

PACCLI

PACCLINY.ORG | NEW YORK - USA | 10TH ANNIVERSARY

TOURISM SPECIAL EDITION, NOVEMBER 2016

Photographed in colors of Peru, by Alexander Neumann

Peru: Empire of Hidden Treasures

TOURISM INVESTMENT OPPORTUNITIES | PACCLI & PPK | PERU & BERGDORF GOODMAN

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PERUVIAN AMERICAN CHAMBER
OF COMMERCE OF LONG ISLAND
www.paccliny.org

★★★
SUSTAINABLE
GROWTH
FOR AN IDEAL
PERÚ



Great Reasons to BECOME A MEMBER

- 1 Improve Your Bottom Line**
Our Chamber has a wealth of programs and activities that can help your company prosper. All you have to do is *get involved!*
- Expand Your Networking**
- Enhance Your Credibility**
- Referrals**
Our Chamber *only* refers to Members.
- 5 Gain Increased Visibility Through Cost-Effective Marketing**
- 6 Have a Voice in Issues Affecting Your Business**
The Government Affairs Committee works on developing public policy to improve the general business climate of Bexar County.
- Receive Discounts Available Only To Chamber Members**
- 8 Give Back To Your Community**

We are very proud to have the support of:



WELCOME BY OUR PRESIDENT

Together we can create space and presence in New York. We are entrepreneurs, professionals and citizens that believe that together we can transform the world.

The Peruvian American Chamber of Commerce of Long Island is celebrating its 10 year anniversary. The founders had the energy and determination to vision PACCLI at its current position: A well-respected chamber of commerce with strong ties to the business community.

I am very thankful to you for entrusting us with this endeavor. Be sure that we will work tirelessly to achieve the goals planned by the board of directors and me.

I became a president in January 2016 with a board consisting of 13 amazing individuals among directors, board members and advisors. In a short time, we have achieved several goals:

1 We have made a presence in Long Island with events such as networking activities and training, from Queens to Montauk.

2 We have contributed to the economic development of the area for which we just received a recognition from Ed Mangano, Nassau County Executive.

3 We have organized Peruvian related activities. A recent one called "Toast from Peru" where people learned more about Peruvian culture and food.

4 We have supported our own national organizations such as the General Consulate of Peru in New York, where PACCLI members volunteered during the Peruvian Presidential and Congressional elections.

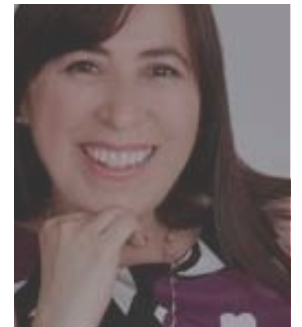
5 We have joined other national and international organizations such as the Association of Chamber of

Commerce Executives and The Institute of Small Business Owners in Lima, Peru.

6 We have created the Youth Entrepreneur and Harmonious Leaders (YEAHL), an association that will support the underrepresented Youth entrepreneurs in New York.

We are also very proud to inform of our publications such as the book "Las Muchas Voces Peruanas en el Exterior", honoring and recognizing our community and voicing our dreams. This book was written especially for the new elected Peruvian President, Mr. Pedro Pablo Kuczynski. Other worth noting publications include our 10th Year Anniversary Gala Magazine edition as well as this very same magazine!

There is more to come! Thank you for being with us during these 10 years.



DR. ELSA-SOFIA MOROTE
PACCLI / PRESIDENT

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TO BECOME A MEMBER

take advantage of our 10th anniversary special, go to:
paccliny.org/affiliation, or call: 631.949.1114

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HONORABLE DIRECTORS 2016

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PERUVIAN AMERICAN CHAMBER OF COMMERCE OF LONG ISLAND — PACCLI

Throughout our members we reach a wide and growing Hispanic market in Long Island and New York area, and we are committed to contribute to our community by facilitating valuable access to resources in our region by means of timely seminars, networking meetings, business education/assistance programs, social and charitable events, as well as government and industry forums.

We make available contacts and market information about Perú, by virtue of the agreements that we keep with the following Peruvian private and governmental trade-related institutions: *Consulado Peruano De Nueva York, Asociacion De Exportadores (Adex), Sociedad Nacional De Industrias (Sni), Peru's Commercial Counselor Of New York, Camara De Comercio Norteamericana Peruana (Amcham), Promperu*, and many more.

WHY PACCLI

The strong ties that we have kept throughout the years with representatives of the trade-related government agencies, as well as the US government agencies, at the city, state, and federal levels, have been crucial to the success of PACCLI. These relationships enable us to provide strong support to our members and keep them current on legal, financial/market issues which affect the efficient flow of international trade of goods and services specially with Perú and the Americas.

WE KEEP ON GROWING

77% More business appointments were set so far in 2012, we are participating first time at EX-POALIMENTARIA Lima-Perú which enabled to make business with more Peruvian companies and services achieving a positive impact; More sectorial strategic seminars, Conferences about specialized topics of export/import business/services, Unified the Chambers of LI for more trade shows/seminars

EXCELENT OPPORTUNITIES TO:

- Make competitive and attractive business in Long Island and New York area
- Explore/discover commercial opportunities in sectors with high growth projection
- Enquires strategic alliances with, small medium or big competitive peruvian businesses
- We got PERUVIAN companies with vast experience at regional and worldwide levels, they know the market trends
- Participate in specialized activities, seminars and cultural events according to the line of your interest
- Legal advice; accounting, financial, taxes, acquisition of properties, real estate and more

TO BECAME A MEMBER

If you have your business or have concerns to establish your own business, we welcome YOU to join PACCLI.

Contact us at: info@paccliny.org, paccliny.org, tel. 631-353-0265, PO BOX397, Brentwood, NY 11717

OUR PRESIDENT

Dr. Elsa-Sofia Morote became PACCLI 6th president. She is committed with the empowerment of the business owners and professionals. Under her leadership PACCLI has been added to the Association of Chamber Executives, and have extended the relationship with other chambers an international collaborations.

She has 20+ years' senior-level experience instructing, motivating and researching at the university-level. She is Doctor of Education Ed.D (concentration in Higher Education Administration) (University of Pittsburgh, 2001); and completed a postdoctoral work using quantitative methods analysis at the Massachusetts Institute of Technology (MIT, 2001-2003). Dr. Morote lives in Long Island and have two beautiful daughters Isabella and Victoria.



