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Welcome to SBF Global's

# SBF-LABG Superfoods Peru

18 August 2021, Wednesday | 9.00 - 10.00 am (SG-time)



## PARTICIPATING COMPANIES



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Panel and we will read it out later or contact you after the webinar**

## **Learn** with us

- About markets
- About new customers
- About Free Trade Agreements

**Because knowledge is power.**

## **Land** with us

- Dedicated digital spaces
- Established networks
- Hands-on advice and facilitation

**Scale and grow *smartly*.**

## **Localise** with us

- Trusted relationships abroad
- Deepen market presence
- Secure long-term sustainability

**Because network is net worth.**

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## PROGRAMME LINE UP

**9.00 - 9.05 am**

### **Welcome remarks by Singapore Business Federation**

Prasoon Mukherjee, Chairman, Latin American Business Group and Chairman and Founder of Universal Success Enterprises

**9.05 - 9.10 am**

### **Introduction by Embassy of Peru in Singapore**

H.E. Carlos Vasquez, Ambassador

**9.10 - 9.20 am**

### **Overview of Peru's Superfood Industry**

Erick Aponte, Trade Commissioner of Peru ASEAN (in Bangkok)

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Welcome Introduction  
**Mr Praseon Mukherjee**  
**Chairman Latin American Business Group**

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Introduction  
**H.E. Carlos Vasquez**  
**Ambassador of Peru to Singapore**

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# Overview of Peru's Superfood Industry

## Mr Erick Aponte Trade Commissioner of Peru ASEAN (in Bangkok)

PARTICIPATING COMPANIES







**SUPERFOODS PERU**

## PERU IN NUMBERS

- **GDP (2020): US\$ 203+ Billion.**
- **Between 2010 and 2019, Peru is one of the fastest-growing countries in Latin America, with an average GDP growth rate of 4.5 percent annually.**
- **In 2020, Peru had a total export of US\$ 42,413 millions and total imports of US\$ 34,663 millions leading to a positive trade balance of US\$ 7,750 millions.**
- **Population (2019): 32.5 million**
- **Unemployment rate(2020): 5,8%**
- **Inflation Rate(2020): 2%**
- **Business Confidence(2021): 39.5 points.**

## CONTRIBUTION OF PERUVIAN AGRICULTURE TO THE PERUVIAN ECONOMY

- **The agricultural sector contributes 3.5% of Peruvian GDP (2019) and 1.3% (2020).**
- **The agricultural sector generated 411 thousand formal jobs in private sector up to April 2021.**
- **Modern agriculture increased more than 7 times the participation of women in the activities of the sector.**
- **Poverty in the agricultural activities sector decreased from 81.3% in 2004 to 38.3% in 2017.**
- **The salaries of formal employees in agricultural activity and agro – industry have grown in 7.36% since new law took effect in 2020.**

# FREE TRADE AGREEMENTS PERU (2020)

## 21 CURRENT AGREEMENTS WITH 54 COUNTRIES



We have trade agreements with more than 50 countries, among are the main world economies.

