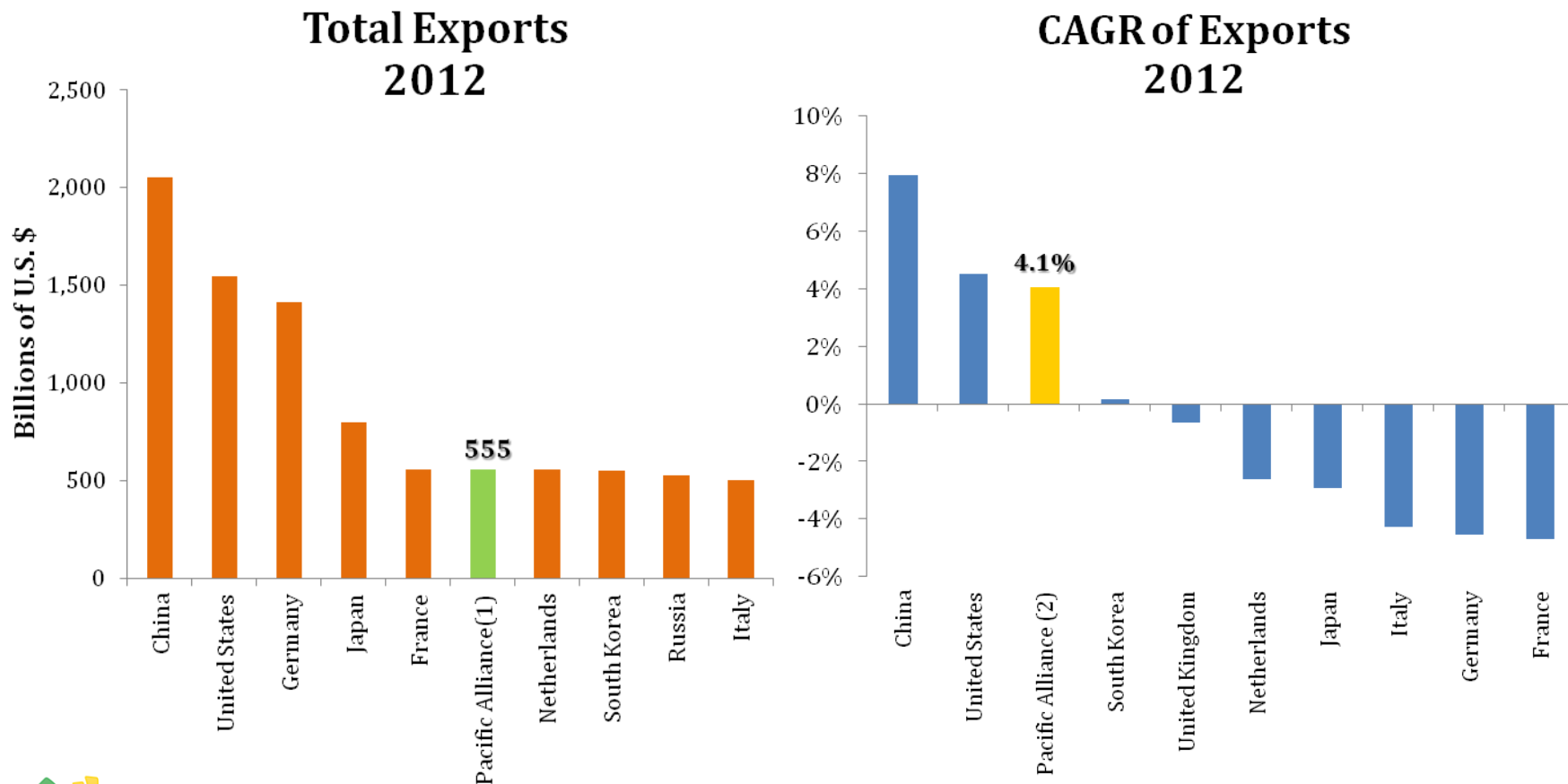
(1) Population: Chile: 18, Colombia: 48, Mexico: 117, Peru: 30

(2) Unemployment, single rates: Chile, 6.5%; Colombia, 10.4%; Mexico, 4.8%; Peru: 6.8%



Importance of The Pacific Alliance

The Pacific Alliance is the seventh largest exporter in the world, and growth is among the highest in the world



Source: Euromonitor International, IMF Data, Global Trade Atlas prepared by Promperú

