Join Secretary of Commerce Gray Swoope on an Export Development Trade Mission to PERU

MARCH 23-25, 2015
Dear International Business Leader:

I am pleased to invite you to join me for the upcoming Export Development Trade Mission to Lima, Peru scheduled to take place on March 23-25, 2015.

Peru is Florida’s eighth largest trading partner. More than $2.8 billion in Florida products were exported to Peru last year, and Peruvian imports totaled $2.6 billion. Forecasts for the market remain strong.

In 2013, Peru achieved its 15th consecutive year of economic growth at 5% and Peru continues to be one of the best performing economies in Latin America. Projections include a 4% growth rate in 2014 and 5% in 2015, estimates that are still considered to be below the country’s potential.

Recognizing the vast potential to expand Florida trade within this market, Enterprise Florida (EFI), the state’s official economic development organization, will lead an Export Development Mission to Peru as part of its strategy to market Florida exports in Latin America. This mission will provide Florida companies with the opportunity to expand their business and build new relationships. I encourage you to join me on this important mission as we grow our state’s economic ties with this region.

Sincerely,

Gray Swoope
Secretary of Commerce
President & CEO, Enterprise Florida, Inc.

**PERU**

**MISSION ITINERARY** *

**Monday, March 23rd**  Miami  
- Delegation departs Miami International Airport for Lima, Peru

**Tuesday, March 24th**  Lima, Peru  
- Country Commercial Briefing  
- Gold Key Business Matchmaking Appointments  
- Networking Luncheon  
- Ambassador’s Reception

**Wednesday, March 25th**  Lima, Peru  
- Gold Key Business Matchmaking Appointments  
- Networking Luncheon & Florida Business Seminar  
- Evening Reception  
- Delegation Departs Lima, Peru

**Thursday, March 26th**  Miami  
- Delegation arrives in Miami

*Subject to change
LEAD IN SECTORs For FLORIDA EXPORTS TO PERU INCLUDE:

**TELECOMMUNICATIONS EQUIPMENT** – In the past few years, the Peruvian government has made efforts to expand telecommunications accessibility to everyone in the country including rural and isolated areas. Consequently, experts agree that the mobile telephones and broadband sub-sectors will experience the most growth in the telecommunications industry in the next two or three years.

**Best Prospects include:** Electric Apparatus For Line Telephony Parts • Insulated Wire, Cable, Boards, Panels • Electrical Apparatus For Switching Prepared Unrecorded Media (No Film) For Sound • Electrical Machines • Electrical Apparatus For Switching • Parts For Electric Apparatus • Parts For Television, Radio And Radar Apparatus • TV Receivers

**ELECTRONIC COMMERCE** – It is estimated that electronic commerce in Peru will increase 20% in 2014, to sales of about US$1 billion. Peru boasts the third largest Internet user-hours in Latin America, over Chile and Colombia. This provides a significant advantage for the development of electronic commerce.

**SECURITY & SAFETY EQUIPMENT** – Demand for residential, industrial and office security and safety equipment remains strong in Peru and is promising for U.S. exporters.

**Best Prospects include:** Articles Of Plastic • Made-Up Textile Articles • Breathing Appliances & Gas Masks • Mechanical Appliance For Projecting Liquids • Fire Extinguishers Safety Headgear • Gas Or Smoke Analysis Apparatus • Doors, Windows & Frames, Iron Or Steel • Burglar Or Fire Alarms And Similar Apparatus • Parts Of Electric Sound Or Visual Signaling Apparatus

**FOOD PROCESSING & PACKAGING EQUIPMENT** – A new trend is emerging in both packaged and unpackaged Peruvian foods. The use of local, Peruvian ingredients adds to the attraction of products for a variety of reasons. For this reason, the demand for packaged Peruvian food is growing.

**Best Prospects include:** Fully integrated high technology equipment and machinery for processing and packaging purposes • Machinery for filling, closing, sealing, and labeling bottles, cans, bags or other containers • Machinery for encapsulating bottles, jars, tubes and similar containers • Machinery for aerating beverages • Dairy machinery • Heat exchange units • Other packing or wrapping machinery

**RENEWABLE ENERGY EQUIPMENT** – Peru’s energy market shows promise for several types of renewable energies.

**Best prospects include:** Structures And Parts Of Iron Or Steel • Photosensitive Semiconductor Device • Photovoltaic Cells • Boring Or Sinking Machinery • Gas Turbines • Static Converters; Adapters and Power Supplies • Products And Residuals Of Chemical Industry • Articles Of Plastics • Controls with electrical Apparatus • Gears; Ball Or Roller Screws; Gear Boxes • Insulated Electric Conductors

**CONSTRUCTION EQUIPMENT** – Construction has gained importance in Peru’s economy because several large mining, power generation plants, natural gas production and transportation projects began their construction phase. Also of key importance was the boom of housing and office buildings, closely followed by infrastructure development.

**Best Prospects include:** Mechanical Shovels & Excavators • Machine Parts and Attachments • Crushing/Grinding Machines • Boring Or Sinking Machines • Bulldozers • Parts For Lifting, Handling, Loading

**MINING INDUSTRY EQUIPMENT** – Mining is by far Peru’s main export industry, accounting for approximately 60% of the nation’s exports and receiving of most of the private investment in the country.