## TO ENTER INTO FORCE

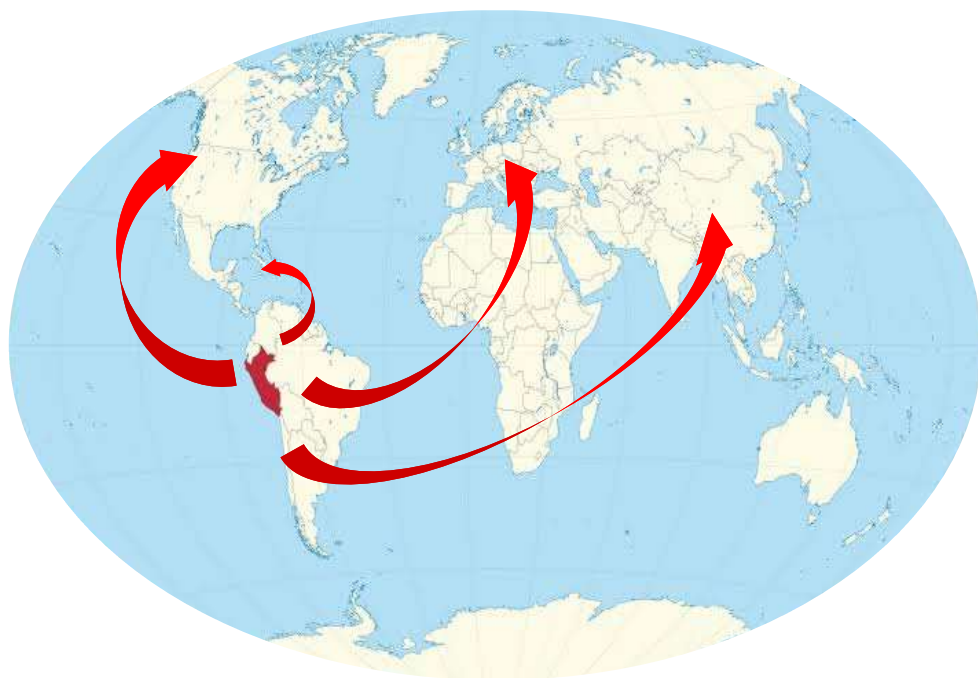


## IN NEGOTIATION

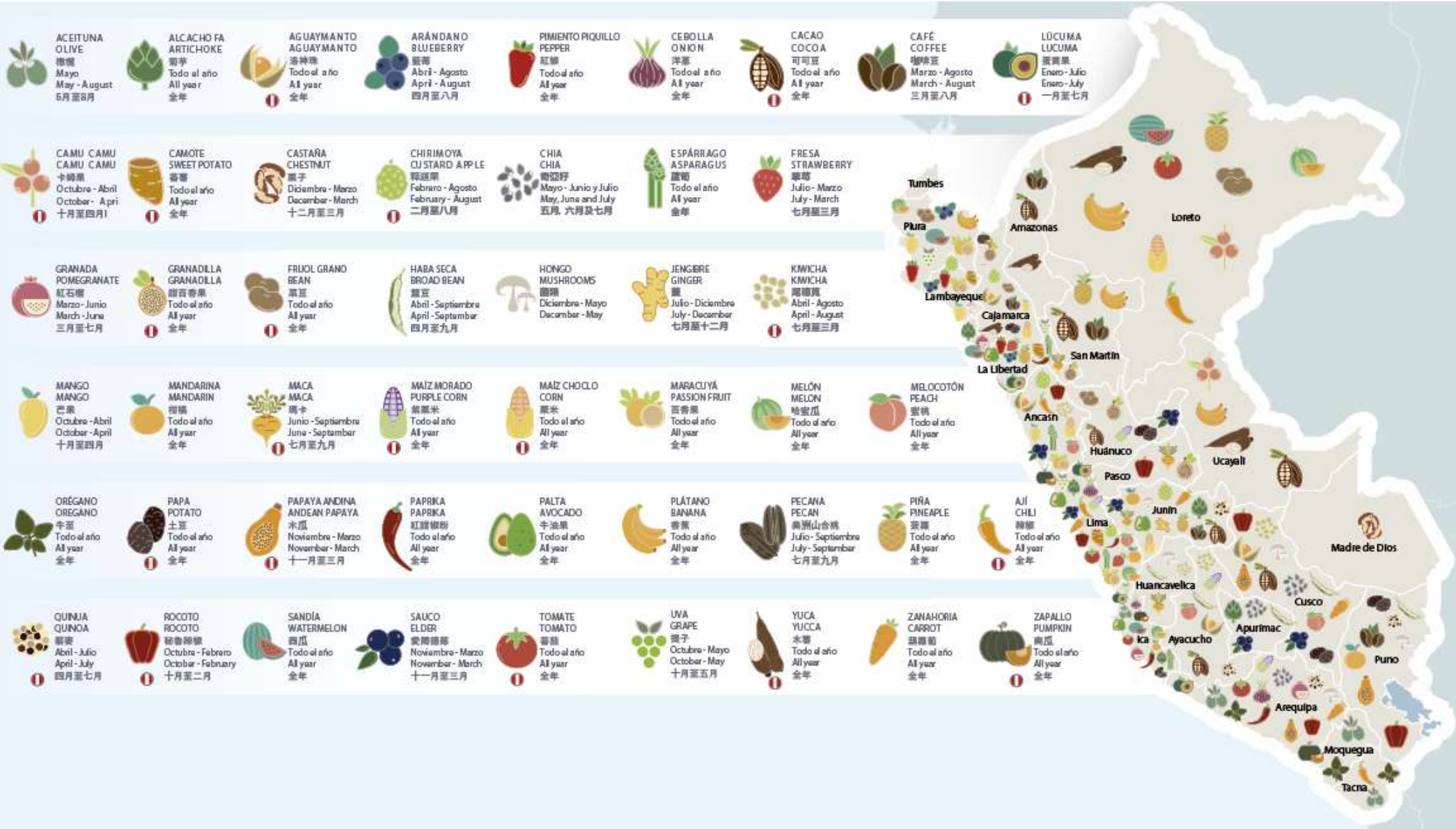