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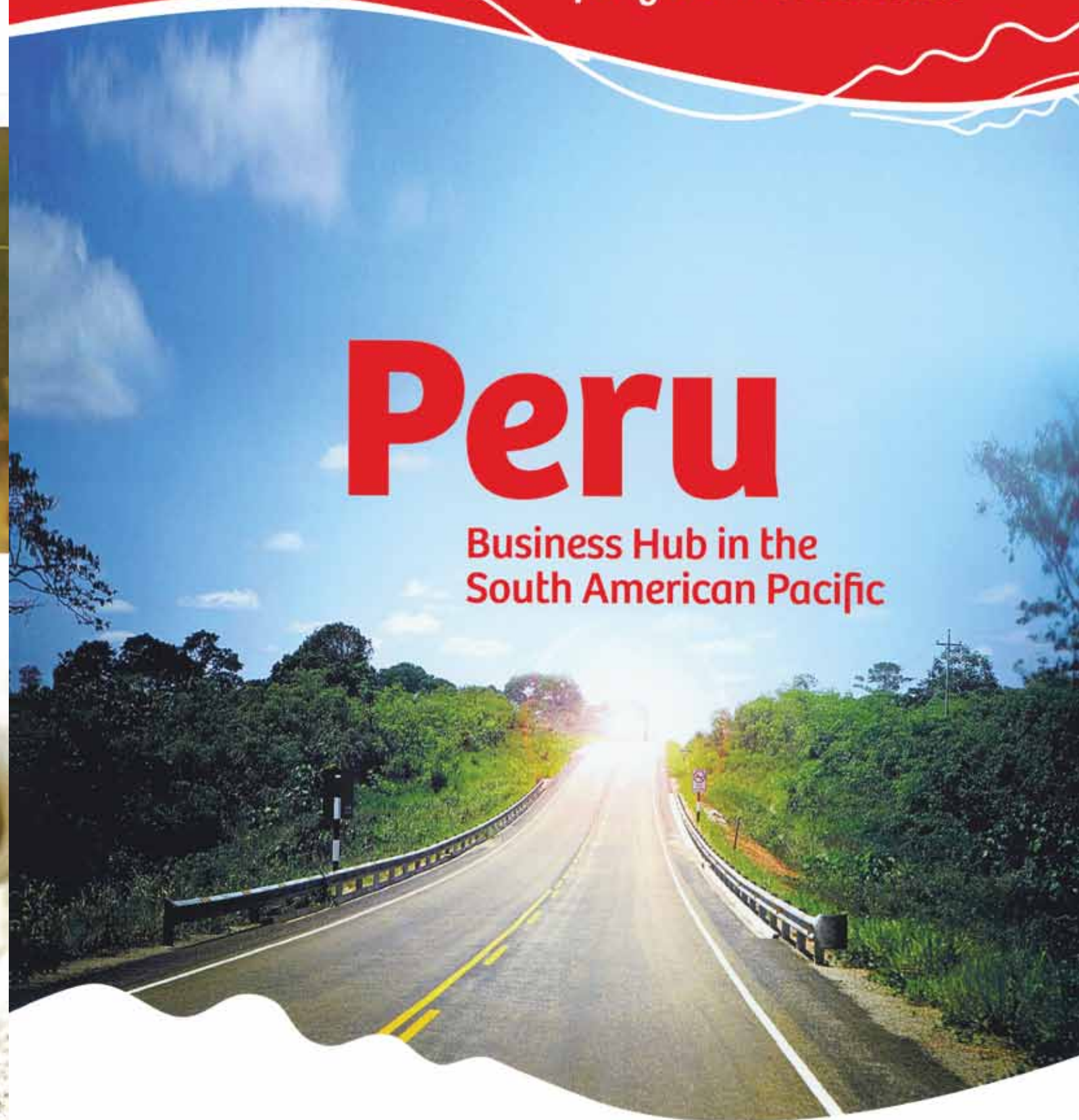
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“EXPERIENCIA PERUANA EN TIENDA DE LUJO EN NEW YORK CITY”

PERÚ ESTUVO PRESENTE EN BERGDORF GOODMAN POR PARTIDA TRIPLE

Fotos por BFA

Cuando se habla de lujo en Nueva York, sólo son dos las tiendas multimarca que compiten al más alto nivel: Barneys y Bergdorf Goodman (BG). Efectivamente, Barneys vende importantes marcas como Lanvin, Erdem, Chloe, Marni y Proenza Schouler; mientras que en BG destacan Gucci, Valentino, Marc Jacobs, Stella McCartney y Loro Piana, entre otros. Para el Perú el mercado de lujo resulta clave no sólo para llegar a los segmentos de más altos ingresos, sino especialmente para posicionar en el público la imagen de muy alta calidad de los productos peruanos.

Es por eso que cabe resaltar la exitosa colaboración que se estableció en estos meses entre BG y el Perú, representado tanto por la OCEX Nueva York como por PromPerú y el cuerpo diplomático peruano. El objetivo principal de la marca de lujo fue producir su catálogo de primavera en el Perú, tomando fotos de las nuevas prendas de afamadas marcas de diseñadores tanto en Lima como en el Cusco. La carátula de la revista la ocupó una modelo con un llamativo vestido de Gucci, habiendo la foto



sido tomada en la Costa Verde limeña. Y en la misma carátula se hace mención a la “guía al Perú por BG”.

La distribución de la revista de BG a sus 175 000 suscriptores se realizó en febrero, conteniendo 50 páginas de imágenes y menciones al Perú, y también se encuentra disponible en su web (BG.com). La marca cuenta con 300 000 personas en Facebook y 465 000 en Twitter. BG ha enviado a sus clientes y seguidores 2 correos masivos que resaltaban su excelente experiencia en el país y un video sobre el “detrás de cámaras” durante la producción de su revista de primavera 2016.



Marcas presentes en BG que ya producen en Perú: Ralph Lauren, ATM, Vince, Theory, Rag & Bone y Elie Tahari, entre otras.

LAS 3 VITRINAS EN LA 5TA AVE.

Pero el impacto de BG en Nueva York se basa también en sus elegantes y creativas vitrinas sobre la Quinta Avenida a la altura de la calle 48. Entre el 5 y el 22 de marzo las 3 vitrinas principales fueron decoradas con temas peruanos, principalmente Machu Picchu y la alpaca. La marca Perú fue colocada en las 3 vitrinas. Además se identificaron más de 40 prendas producidas en Perú o con insumos textiles peruanos que se venden en BG y algunas de ellas se exhibieron en maniqués durante el evento inaugural.

Y EL “TASTE OF PERU”.

No podía faltar como parte de las celebraciones una degustación especial de gastronomía peruana en el elegante restaurante BG ubicado en el séptimo piso de la amplia tienda. El concepto fue presentar platos típicos peruanos que incluyesen ingredientes diferenciales y productos de exportación peruanos, como cebiche con ají amarillo, solterito de quinua y pulpo con aceitunas botija o Alfonso, causa con palta y alcachofa, cancha serrana, cocteles de Pisco, alfajores de lúcuma, y chocolates hechos con el excelente cacao peruano. Toda la “experiencia peruana” viene siendo cada vez mejor recibida por el público norteamericano.

