

Peru's Pacific Alliance Business Summit to promote strategic bonds and investments



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The Pacific Alliance Business Summit, to be held on July 1-2 in Paracas city (Peru), is aimed at promoting strategic alliances between entrepreneurs from the bloc's nations such as: Peru, Chile, Colombia and Mexico.

Main business leaders will attend the 'CEO Leadership Conference', in order to support and benefit from the most innovative integration process in the world, Peru's Foreign Trade and Tourism Minister Magali Silva affirmed.

"In the framework of the 10th Presidential Summit, we've coordinated with the entrepreneurial council, so our entrepreneurs can recognize the benefits of this integration and establish the strategic alliances required to deepen our exchange in the spheres of trade, investment, finance and tourism, among others (...)," she stated.

350 entrepreneurial leaders will gather at this event, to be joined by heads of Foreign Trade, Economy and Finance, Production and Education portfolios of the bloc's 4 countries.

The Pacific Alliance will participate identifying the good government practices in economics, innovation and education, which will enable to create more opportunities for success and prosperity.



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According to the Minister, the Heads of State panel will learn about the advances and perspectives of the integration process, which promotes the free circulation of goods, services, capital and people.

"The governments have made progress by having signed a trade protocol, which has granted preferential access to 92% of the tariff headings we exchange; the visa requirement for tourists has been removed; joint consulates and commercial offices have been established, for example one in Turkey," she indicated.

Agencies of Export promotion such as Pro-Chile, Pro-Colombia, Pro-Mexico and Prom-Peru work to promote trade by the bloc's small and medium enterprises.

This Business Summit is organized by Peru's Foreign Trade and Tourism Ministry, El Dorado Investment and El Comercio group. Likewise, The Inter-American Development Bank and PwC lent their support.

The Pacific Alliance is the 9th economy in the world and in terms of in GDP; and ranks 7th in terms of exports. In 2014, Peruvian exports to the bloc's countries reached US\$3.478 billion, a growth of 15% compared to 2013.

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