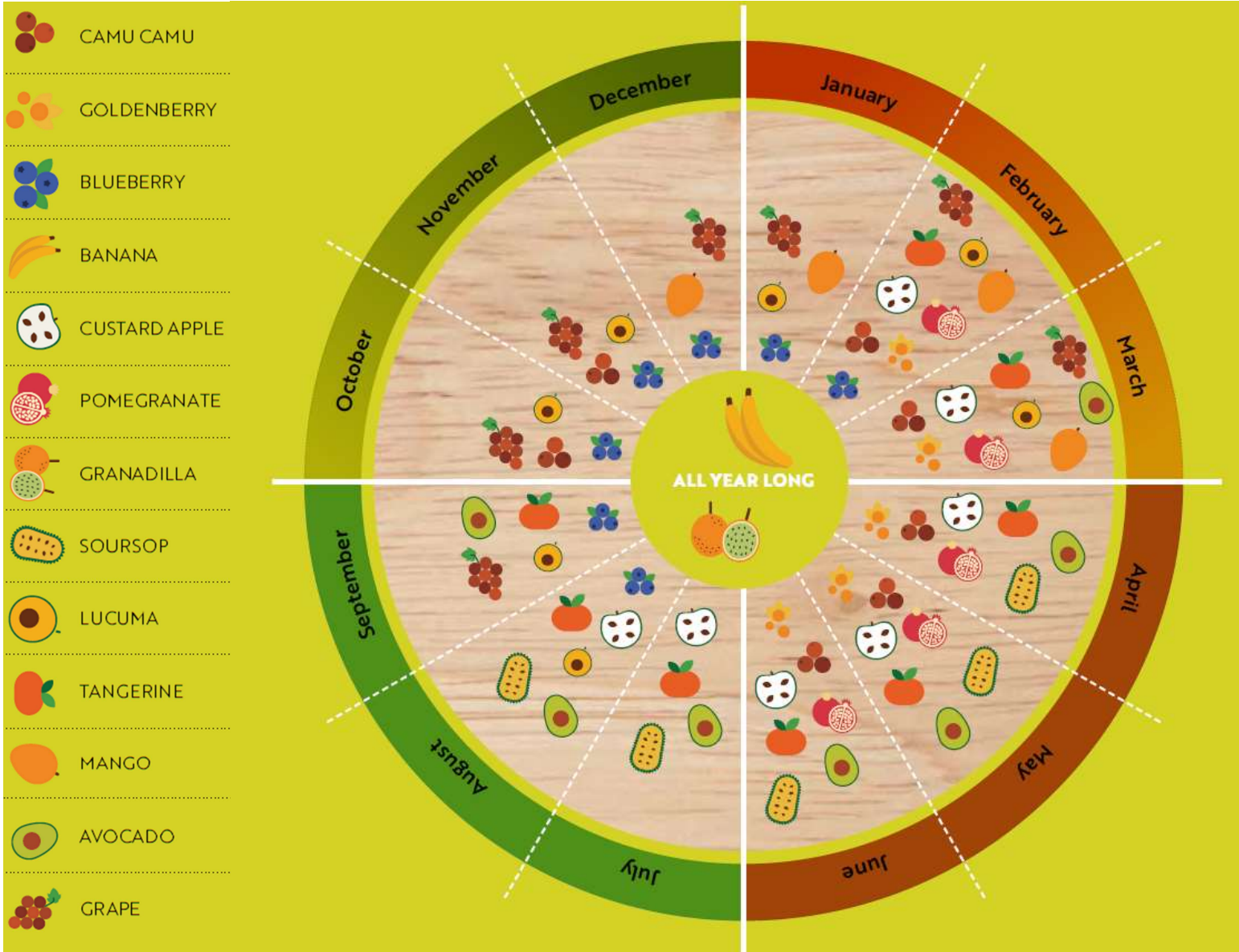
And we continue negotiating with 20 more countries