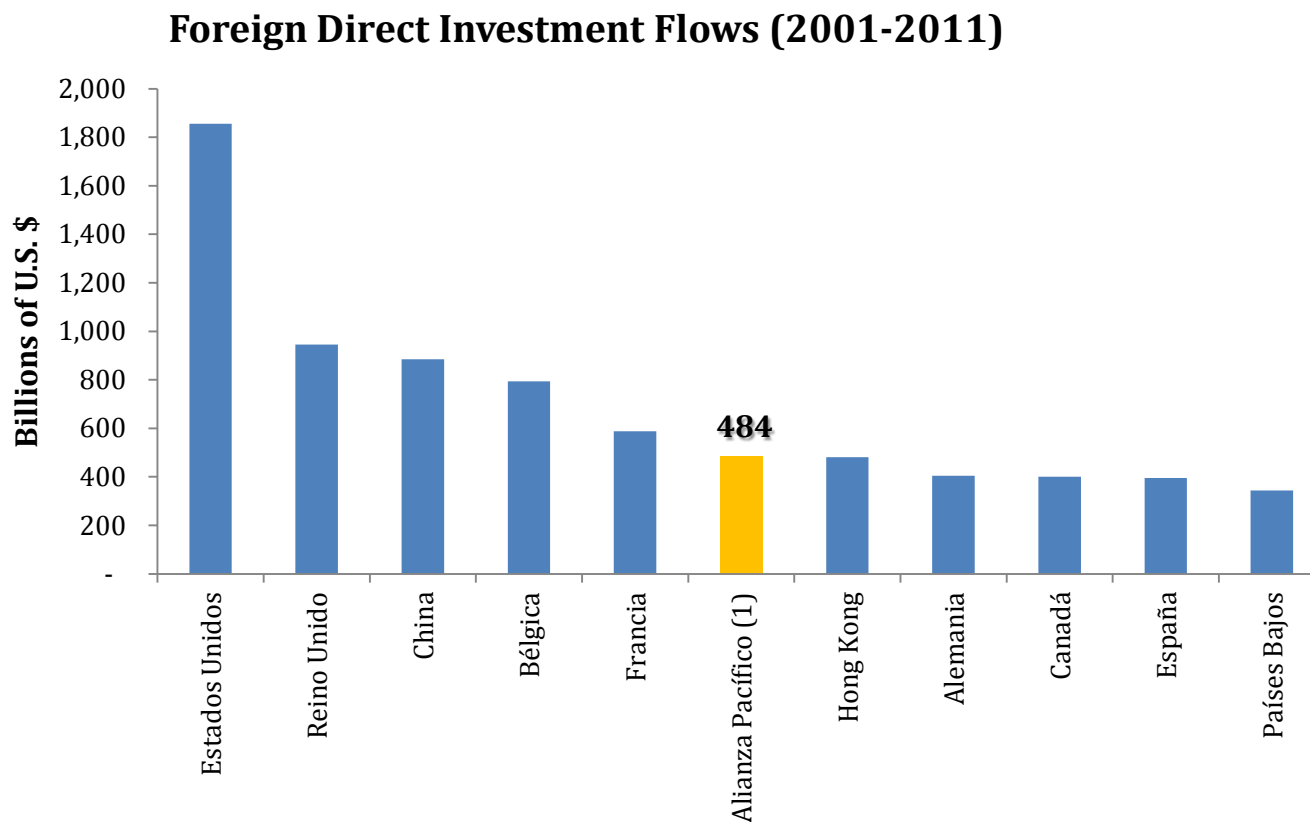
(1) Exports: Chile: US\$ 79 billions Colombia US\$ 60 billions, Mexico: US\$ 371 billions, Peru: US\$ 46 billions

(2) Export growth. Chile -3.2%; Colombia 4.8%; Mexico 6.2%; Peru -1.4%



Importance of The Pacific Alliance

The Pacific Alliance was the sixth most attractive destination for FDI



Source: UNCTAD

(1) Flow of investment : Chile: 106; Colombia: 73; Mexico: 257; Peru: 48





Complementarity in The Pacific Alliance

Important Topics:

- The necessity of a trading company is generating complementation options.
- There are real experiences of cooperation between companies.
- Strategic focus on multinational companies.
- Integrating components of projects of public and private investment in the Pacific Alliance.
- Exploring new markets.