Entre los cerca de 200 asistentes, estuvieron presentes importantes ejecutivos de empresas como Steven Alan, Gap, TiBi, Lord & Taylor, Bonobos, Milly, Scoop, Hain



Celestial, Premiere Vision y Marissa Webb. BG estuvo muy bien representada por Linda Fargo (Women's Fashion Director), Bruce Pask (Men's Fashion Director) and Mallory Andrews (PR Director), entre otros. Además participaron del evento personalidades como la promotora de las artes latinoamericana Yaz Hernandez, la diseñadora Maria Cornejo, el fotógrafo Ruven Afanador y las estilistas Anne Christensen y Susan Joy, y la escritora de moda Barbara Ragghianti. Hubo varios periodistas y bloggers que cubrieron el evento, además de diversas personalidades peruanas.

EL OBJETIVO FINAL

La experiencia de esta colaboración ha sido muy valiosa en el sentido que se ha logrado promocionar la marca país peruana combinando aspectos de turismo, moda, estilos de vida, gastronomía, productos de exportación de alta calidad, etc. Este es un esfuerzo por alcanzar al público norteamericano de

forma directa, utilizando las plataformas ya existentes y buena reputación de empresas que están dispuestas a asociarse a la marca Perú.

De otro lado, a partir de esta colaboración, BG ha decidido comprar productos artesanales Kusart elaborados con la piedra traslúcida de Huamanga, donde se combinan diseños modernos con un material peruano diferencial. Otros productores han sido presentados también a BG, pero sólo una relación basada en el conocimiento de las dos partes dará frutos concretos a mediano plazo. Un gran reto sería lograr que J. Salinas ingrese a esta tienda de lujo, después de su exitoso desfile neoyorquino en febrero último y el apoyo que ha logrado de influyentes personalidades ligadas a la alta moda como Nina García y Anne Christensen. Pero es un tema que requerirá al menos un año más de esfuerzo continuo. El éxito de cada peruano contribuirá a la mejora de la imagen del país y facilitará el camino para otros diseñadores y empresas peruanas..



Otros "looks" durante el coctel, incluyendo marcas de BG que son producidas en el Perú.



Bruce Pask y Anne Christensen

Conrado Falco (OCEX NY), Linda Fargo (BG), Yaz Hernández (filántropa), Anne Christensen (vestida con ropa de J. Salinas) y Jorge Salinas (diseñador).



THE EMPIRE OF THE HIDDEN TREASURES:

PERU'S POTENTIAL IN TOURISM INVESTMENTS

Tourism is the 4th largest industry in the world. Globally, one in twelve jobs is attributable to tourism.

From our base in New York City, we see that tourism has become a catalytic engine of growth in recent decades. It has become an important source of income for increasing numbers of local industries. Many areas of the economy of the city owe their vitality to tourism: and not just hotels, restaurants, entertainment, sightseeing destinations. This growth involves firms of varying sizes and complexity which both directly and indirectly interact with the tourism economy with a beneficial ripple effect into the economy at large.

Tourism like finance is multi-faceted and complex. New York, as the world's finance capital, is a perfect context in which to promote tourism investment and to quantify its importance and impact for any other place in the world.

PERU A COUNTRY WITH SOMETHING FOR YOU

Just like New York, the combination of historic architecture, monuments, nature and world class culture and everyday life makes Peruvian cities ideal destinations. Given the explosive growth of tourism in Peru, the potential of tourism investment is huge.

Peru has everything visitors want; and, they are visiting Peru in droves. From our experience, as international development consultants based in the USA, the more a country has to offer the longer people stay and spend and the more likely they are to return. Repeat visitors are the most highly valued as they develop a love of place and contribute positively to the long term social, economic, and environmental well being of the places they visit.

The secret is out about Peru, it is more than a world wonder country, and it will increasingly attract repeat visitors. Investors are poised to make significant

profits from investment in tourism infrastructure and assets.

PARTNERSHIP IS PRIMARY

The secret is out about Peru, it is more than a world wonder country, and it will increasingly attract repeat visitors. Investors are poised to make significant. The value of government programs for new infrastructure in Peru is \$9 billion.