## PERUVIAN EXPORTS BY TRADE AGREEMENTS IN 2020 (USD)



- **Total Peruvian exports to markets with trade agreements in force (2020): US\$ 35+ billion (FOB value)**
- **2020, 91% of total Peruvian exports go to markets with trade agreements in force.**
- **Asian countries with trade agreements in force with Peru explains 40% of total Peruvian exports.**
- **Population in Asia: 4,5+ billion.**
- **Population of countries with trade agreements in force : 3.5+ billion**





### PERU AGRISECTOR IN NUMBERS:

- Peru is placed 13<sup>th</sup> in the world ranking of exporters of Fruits & Veggies, projected to enter the top 10 within 5 years
- **Main agriproducts in the top ten worldwide:**
  - 1<sup>st</sup>: Blueberries, Organic Banana, Quinoa
  - 2<sup>nd</sup>: Asparagus, Avocado, Wilkings Mandarins, Chestnuts
  - 3<sup>rd</sup>: Ginger
  - 4<sup>th</sup>: Table Grapes, Mangoes
  - 5<sup>th</sup>: Frozen Fruits
  - 8<sup>th</sup>: Cacao
  - 10<sup>th</sup>: Garlic, Coffee, Preserved Citrus



## Annual Fresh Exports, FOB Value, USD



Product	2016	2017	2018	2019	2020	Part '19	Part '20	Growth '19-'20
Grapes	660,953,938	648,937,949	809,485,013	877,497,210	1,038,501,369	19%	20%	18.3%
Blueberry	241,255,986	371,951,779	546,387,212	814,560,739	997,124,109	18%	19%	22.4%
Avocado	396,887,566	588,085,492	723,045,802	757,148,166	757,919,716	16%	15%	0.1%
Asparagus	422,476,639	410,387,275	383,600,924	400,263,111	387,084,022	9%	7%	-3.3%
Mango	194,875,064	186,313,640	252,086,712	253,498,190	278,580,183	5%	5%	9.9%
Organic Banana	152,174,228	148,563,958	166,769,968	152,933,964	151,473,968	3%	3%	-1.0%
Mandarin	45,378,003	82,940,861	74,482,840	84,636,160	125,140,729	2%	2%	47.9%
Ginger	24,398,797	50,903,327	42,375,857	41,076,584	104,775,509	1%	2%	151.1%
Pomegranate	39,599,621	59,104,305	69,401,291	66,517,100	62,953,742	1%	1%	-5.4%

**Annual Preserved Exports, FOB Value, USD**

Product	2016	2017	2018	2019	2020	Growth '19-'20
Artichoke	122,257,956	127,734,964	124,442,654	115,296,649	123,174,087	6.8%
Asparagus	122,395,393	101,349,712	100,226,237	103,671,372	104,873,307	1.2%
Paprika	78,632,686	64,768,002	69,091,106	81,436,954	86,048,061	5.7%
Piquillo Pepper	51,505,308	54,575,650	39,438,716	38,601,058	58,124,912	50.6%
Olives	32,307,670	28,404,833	31,737,007	45,164,504	46,331,545	2.6%