**Best Prospects include:** Truck, Diesel Engines • Dumpers Designed For Off-Highway Use • Mechanical Shovel Excavators • Mechanical Front-End Shovel Loaders • Parts Of Mach For Sorting • Crushing/Grinding Machines • Parts And Attachments • Articles Of Plastics • Mechanical Shovels, Excavators And Shovel Loaders • Bulldozers • Air/Gas Pumps, Compressors And Fans

**INDUSTRIAL CHEMICALS** – Peru’s chemical industry production does not meet the local market demand making the manufacturing sector dependent in imports. The most important of those sectors are cosmetics, toiletries, detergents, food, pharmaceuticals, fertilizers, water treatment, and cleaning products.

**Best Prospects include:** Nitrile-Function Compounds • Mixed Alkylbenzenes & Mixed Alkylnapthalene • Cyclic Hydrocarbons • Carbonates; Peroxocarbonates • Saturated Acyclic Noncarbon Acid & Anhyd, Halogen Acrylic Alcohols & Halogenat, Sulfonat • Coloring Matter • Lubricating Preps, Antitrust & Treating Textiles • Organic Surf-Act Agents, Preps & Cleaning Preps • Cyanides

**PLASTIC MATERIALS & RESINS** – As Peru does not have a petrochemical industry, resins are mostly imported. Resins are used to manufacture packaging materials which are associated with industries such as: food & beverage; construction; and office and home supplies. Future demand continues to be bright as consumption and investment are still growing strongly.

**Best Prospects include:** Polymers • Plates, Sheets, Film • Self-Adhesive Plates, Sheets, Film of Plastics • Amino-Resins, Phenolics & Polyurethanes

**OIL & GAS FIELD MACHINERY** – Peru’s oil and gas potential is quite significant and can support a major exploration and development effort.

**Best Prospects include:** Taps Cocks, F Pipe Vat Inc Thermo Control • Boring Or Sinking Machines • Boring Or Sinking Machinery • Products And Residuals Of Chemical Industry • Parts For Lifting, Handling, Filter/Purify Machine & Apparatus For Gases • Machinery & Mechanical Appliances • Parts For Boring Or Sinking Machinery • Filter/Purify Machine & Apparatus For Liquid • Casing And Tubing, Oil, Gas Drilling, Iron Or Steel

**U.S. COMMERCIAL SERVICE IN LIMA, PERU**

As part of EFI’s Gold Key Package, participants will have the opportunity to take advantage of the unparalleled trade facilitation services provided by the U.S. Commercial Service (USCS) in Lima. The USCS will coordinate all one-on-one Gold Key appointments. The USCS offers a variety of products and services designed to facilitate U.S. exports.
FOR GOLD KEY PARTICIPANTS
Once EFI receives your application form, a US Commercial Service (USCS) officer in Peru will conduct an assessment of your product or service. You will be notified of approval within approximately 10 business days.

FOR DELEGATES
The Delegate Package does not require a review and, therefore, registration and payment will be processed upon receipt of registration forms. The registration fee is $500 per person.

TRAVEL ARRANGEMENTS
Express Travel, an independent travel agency, will coordinate all airline and hotel reservations. Special group discounted airfare and hotel rates have been negotiated for this event. Mission participants are expected to travel as a group and must do so in order to use ground transportation. For additional travel guidance, please contact Express Travel: (305) 341-1200.

ESTIMATED TRAVEL COSTS
Hotel Hilton Lima Miraflores, Peru
- Single US$230, with breakfast included
- Double US$245, with breakfast included
- Roundtrip airfare from Miami to Lima, Peru $1,039

CANCELLATIONS
Cancellations prior to February 20, 2015 must be made in writing and sent to Ilona Vega at ivega@eflorida.com. No VERBAL cancellations will be accepted. For a full refund, cancellations must be received by February 20, 2015.

OPTION 1 - GOLD KEY PACKAGE

- First company representative: $1,050
- Additional company representative: $450

Package includes the following:
- Gold Key Service: The U.S. Commercial Service will schedule one-on-one appointments with pre-screened Peruvian companies that have expressed an interest in your product or service.
- Admission into all mission events.
- Translation services during the one-on-one appointments.
- Ground transportation to all mission events.

Gold Key participation will be limited to Florida manufacturers, distributors, and service companies that best meet the participation criteria. Selection of these firms will be on a first come first-served basis. Final selection will be determined by the U.S. Commercial Officer after a review to ensure markets suitability.

OPTION 2 - DELEGATE PACKAGE

- Delegate $500 per person

Package includes the following:
- Admission to all mission events.
- Ground transportation to all mission events.
*Note: This option encourages delegates to schedule their own individual appointments and activities during their free time.

CONTACT INFORMATION
For registration forms contact: Ilona Vega
305-808-3582 or ivega@eflorida.com

Mission Registration: 305-808-3660
Gold Key Registration Deadline: December 12, 2014
Delegate Package Registration Deadline: February 20, 2015

For registration forms, contact Ilona Vega at ivega@eflorida.com. Registration will not be considered final until ALL event & travel registration forms and payment have been received.

GRANTS
EFI will offer a limited number of Gold Key Matchmaking one-on-one appointments through the U.S. Commercial Service for participating Florida companies. The price of this service is $1,050. However, small and midsized Florida manufacturers and eligible high tech companies and professional service providers may qualify for a Gold Key Grant, which will offset 100 percent of the Matchmaking Registration fee for the first company representative. A separate application process will be required for this grant. Additional company representatives will be charged a $450 fee. Additional company representatives will be charged a $450 fee.

Enterprise Florida, the lead economic development organization for the state of Florida, facilitates job growth for Florida’s businesses and citizens, leading to a vibrant statewide economy.