How do you tap into this enormous potential? You start by



País de Residencia	Enero-Julio							Var. Flujo 2016 - 2015	Var. % 2016 / 2015	Participación Porcentual 2016
	2010	2011	2012	2013	2014	2015	2016 P/			
Total Turistas Internacionales 1/	1,311,453	1,496,919	1,641,990	1,825,551	1,851,701	2,007,141	2,143,750	136,609	6.8	100.0
1 EE.UU.	259,559	255,265	267,452	295,522	312,703	325,289	356,944	31,655	9.7	16.7
2 Chile	337,874	436,668	468,692	540,989	535,132	601,360	631,781	30,421	5.1	29.5
3 Ecuador	78,577	85,803	95,778	109,997	115,792	128,736	144,148	15,412	12.0	6.7
4 Colombia	55,028	62,732	75,652	78,997	84,187	94,424	101,982	7,558	8.0	4.8
5 México	20,088	25,164	27,195	33,021	36,449	39,736	46,345	6,609	16.6	2.2
6 Bolivia	50,569	47,392	61,369	58,436	71,564	71,534	76,373	4,839	6.8	3.6
7 Venezuela	17,519	24,451	29,566	68,314	30,379	21,490	26,054	4,564	21.2	1.2
8 Reino Unido	32,449	34,143	34,997	33,527	36,437	36,375	40,336	3,961	10.9	1.9
9 Costa Rica	4,756	5,041	5,152	5,185	6,314	19,354	22,840	3,486	18.0	1.1
10 Países Bajos (Holanda)	14,104	13,681	14,431	14,447	15,453	16,119	19,562	3,443	21.4	0.9
11 España	52,074	57,659	60,640	66,030	73,148	76,833	80,222	3,389	4.4	3.7
12 Francia	37,695	39,711	47,431	46,588	46,199	49,296	52,343	3,047	6.2	2.4
13 Uruguay	4,580	5,814	6,562	6,912	7,590	8,427	11,293	2,866	34.0	0.5
14 Italia	22,283	24,473	25,622	25,748	30,102	32,348	34,993	2,645	8.2	1.6
15 China (R.P.)	5,171	6,190	5,921	7,217	9,192	10,373	12,965	2,592	25.0	0.6
16 Argentina	77,947	87,766	100,017	94,872	93,281	103,491	105,748	2,257	2.2	4.9
17 Australia	16,493	16,270	19,952	20,482	22,384	22,799	24,743	1,944	8.5	1.2
18 Panamá	5,874	6,395	7,133	8,160	8,956	9,505	11,010	1,505	15.8	0.5
19 Bielorrusia	4,076	4,439	4,941	5,587	7,197	8,747	10,154	1,407	16.1	0.5
20 Guatemala	1,492	1,868	1,794	1,721	1,998	2,269	3,670	1,401	61.7	0.2
21 Canadá	31,560	34,224	36,499	37,000	40,744	41,300	42,415	1,115	2.7	2.0
22 Nueva Zelandia	2,909	2,784	3,122	3,022	3,292	3,472	4,565	1,093	31.5	0.2
23 Portugal	1,895	2,178	2,570	2,982	3,151	3,202	3,979	777	24.3	0.2
24 Turquía	496	671	651	946	968	1,249	1,938	689	55.2	0.1
25 Rusia	3,064	3,953	4,753	5,080	5,429	4,416	5,034	618	14.0	0.2
26 Israel	9,084	9,055	9,518	8,220	9,859	9,684	10,168	484	5.0	0.5
27 Rep. Checa	1,765	1,697	2,022	2,611	1,984	2,322	2,784	462	19.9	0.1
28 Taiwán	1,257	1,474	1,633	1,906	2,043	3,064	3,502	438	14.3	0.2
29 Hong Kong	392	637	661	934	1,331	1,644	2,064	420	25.5	0.1
30 Honduras	737	1,030	1,140	1,318	1,238	1,299	1,677	378	29.1	0.1
31 India	1,868	1,982	2,247	2,493	2,783	2,979	3,313	334	11.2	0.2
32 Alemania	29,239	30,735	35,191	34,855	38,178	41,891	42,201	310	0.7	2.0
33 Cuba	2,835	2,351	2,250	1,966	2,283	2,329	2,634	305	13.1	0.1
34 Rumania	685	797	947	1,071	1,030	1,095	1,389	294	26.8	0.1
35 Grecia	919	796	611	666	850	723	1,016	293	40.5	0.0
36 Indonesia	723	709	941	1,008	956	709	994	285	40.2	0.0
37 Nicaragua	592	669	793	680	693	763	1,035	272	35.6	0.0
38 Eslovaquia	547	477	607	730	620	816	1,010	194	23.8	0.0
39 Filipinas	1,378	1,500	1,660	1,669	1,975	1,598	1,780	182	11.4	0.1
40 Ucrania	794	888	977	1,098	1,230	1,230	1,378	148	12.0	0.1
41 Irlanda	3,773	3,247	3,352	3,302	3,464	3,492	3,634	142	4.1	0.2
42 Suecia	5,136	5,416	6,071	6,363	6,345	6,330	6,466	136	2.1	0.3
43 Singapur	432	678	648	826	942	995	1,129	134	13.5	0.1
44 Polonia	2,993	2,999	3,343	4,735	3,533	4,167	4,296	129	3.1	0.2
45 Suiza	10,537	10,935	12,121	12,962	13,286	14,232	14,325	93	0.7	0.7
46 Paraguay	2,151	2,627	2,360	2,692	2,964	4,340	4,433	93	2.1	0.2
47 Tailandia	369	538	646	883	854	936	1,026	90	9.6	0.0
48 Croacia	440	466	489	471	521	430	506	76	17.7	0.0
49 Malasia	457	560	577	775	904	840	908	68	8.1	0.0
50 Dinamarca	3,443	3,703	3,614	3,601	3,739	4,059	4,125	66	1.6	0.2
51 Lituania	267	257	339	577	443	473	538	65	13.7	0.0
52 Austria	3,387	3,628	4,178	4,498	4,497	4,666	4,728	62	1.3	0.2
53 Finlandia	1,344	1,335	1,493	1,514	1,536	1,510	1,559	49	3.2	0.1
54 Marruecos	71	125	115	140	132	153	201	48	31.4	0.0
55 Rep. Dominicana	2,286	1,885	1,507	1,460	1,308	1,696	1,738	42	2.5	0.1
56 Bulgaria	362	469	550	579	669	730	760	30	4.1	0.0
57 Eslovenia	489	445	459	592	558	519	539	20	3.9	0.0
58 Trinidad y Tobago	267	225	268	350	304	300	309	9	3.0	0.0
59 Hungría	612	679	689	887	923	1,031	1,027	-4	-0.4	0.0
60 Aruba	165	175	192	215	136	155	137	-18	-11.6	0.0
61 Vietnam	117	174	434	549	484	423	404	-19	-4.5	0.0
62 Egipto	72	117	113	103	161	242	213	-29	-12.0	0.0
63 Pto. Rico	294	333	335	373	425	582	538	-44	-7.6	0.0
64 Bélgica	2,726	2,584	2,926	2,671	1,392	353	302	-51	-14.4	0.0
65 El Salvador	1,469	2,563	3,071	2,899	2,670	3,511	3,428	-83	-2.4	0.2
66 Noruega	3,524	3,392	3,776	3,729	3,864	3,856	3,625	-231	-6.0	0.2
67 Sudáfrica	1,341	1,555	1,669	1,518	1,267	1,566	1,313	-253	-16.2	0.1
68 Corea del Sur	5,663	7,234	8,165	8,361	9,173	14,219	13,197	-1,022	-7.2	0.6
69 Brasil	46,677	67,292	71,820	81,549	78,532	87,459	83,642	-3,817	-4.4	3.9
70 Japón	14,725	25,155	31,854	39,417	36,297	34,356	29,574	-4,782	-13.9	1.4
Resto del Mundo	4,917	6,596	5,726	4,953	5,284	5,230	6,748	1,518	29.0	0.3

1/ Total Turistas Internacionales = Turistas extranjeros + Turistas peruanos residentes en el exterior

P/ Cifra preliminar

Fuente: Superintendencia Nacional de Migraciones

Elaboración: MINCETUR/VMT/DGIETA-DEPTA

Con información disponible a setiembre de 2016

speaking into the listening of the foreign investor. For investors an investment opportunity starts with a measurable project, not just an opportunity. As the above statistics indicates there is significant capital on the sidelines, drooling for the chance to make sound investments in tourism destinations, and Peru's case is among the very strongest. However, in order to move forward with tourism investment, defined projects are needed. What is critical to success are reliable local partners with an in-depth understanding of the heart, mind and soul of the destination to realize opportunities and overcome obstacles. With this confidence, investors can envisage and analyze the potential and create a replicable model with manageable risk. Working with foreign governments is a complex task; a relationship with

a local partner who understands the culture and complexities of implementation management is a key factor.

The goal of the Peruvian government is to promote the wonder and opportunities of Peru; the Ministry of Peru is extremely well positioned to spark the fuse to optimize foreign investment. Spearheading the effort are the offices of commercial development in the USA that organize and conduct well documented and impeccably prepared promotional programs. Jointly these present the extraordinary macro advantages that exist. The NY OCX office may play an important role as match maker and conduit between foreign investor and local partner developer/construction /operator for relationships that have the confidence and experience to put capital to work that can come together

at the world financial center doorstep.



THE GOAL OF THE PERUVIAN GOVERNMENT IS TO PROMOTE THE WONDER AND OPPORTUNITIES OF PERU

START WITH THE BASICS

Investors know it starts with hospitality. All aspects of tourism rely on quality accommodation as a foundation for the particular tourism niche. Whether it's golfing in Cusco, a conference center in Lima or wellness development in the north, visitors need a place to stay. All other sectors are reliant on quality accommodation at a variety of price points with a variety of amenities. Given the natural and cultural resources of Peru, there are a number of key, affluent tourism markets perfectly suited to it. These include world standard golf courses, wellness related centers, spas, and meetings exhibits and

conferences.

Most often hotel developers will not supply capital but bring the expertise, management and most importantly "known" quality standards so vital to traveler decisions. Making judgments about the best fit is essential very early in the process.