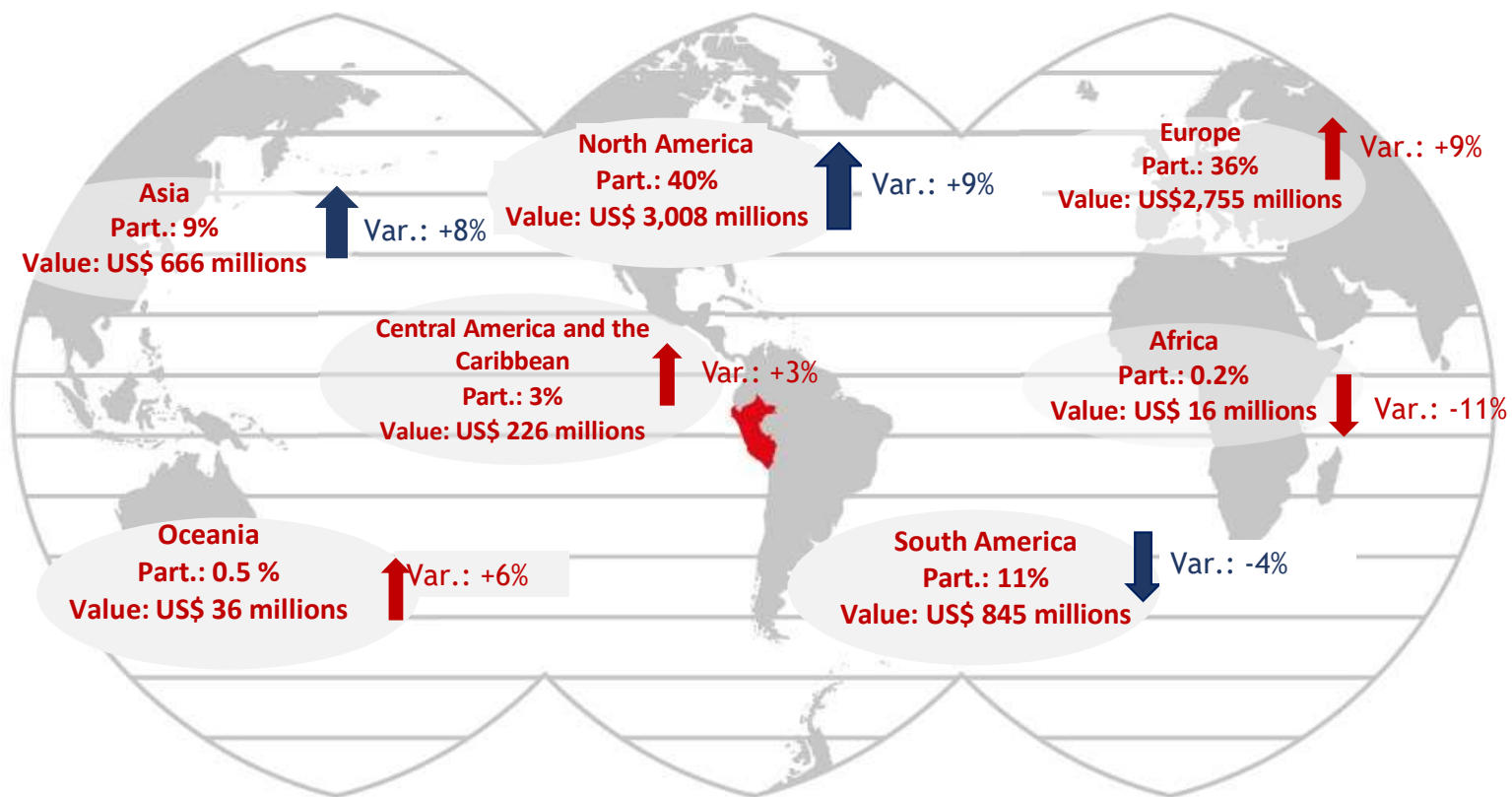
## Annual Frozen Exports, FOB Value, USD

