



SUSTA
Southern United States Trade Association

Peru Virtual Trade Mission

Virtual
August 25-26, 2021

Despite slowed growth in 2019, the country is expected to see increased growth in 2020, with a predicted average GDP of 3.7% from 2021 until 2027. The economy is supported by healthy growth in private consumption (3.8% in 2018), low inflation, and continued foreign sales of commodities. In 2009, the U.S. and Peru implemented the U.S.-Peru Trade Promotion Agreement (PTPA), which has built a strong bilateral trade relationship between the two markets, with 2019 predicted to be a record-breaking year, grossing \$290 million in U.S. agricultural exports to Peru. The PTPA grants duty-free access to two-thirds of all U.S.-origin food and agricultural products, including high-value products. U.S. products are perceived of high quality. Take part in this activity with SUSTA and connect with buyers in one of the most important cities for business in Peru.

Join SUSTA on this exciting virtual trade mission without leaving your home! Participation in this mission includes a market research report on one of your products, a market briefing on current market conditions and virtual meetings with buyers.

Participation Fee: \$25

Fee Includes:

- Customized Market Assessment
- Market briefing
- One-on-one meetings with Peruvian buyers
- Virtual Retail Tour
- Translation of up to two (2) pages of marketing materials to Spanish
- Reimbursement of up to \$100 in sample shipping costs with proper documentation

Important Dates:

- Week of July 5th: Discussions with River Global (SUSTA's Consultant) regarding company and products
- August 9th: Customized Market Assessment delivered to participating companies
- August 25th – 26th: One-on-one virtual meetings with Peruvian buyers

Registration Deadline: July 6, 2020 (No refunds for cancellation after this date)

Industry Focus: Food Service Products, Ingredients, Natural/Health, Pet Food & Products, Retail Products, Seafood
Product Description (Suitable products include, but are not limited to): Seafood, Pet Food, Grocery and Convenience, Confectionary and Processed Fruit, Dairy and Dairy Products, Tree Nuts, Wine

Managers:

North Carolina Department of Agriculture & Consumer Services

Allison Tuszynski
Specialty Food Specialist
(919) 707-3174

Allison.Tuszynski@ncagr.gov

Florida Department of Agriculture & Consumer Services

Yolanda Roundtree
Development Representative Supervisor
(850) 617-7315

Yolanda.Roundtree@FDACS.gov

Southern U.S. Trade Association, 701 Poydras Street, Suite 3845, New Orleans, Louisiana 70139

www.susta.org, (504)568-5986, susta@susta.org

SUSTA does not discriminate based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity. To file a complaint, please contact the USDA (866) 632-9992: program.intake@usda.gov. Persons who require a reasonable accommodations or alternative means of communication should contact SUSTA.

SUSTA receives funding from USDA, Foreign Agriculture Services to create opportunities for exporters in the global market. All Global Events are subject to change at any time based upon available program funds, market or other conditions.