Multilateral investment participation is also a basic ingredient in the success of projects that tend to impose a heavier burden to the government when requiring major tourism infrastructure components. For example these can be roads, ports, bridges and utilities just to name a few, they bring efficiency within the context of tourism. Multilaterals also bring to table credibility and enhanced return on investment for private equity partners. |

WHAT'S THE DEAL?

The greatest chance for success comes from qualifying and defining actual projects, articulated concepts, thus increasing the potential of luring investors. Only a fully rendered and meaningfully quantifiably tested concept can galvanize government, hotel operators or chains, multilaterals, local partners and investors to make the deal.

- Selecting a location and property
- Creating a sustainable concept with site plan and

outline requirements

- Setting an approval path maximizing values and goals by the community
- Projected ROI based current market data

Tourism especially for leisure, entertainment or vacation depends, as few other economic activities do, on a specific setting, such as a natural environment or a location of great cultural interest. Business travel too has its own set of demands not the least of which is location. Yet the industry is not confined to a few places in the world as the manufacture of automobiles is, for example, but encompasses many diverse locales and myriad variables of place, this is why the concepts that focus directly on specific and demonstrable opportunities accelerate North American capital investment by enabling investors to realistically evaluate the feasibility of concepts at the micro level and make sound decisions.

Let's take golf tourism as an example. Golf is an extremely lucrative tourism market segment. Peru has the opportunity to capture golf tourists by placing golf courses in areas that are already a draw. This enhances the destination by diversifying the offerings and creates a reason to return. The case for creating a golf course in Cuzco is sound, especially given the new international airport. Equally, there is a case to be made for golf courses on the coast and outside of Lima.

Given the myriad potential,



**CANNED ARTICHOKES
WITH US \$112 MILLION IN 2012.**

investors need to be presented with the optimal project concept and the rationale, and then the money starts flowing.

The Empire of Hidden Treasures and The Empire State have much to learn from one another. This friendship is one that will be building for mutual benefit. |



**AVOCADOS NEARLY TOTALED \$137 MILLION
IN EXPORTS TO THE US**

UN MERCADO CON "ARANCEL CERO" Y 48 MILLONES DE POTENCIALES

“AGROEXPORTACIÓN PERUANA COMIENZA A HACERSE FUERTE EN COLOMBIA”

Por: Heidi Castrillón

El pasado 10 de octubre, Perú dio un paso importante en sus relaciones comerciales con Colombia, específicamente en materia agroindustrial y agropecuaria, luego que el Gobierno colombiano, a través de los organismos correspondientes –el Ministerio de Agricultura y Desarrollo Rural (MinAgricultura) y el Instituto Colombiano Agropecuario (ICA)– autorizara el ingreso a su mercado de cinco productos agrícolas peruanos: palta Hass, toronja, arándanos, granada y pimienta, tras haber cumplido

Perú con exigentes requisitos sanitarios.

Esta apertura de Colombia a las exportaciones agrarias de Perú demuestra que ambas economías son complementarias y no competidoras, por lo que debe aprovecharse esta estratégica condición, además de la cercanía geográfica y las excelentes relaciones políticas y empresariales Perú-Colombia, para revisar la enorme lista de productos de calidad que el agro peruano puede y debería exportar hacia Colombia.

OPORTUNIDADES NO APROVECHADAS

De acuerdo con estudios realizados por la Comunidad Andina (CAN), Perú exporta con destino a Colombia desde hace unos 47 años, pero dichos envíos han estado circunscritos a unos pocos productos: alambre de cobre refinado, alcohol etílico sin desnaturar, cinc en bruto sin alear, productos de algodón, impresos publicitarios y otros. En agroindustria, durante años Perú



solo le ha vendido a Colombia uvas frescas, café sin tostar y sin descafeinar, cebollas frescas o refrigeradas, arroz y, últimamente, alimento para perros y gatos. Y nada más que eso.

Revisando estadísticas oficiales, pudimos comprobar que en el período 2003-2012, Perú exportó a diversos países importantes volúmenes de paltas frescas, mangos frescos, vieiras (conchas de abanico), preparaciones y conservas de camarones y langostinos, manteca de cacao, algas frescas, hígados, huevas y lechas de pescado congelados, pero Perú no envió ninguno de estos productos con destino a Colombia durante esos 10 años de exportaciones, a pesar de que ese país demanda e incluso importa dichos productos de otros países geográficamente más distantes. Fueron, sin duda, 10 años en los que Perú tuvo y no aprovechó estas oportunidades de exportación a Colombia.

El interés de Perú por exportar más productos agropecuarios a Colombia siempre ha existido.

De hecho, años atrás la Comisión de Promoción del Perú para la Exportación y el Turismo (PromPerú) se contactó con empresarios y compañías colombianas y, a través de dicho acercamiento, pudo conocerse que diversos tipos de pescado (caballa, merluza, mero, perico), además de la carne de pavo y las conservas de sardinas eran productos potencialmente exportables hacia ese destino sudamericano.

En esa misma línea, y utilizando la metodología de evaluación de la Comisión Económica para América Latina y el Caribe (CEPAL), se pudo identificar que Perú podía exportar con éxito a Colombia cacao en grano, chocolates, tomates preparados, atún y anchoas en conserva. Cabe recordar, además, que entre Colombia y Perú existe un idioma común, y gustos y costumbres similares en los consumidores y empresarios. Y en el marco de la CAN, los productos peruanos tienen arancel cero y otras facilidades para ingresar a un mercado

colombiano conformado por más de 48 millones de consumidores.

ECONOMÍAS PLEMENTARIAS Y NO COMPETIDORAS

Ya lo dijo tiempo atrás Juliana Villegas Restrepo, vicepresidenta de Promoción de Exportaciones de ProColombia –el equivalente a PromPerú en ese país–: «Sabemos que (Colombia y Perú) nos podemos complementar muy bien. No se trata de sustituir lo que Perú hace muy bien». Pero Villegas Restrepo dijo más: «Si Perú es un excelente agroexportador y Colombia tiene una oferta inmensa de envase y empaques, ¿por qué no llevamos esa uva de mesa perfectamente empacada a Japón? Esa es una alternativa que siempre está presente». Opinión de una funcionaria que lleva años trabajando en la promoción de las exportaciones de Colombia y que no ve al Perú como un competidor sino como un aliado estratégico y como una economía complementaria.

En este análisis, es importante

subrayar lo manifestado por Aurelio Irigorri Valencia, ministro colombiano de Agricultura y Desarrollo Rural, tras reunirse el pasado 10 de octubre con su homólogo peruano José Hernández Calderón en Bogotá. Irigorri Valencia ha destacado al Perú como un caso de éxito en política agrícola y agroexportadora y con el que Colombia está estrechando sus relaciones, en el marco de los bloques de la Alianza del Pacífico (AP) y la Comunidad Andina (CAN).