Product	2016	2017	2018	2019	2020	Growth '19-'20
Mango	65,519,846	64,569,407	81,558,940	80,565,505	118,959,439	47.7%
Avocado	31,786,986	45,538,226	78,183,863	70,101,455	76,145,487	8.6%
Asparagus	35,818,858	36,968,044	45,772,924	42,428,979	36,772,311	-13.3%
Blueberry	1,161,878	1,027,628	5,610,382	11,251,317	21,564,654	91.7%
Artichoke	9,790,927	9,644,331	12,060,673	9,209,827	11,961,921	29.9%

## Annual Dry/Processed Exports, FOB Value, USD

Product	2016	2017	2018	2019	2020	Growth '19-'20
Quinoa	104,516,069	122,998,770	126,016,523	135,919,253	126,124,041	-7.2%
Chestnut	40,451,486	47,177,813	64,635,756	33,575,943	29,042,726	-13.5%
Maca	15,390,221	12,940,688	11,607,279	11,659,486	17,241,717	47.9%
Giant Corn	10,776,513	12,370,377	13,575,982	12,924,303	10,093,246	-21.9%
Curcuma	2,731,908	5,352,237	3,254,613	3,764,512	6,108,548	62.3%
Camu Camu	2,735,939	2,763,335	2,536,738	2,471,283	4,486,566	81.5%
Sacha Inchi	1,985,238	2,193,080	2,431,921	2,594,947	3,927,426	51.3%
Purple Corn	1,156,999	1,594,255	1,548,562	1,802,556	2,200,745	22.1%

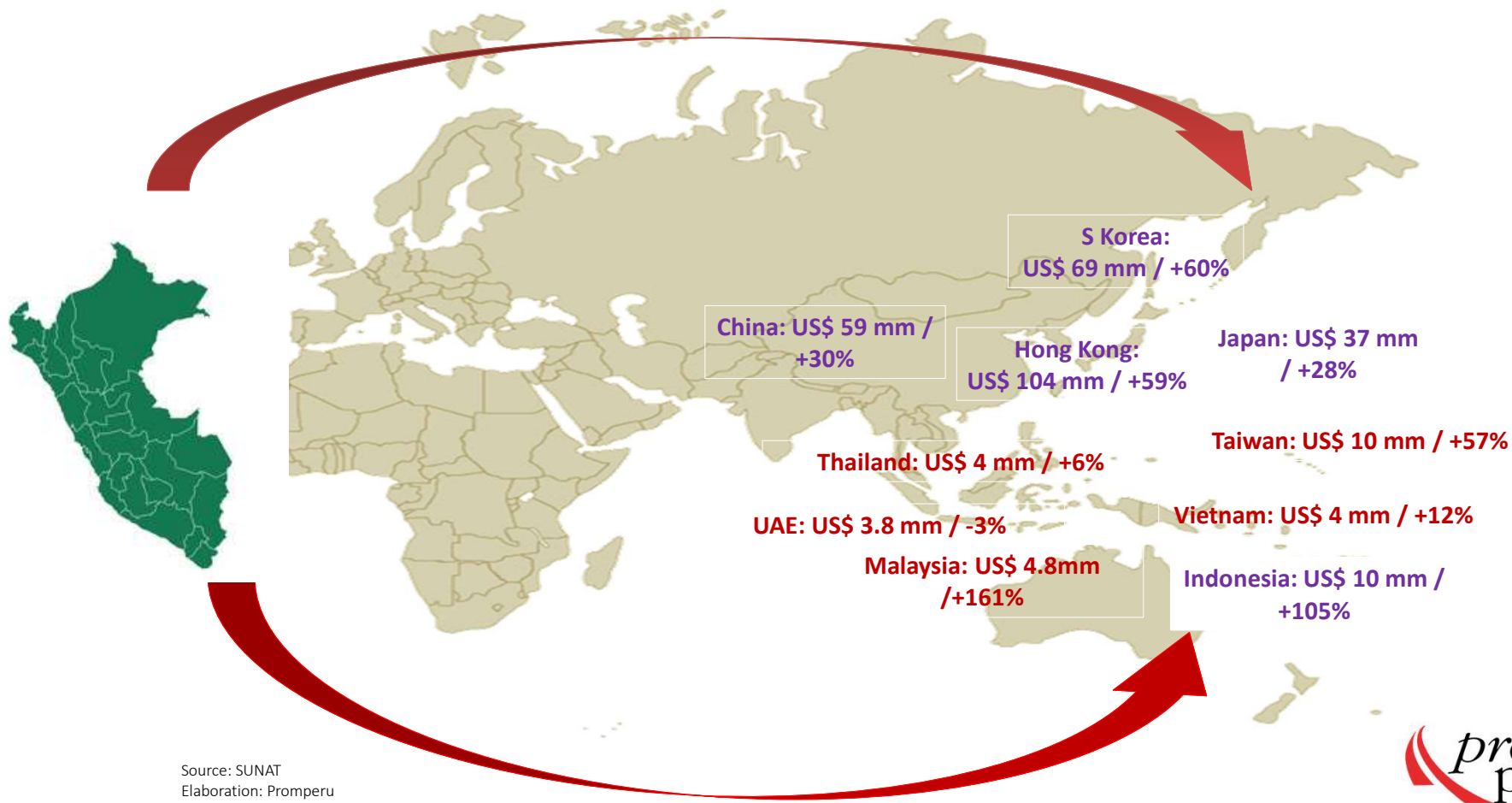
# PERUVIAN AGRIEXPORTS TO THE WORLD BY REGION (2020)