POTENTIAL
MARKET

Fresh fruits

Russia

Avocado

Germany

Canada

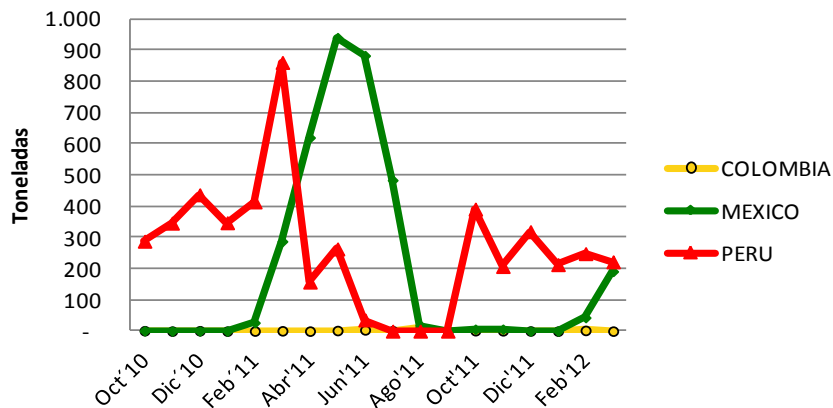
Japan



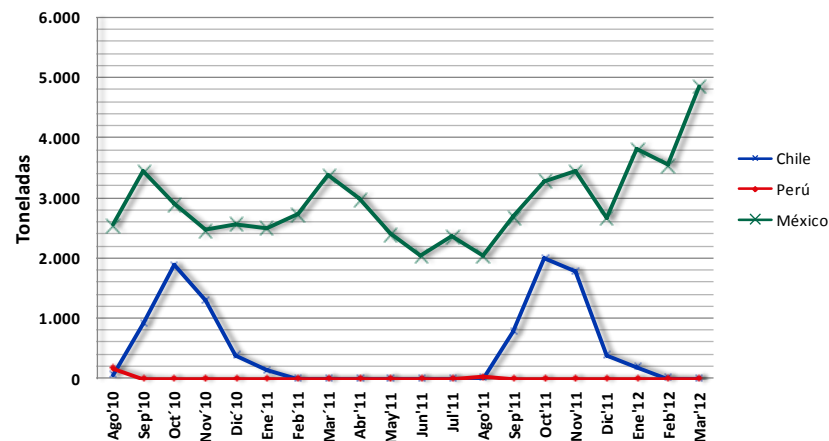


Complementarity in The Pacific Alliance

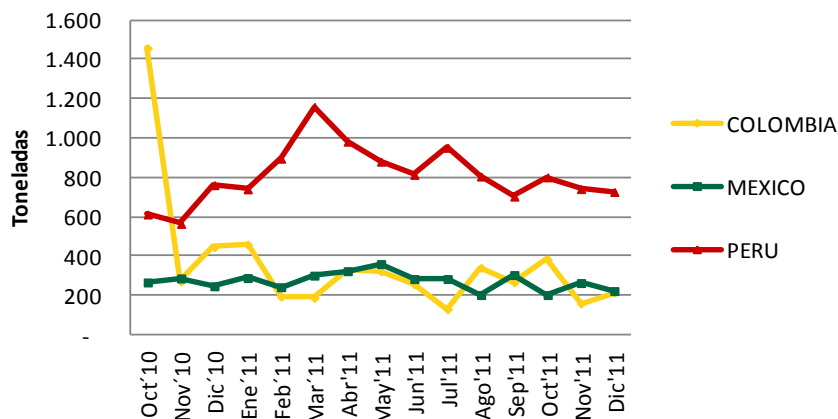
Exportaciones de Mango a Asia



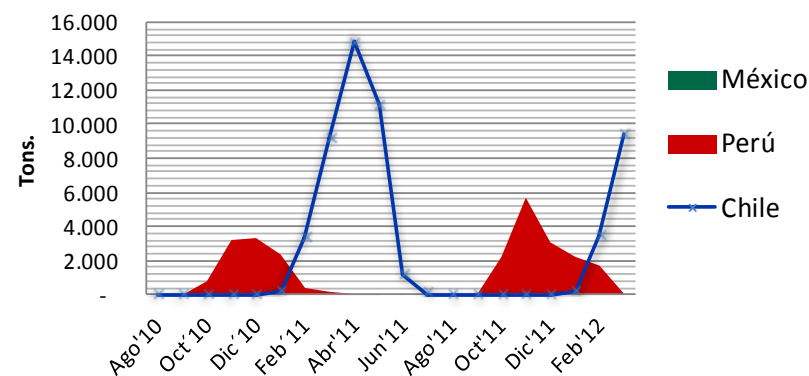
Exportaciones de Paltas-Aguacates al Asia



Exportaciones de Bananas a Asia



Exportaciones de Uvas a Rusia





Prospects

Prospects:

- With the recent entry of Mexico to the Integrated Latin American Market (MILA) which are founding members Chile, Colombia and Peru, this market will exceed securities traded on the Stock Exchange of Sao Paulo. It will allow to create new investment instruments in the stock market.
- Establishment of shared Embassies.
- Establishment of Joint commercial offices.
- Joint participation of Promotion Office of the countries of the AP in major trade fairs.
- Joint participation in various international events.





Prospects

Prospects:

- Deepen and consolidate the progress already achieved this project that strongly attract the attention of the international community.
- Strengthening ties between entrepreneurs of the four countries, develop a strategy for approaching over 32 observer nations, and a policy of rapprochement with Asia-Pacific countries.
- Harmonization of rules of origin. All products created in any of the four member countries is a product of the alliance.
- The Pacific Alliance is considered a pioneering model of integration, according to a study presented in Berlin by the Bertelsmann Foundation.
- Greater chance of attracting regional investment.
- Greater opportunities to increase exports to Asia
- Expanded market, productive chains and regional value chains.





Prospects

Prospects:

- "Mexico, Colombia, Peru and Chile are far from a perfect situation, but have a golden opportunity" (Samuel George, author of the essay "The pacific cougars: a model for emerging markets")
- American economist says that 'Pacific cougars' have adopted an aggressive policy of trade liberalization, a strategy that has proven successful in the Asia-Pacific, with the aim of approaching the countries called 'Asian Tigers' (South Korea, Taiwan, Hong Kong and Singapore).



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**Thank
you!**