Similar opinión ha emitido el viceministro colombiano de Asuntos Agropecuarios, Agrícolas y Forestales, Juan Pablo Pineda Azuero, quien no tuvo reparos en manifestar que Colombia tiene que aprender de Perú en materia de agroindustria. «Estamos aprendiendo de países como Perú, que es líder mundial por la especialización de sus productos, por lo que están prestos a hacer esa transferencia de conocimiento», indicó.

El alto funcionario del Gobierno colombiano dijo además que Perú trabaja para convertirse en el primer exportador de arándanos de Sudamérica en los próximos dos años –actualmente, es el tercer exportador, detrás de Chile y Argentina–. Y lo dicho por el viceministro colombiano es cierto: Perú tiene objetivos bastante ambiciosos en cuanto a la producción y exportación de arándanos, a pesar de ser una fruta que comenzó a cosecharse en territorio peruano recién a partir del 2010 y cuya primera exportación (un envío de 1,500 kilogramos) se concretó en 2013.

Más allá del arándano, destacamos que Perú haya logrado también el ingreso a Colombia de la granada, fruta muy cotizada en los mercados internacionales por su riqueza vitamínica, alto



Photo: Bennett Reis - 2013©

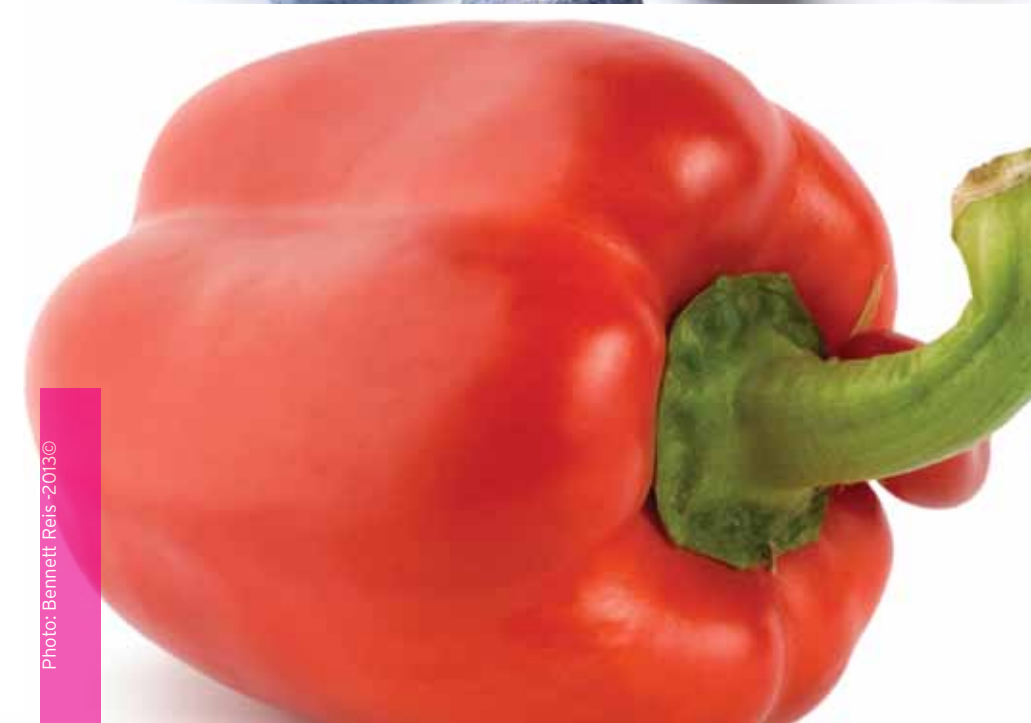


Photo: Bennett Reis - 2013©



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“PERUVIAN-AMERICAN YES!...AND IS A GREAT HONOR!”

In a book created by PACCLI for President of Peru

You are right. We live here in the United States. But we are Peruvians to the core.

With our variants and different geographies. We are Incas, we are cholos, we are charapas, we are Chinese, we are gringos, we are ... whatever we imagine, but always Peruvians.

We drink chelas, drink pisco, we have a day dedicated to grilled chicken, to pisco, to ceviche.

We cultivate the homeland from within and around the world. Never leave our land. We bring and we expand. We open our doors to those who do not know us. We are a force of nature.

Our culture is ancient and diverse. We export our culture and proudly represent. parades or bands, or costumes which with whatever difficulties or cost we always have. We bring them because you have to keep traditions. And so we go to carnivals, dances of Ancash, the Inti Raymi; we parade our Cristo Morado in processions throughout the tri-state area; we can take classes of marinera -our coastal typical dance- in Manhattan, Long Island, New Jersey, or Connecticut. All you need is the wish to learn to dance it. The fact is that we feel at home, despite inhabiting another house.

Our food is already well established. Our drinks too: chicha, pisco and everything in between. We know that 'we have arrived' when on American national TV at six o'clock in a news program, they do a food segment and announce with great fanfare a "Peruvian ceviche" yes, with the Peruvian label and no other.

That delicate and laborious job entrepreneurs began over twenty years ago with their small and local restaurants setting trends, now already consecrated with the arrival of the big chef names. But we do not forget our humble beginnings and we are proud of what we have created and enjoy it.

We have left our country for many different reasons, but we have always leave our mark when it comes to representing our mother country. The homeland is never forgotten and all our current achievements are testimony to this.

We create businesses, we create future. Not only in the food sector, but in exports, in the most diverse professions: no shortage of lawyers or accountants, engineers or talented architects; nor of teachers who mold minds and spirits as only the best can do. We are also in services, in construction. In other words, we are in all sectors, in all professions,

including fashion, the arts and science. We, as the best do, are building our new home, here in the United States. And we do it from our inner Peruvian, the same that with pride and confidence we pass on to our children.

This new generation that not only speaks our language, but that retransmits and lives our culture. A generation that is happy when we announce a trip to Peru to see the family, to learn something new, to visit their parents or grandparents mother country. That is to make homeland.

Or rather have the Americans say it: Local opinion is favorable, it is friendly. Our reputation is good. We fulfill and continue to fulfill. That is to love Peru. That wherever we go they will admire and respect us.

Always proud to be Peruvian.



FUNCTION PERU TRADE OFFICES IN THE UNITED STATES AND ITS CURRENT RELATIONSHIP WITH THE PERUVIAN AMERICAN CHAMBER OF COMMERCE

The Commercial Office of Peru is responsible for promoting Peruvian products and services in the markets of the United States. It also monitors economic and trade policies of the United States and the investment climate.

The Peru has four trade offices, which are located in Washington DC, Miami, New York and Los Angeles.

The four offices promote bilateral trade by identifying opportunities for Peruvian exporters facilitating contacts between key entrepreneurs and building more fruitful relations between organizations and Peruvian and American businesses.

The Commercial Office of Peru in the United States offers assistance and information to Peruvian companies and chambers of commerce in foreign trade matters and establishes contacts with relevant US authorities to commercial organizations in the United States so that entrepreneurs can achieve their business objectives.