Source: SUNAT  
Elaboration: Promperu



# PERUVIAN AGRIEXPORTS TO ASIA (Jan to May 2021)



Source: SUNAT  
Elaboration: Promperu



# PERUVIAN AGRIEXPORTS TO SINGAPORE (Jan-May 2021)

**FOB US\$ 1,1064,039 /+22%**



PARTIDA	DESCRIPCION	Año			Año		
		2020	2020	2020	2021	2021	2021
		FOB USD	Var. %	Part. %	FOB USD	Var. %	Part. %
0810909000	LOS DEMÁS FRUTAS U OTROS FRUTOS FRESCOS	438.462	3,5 %	46,0%	490.317	11,8 %	42,1%
1008509000	QUINUA (QUINOA) (CHENOPODIUM QUINOA) EXCEPTO PARA SIEMBRA	131.805	-14,4 %	13,8%	91.136	-30,9 %	7,8%
0709200000	ESPÁRRAGOS, FRESCOS O REFRIGERADOS	121.819	-2,1 %	12,8%	54.806	-55,0 %	4,7%
0801220000	NUECES DEL BRASIL SIN CÁSCARA FRESCAS O SECAS	55.840	-36,1 %	5,9%	101.477	81,7 %	8,7%
0804100000	DÁTILES, FRESCOS O SECOS	17.590	-61,7 %	1,8%	71.967	309,1 %	6,2%
0806100000	UVAS FRESCAS				81.224		7,0%
0810400000	ARÁNDANOS ROJOS, MIRTILOS Y DEMÁS FRUTOS DEL GÉNERO VACCINIUM, FRESCOS	13.811	294,5 %	1,4%	47.872	246,6 %	4,1%
2005999000	LAS DEMÁS HORTALIZAS Y LAS MEZCLAS DE HORTALIZAS EXCEPTO BROTES DE BAMBÚ, ALCACHOFAS Y PIMIENTO PIQUILLO	28.228	-20,9 %	3,0%	31.590	11,9 %	2,7%