ANALYSIS OF THE CURRENT RELATIONSHIP

It would be unfair not to praise the work of trade offices, as they are currently working very hard to achieve fulfill its role, Peruvian exports have grown significantly and NAFTA has been an instrument of great help.

Currently there are a large number of small and medium Peruvian entrepreneurs and business men and women residing all across the Union who are working very hard to introduce a wide variety of Peruvian

products and services. Many of them do not have the cooperation of the Peruvian government, and in some cases have been forced to form various chambers of commerce with the intent of intensifying their activities between them.

By the same token, there is also a large number of small Peruvian businesses established in Peru who aspire to place their products in the American market, but because they are small entrepreneurs they do not have the luck to have someone who promote them abroad.

It is here where the relationship between trade offices, chambers of commerce and small Peruvian businessmen residing in Peru has failed to find a working mechanism altogether.

I am convinced that this is due to the fact that is more profitable to trade offices to work with large Peruvian and American companies, thus leaving behind small Peruvian companies.

After nearly 10 years of observing how they both Commercial Offices and chambers of commerce work, I am convinced that it is time to rethink the relationship between the two of them.

PROPOSAL TO UPGRADE RELATIONSHIP

1. To provide Commercial Offices of a special economic starting package to sponsor events between chambers of commerce and small Peruvian entrepreneurs.

2. To create mechanisms for a representative of the chambers of commerce to be part of the staff of the Commercial Office. This position shall be acquired by means of an election within the members of the chamber of commerce and shall be for a specific time.

3. The function of the representative will be to promote trade only among members of the chamber of commerce and small Peruvian entrepreneurs living in Peru.

4. To promote training between both parties (chamber of commerce and small Peruvian entrepreneurs.)

5. To spread the progress of the different commercial offices and the different Peruvian chambers and the small entrepreneurs worldwide.

6. To create a mechanism of communication with the different states of the American Union to let Peruvian entrepreneurs know of the possibility of purchases through this new proposal. In this way the United States will help strengthen trade relations between the two countries.

7. The large companies cannot participate in this promotion mechanism.

8. To encourage the formation of other chambers of commerce worldwide.

Written by: JOSÉ PAREDES
Founder of PACCLI
Certified Public Accountant
President, Paredes Consulting
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DISCOVER PERU: NATURAL WONDERS, MYSTERIES OF HISTORY AND EXQUISITE CUISINE

AWARDS AND QUICK FACTS

Peru, South America's third largest country after Brazil and Argentina, has a coast of 2,500 km. long on the Pacific Ocean, the high mountains of the Andes and Amazonian jungle that covers 60% of the Peruvian territory. It has a population of approximately 30 million.

Tourists are drawn to Peru for a variety of experiences; cultural, environmental, historic and culinary. Visitors are in awe of the archaeological and historic sites of Cusco and Machu Picchu; and the biodiversity and spectacular scenarios found along the Amazon River. The capital, Lima, is a cosmopolitan city offering a great diversity of flavors celebrating Peruvian Cuisine. But there are many more exciting destinations to explore in Peru; its numerous smaller cities, thousands

of archeological sites and over 22 million hectares of protected natural areas.

The Peruvian economy has been making impressive strides in recent years, jumping from a GDP of US\$ 61 billion in 2003 to more than US\$ 200 billion currently. Exports grew from US\$ 7 billion in 2000 to US\$ 40 billion. Mining products, like copper, gold, silver and zinc, are Peru's biggest exports; while food related exports from Peru grew over US\$ 7 billion per year and textile and garment are close to US\$ 2 billion.

TOURISM

Peru was awarded South America's Leading City Break Destination, South America's Leading Cultural Destination, South America's Leading Heritage Destination

and World's Leading Tourism Authority Website in 2014, at the World Travel Awards, considered the "Oscars of Tourism."

The number of tourists visiting Peru increased from 2 million people in 2008 to 3.1 million in 2013.

Peru scored two spots on the top 10 list of TripAdvisor's top hotels of 2015 awards with Hotel Belmond Palacio Nazarenas in Cusco on spot #5 and Tambo del Inka - A Luxury Collections Resort & Spa in Urubamba on spot #10.

PERUVIAN GASTRONOMY IN THE WORLD AND IN NYC

Peruvian cuisine, the result of a nearly 500-year blend of Spanish, other European, African, Japanese and Chinese immigration and native cultures, is hitting big on the worldwide food scene with restaurants and consumers.

Peru was awarded the World's Leading Culinary Travel Destination in 2012, 2013 and 2014 at the World Travel Awards, regarded as the "Oscars of Tourism" and Lima has become the leading culinary destination in all of South America.

Peruvian Chef Javier Wong's ceviche recently won the Chowtzer



ALPACA EXPORTS ARE CLOSE TO US\$ 200 MILLION AND REPRESENT A VALUE OVER 1 BILLION AT CONSUMER PRICES.



Fast Feasts Awards 2014, as the tastiest dish in the world.

Peruvian Chef Gaston Acurio received The Global Gastronomy Award in 2013, which is awarded by the Sweden's White Guide. Previous recipients have included Ferran Adrià, René Redzepi and David Chang.

Peru also made it to the World's 50 Best Restaurants list produced by the British magazine Restaurant, with Central restaurant ranked #15 in 2014 (2 years on the list), and Astrid y Gaston ranked #18 (4 years on the list).

The first "Peruvian Picante Restaurant Week" was organized in December 2014, with the collaboration of some of the best Peruvian restaurants in NYC: Chimu, Cocoroco, Jora, Panca, Pio Pio, Raymi, Surfish and Warique. In the NY Tristate area there are almost 200 Peruvian restaurants.

FOOD EXPORTS

Peru specializes in growing vegetables and fruit that are exported; both fresh and processed.

Coffee and cacao are key Peruvian products; asparagus, peppers, artichokes and quinoa have great recognition for their quality, and fruit like grapes, avocado, mango, organic bananas and blueberries are booming.

Exports of Peruvian quinoa increased an astonishing 140% in 2014. The United Nations designated 2013 the International Year of Quinoa.

Pisco, the distilled grape brandy, is Peru's native spirit, appreciated and enjoyed with great national pride and a flagship export product. The spirit owns a protected designation of origin (DO) in the coastal valleys of Lima, Ica, Arequipa, Moquegua and Tacna.

TEXTILE AND GARMENT EXPORTS

Peruvian textile and garment exports were US\$ 1,7 billion in 2014, based primarily on 2 extraordinary fibers: Peruvian Pima cotton and Alpaca.

Many international brands source part of their garment production in Peru, like Polo Ralph Lauren, Lacoste, Armani, Prada, Cacharel, Brook > Brothers, Gap, Vitorinox, Vince, Psycho Bunny, etc.

One third of Peruvian exports in this sector are directed to the US market.



TO PRODUCE AND EXPLOIT LONG ISLAND

WRITTEN IN NEWSPAPER "EL SOL DE HIDALGO," IN PACHUCA, MEXICO.