Source: SUNAT  
Elaboration: Promperu



# PROMPERU ACTIVITIES IN SINGAPORE (2021)



Source: SUNAT  
Elaboration: Promperu

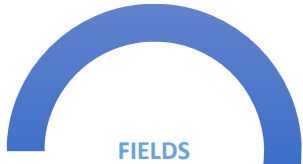
ACTIVITY	LOCATION/ SITE	PRODUCT
Superfoods Monthly Article	TimeOut SG	Pomegranate, Asparagus, Maca, Sacha Inchi, Chia, Quinoa, Chocolate/Cacao, Avocado
Superfoods Quarterly Video	TimeOut SG and SG restaurants	OLA- Quinoa, Canchita-Sweet Potato, Halia- Chia, Coffee Academics
RedMart promo	RedMart	Blueberry, asparagus, organic seeds/powders/cacao nibs
FHA Match	FHA Match site and Salad Plate	Cacao products, blueberries, quinoa, sachu inchi, and more
Pisco Nights SG	In Bar and TimeOut SG	Pisco
Market Study	NA	Fresh produce
Expoalimentaria	Virtual	All F&B



# PERU: INTERNATIONAL CERTIFICATES

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The Global Partnership for Good Agricultural Practice

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WE SUPPORT



# THE CHALLENGE OF IRRIGATION INFRASTRUCTURE



**Puyango - Tumbes**  
(19,500 new Ha)



**Alto Piura** (19,000 new Ha and 31,000 new improve Ha)



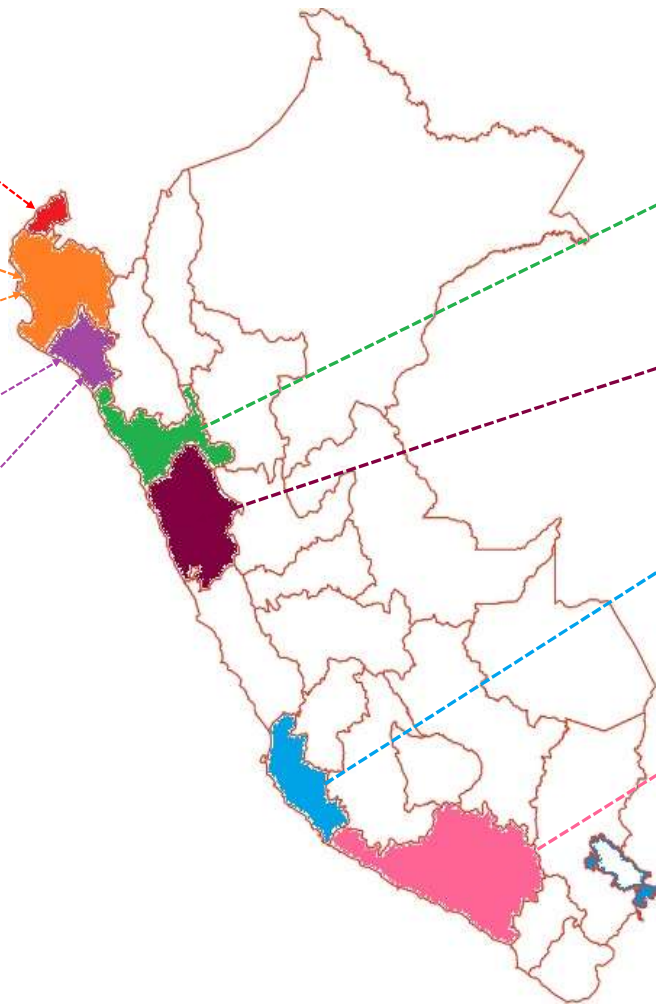
**Chira Piura**  
(16,000 new ha)



**Olmos - Lambayeque**  
(38,000 new improve ha)



**Jequetepeque Zaña II Lambayeque**  
(31,000 new Ha 15,000 new improve Ha)



**Chavimochic III - La Libertad**  
(63,500 new Ha y 48,000 new improve Ha)



**Chinecas - Ancash**  
(33,000 new Ha 10,500 improve Ha)



**Pisco-Huancavelica-Ica**  
(68,000 Ha been improved)



**Majes Siguan II - Arequipa**  
(38,500 new Ha)



Improve lands 183,000 Ha  
New Lands 258,500 Ha  
**TOTAL 441,500 Ha**



Source: PROINVERSIÓN  
Elaboration: AGAP

# THANK YOU!

Erick Aponte  
Trade Commission of Peru ASEAN (in BKK)

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