The federal deputy for the constituency of Acapulco, Pedro Luis Noble Monterrubio, is soon to promote the integration of a trade mission of micro, small and medium entrepreneurs hidalgenses- his constituency - to come to New York, United States, to receive advice from the Peruvian Chamber of Commerce in Long Island (Peruvian-American Chamber of Commerce of Long Island, PACCLI, in English.).

"The legislator wants to facilitate those Mexicans resident in the US to buy products made in Hidalgo. There is an invitation to its annual meeting on the occasion of the tenth anniversary of the PACCLI, and we want to establish the first links for eventual export," informed Ma-

rio Garcia Martinez, link to the office of Management and Citizen Care of Hidalgo.

Named to that position by Luis Noble through a telephone interview, Mario Garcia said that on instructions from the federal deputy "it is essential to know the mechanisms and requirements for us to bring in Hidalgo and to sell what is produced there.

"We initially thought of creating productive units with labor force of relatives in Hidalgo, as well as migrants residing in the United States, in this case with those here in New York, where Long Island is the world's most expensive area along with London".

It's a whole business ecosystem, said Mario Garcia, whom, to attend the 10th anniversary dinner of PACCLI had to pay for his own

ticket and get advice, whether the Chamber itself conducts seminars constantly.

"If we generate employment among hidalgenses in their place of origin, producing what is bought here, we would open export channels: the market would be established. That is why Pedro Luis Noble is looking for entrepreneurs, micro, small and medium entrepreneurs, so they can grow economically.

"We must change the view on the migration of our countrymen: stop seeing them as cheap and clandestine or illegal workers, without employment benefits; now we can profit and do business with legitimate companies, so they may grow to be like the poblano Jaime Lucero. It is the vision of the federal deputy," argued Mario Garcia.

"The Mexican-American Jaime Lucero left his native Independence, Puebla, and arrived in New York in 1975 in extreme poverty began his "American dream" and today is a powerful businessman who helps many fellow countrymen, recognized by the US and the Press of that country," he said.

Jaime Lucero himself wants to have more "Jaimes Luceros", therefore the approach of selecting a trade mission to prove that undocumented immigrants in the United States "do have the potential to become success stories, like him."

Courtesy: Mario Garcia, El sells some Mexican products in Long Island, NY.

Translated from: <http://www.oem.com.mx/elsoldehidalgo/notas/n4298775.htm>



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-Michael J Fox



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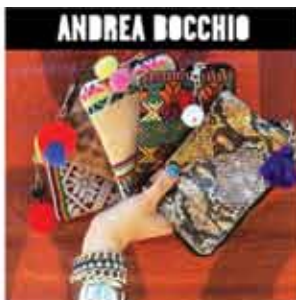
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JEWELRY BY PERUVIAN DESIGNER ANDREA BOCCHIO WOWS WORLDWIDE

Born in Lima and based in New York City, Andrea Bocchio is one of the young, vibrant designers that are helping to make a name for Peruvian fashion across the globe. Bocchio moved to the United States with her family about ten years ago, and she's been living there ever since. After studying fashion and then working in the industry for a while doing print design work, Bocchio started to miss the feeling of textiles and the satisfaction of working with her hands. She began making jewelry in her spare time, and it soon grew from being a hobby to being a burgeoning business.

Since releasing her own small line of knit, crocheted, and woven jewelry in 2012, Bocchio's pieces have reached select stores and boutiques around the world, and as her sales continue expanding internationally, so does her production. In developing her latest

collection, Andrea set out to empower Peruvian artisans and inmates by working with fair trade cooperatives in order to pay her workers fair wages and allow their craftsmanship to shine through her designs.

Her work with the inmates has led Bocchio to transform her brand into a full-scale social enterprise, in which she has moved the bulk of production into. The wages provided through her new initiative allow these inmates to support their families and also makes them more employable upon release. In a country stricken by poverty, Bocchio's evolving business plan seeks to help the marginalized and forgotten, and now, she not only delivers the spirits and styles of Peru to consumers throughout the globe, but also enriches the lives of those involved at the most primitive stages of the process.

**BOCCHIO'S PIECES
HAVE REACHED SELECT
STORES AND BOUTIQUES
AROUND THE WORLD**



IN HONOR OF
JULIA COLMENARES CNA.

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The Centro de Salud de Calca is the MINSA facility where our medical team will host clinics of various subspecialties such as ophthalmology, pediatrics and women's health, and ultrasonography. It will also be the location where our ophthalmologists will perform cataract surgery. This year's goal is to perform 100 sight-restoring

surgeries. All of these services will be provided free of charge to the patients. Our team consists of physicians, nurses, allied health care professionals and medical, optometry and allied healthcare students who dedicate their time and talents. Since the inception of our organization in 2011, our portable eye clinic and operating room has examined over 4,000

patients, distributed 6,700 pairs of prescription glasses/sunglasses and performed close to 400 site restoring surgical procedures. The portable medical clinic has administered health care to approximately 7,850 patients to people and performed approximately 250 portable ultrasound examinations.

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ANDREA WILL BE DEBUTING A NEW PET
ACCESSORIES LINE, STATIONERY INSPIRED
BY LLAMAS AND ALPACAS, AND A LINE OF
BABY ALPACA UNISEX SCARVES.



Additionally in 2015 Andrea partnered with fellow Peruvian expat Michelle Peglau to launch "El Mercado Peru", a platform that looks to introduce the best of Peru to the rest of the world. Through a pop up retail space and an e-commerce site they look to lift the veil into the Peruvian experience, beyond what one's first thoughts about Peru may be.

Opening again on November

3rd 2016, the two month long Pop Up will be located at the Roger Smith Hotel, near the bustle of Grand Central, overflowing with handmade items for the home, accessories for your winter wardrobe, and treats for your palate. The shop will showcase products from 20 brands, a mix of Peruvian brands coming to the US for the first time, work by Peruvian designers based in NYC and American brands that manufacture in Peru.

For those away from NYC, all these treasures will be available through their site www.elmercado peru.com

At this shop Andrea will be debuting a new pet accessories line, stationery inspired by llamas and alpacas, and a line of baby alpaca unisex scarves. Let the excitement and exuberance of a Peruvian Mercado add to your lifestyle this Holiday season.



WOW!... MAKES ME WANT TO RIDE ACROSS PERU!

“21 IMAGES OF PERU WE CAN'T STOP LOOKING AT”



by HAL AMEN
Matador Network
© 2006-2016

IT'S EASY to cast Peru in superlative terms. The nation has the world's deepest canyon, a selection of the Western Hemisphere's tallest mountains, and one of the driest deserts on Earth. It contains the headwaters of the world's most massive river and a sizable portion of the largest tract of tropical rainforest on the planet.

The country is classified as “megadiverse,” home to 21,462 species of plants and animals, almost 6,000 of which are endemic. Dozens if not hundreds of influential cultures have risen in Peru within the last 11,000 years, with the Inca representing the largest empire in pre-

Columbian America.

This makes for some seriously epic Peru travel opportunities.

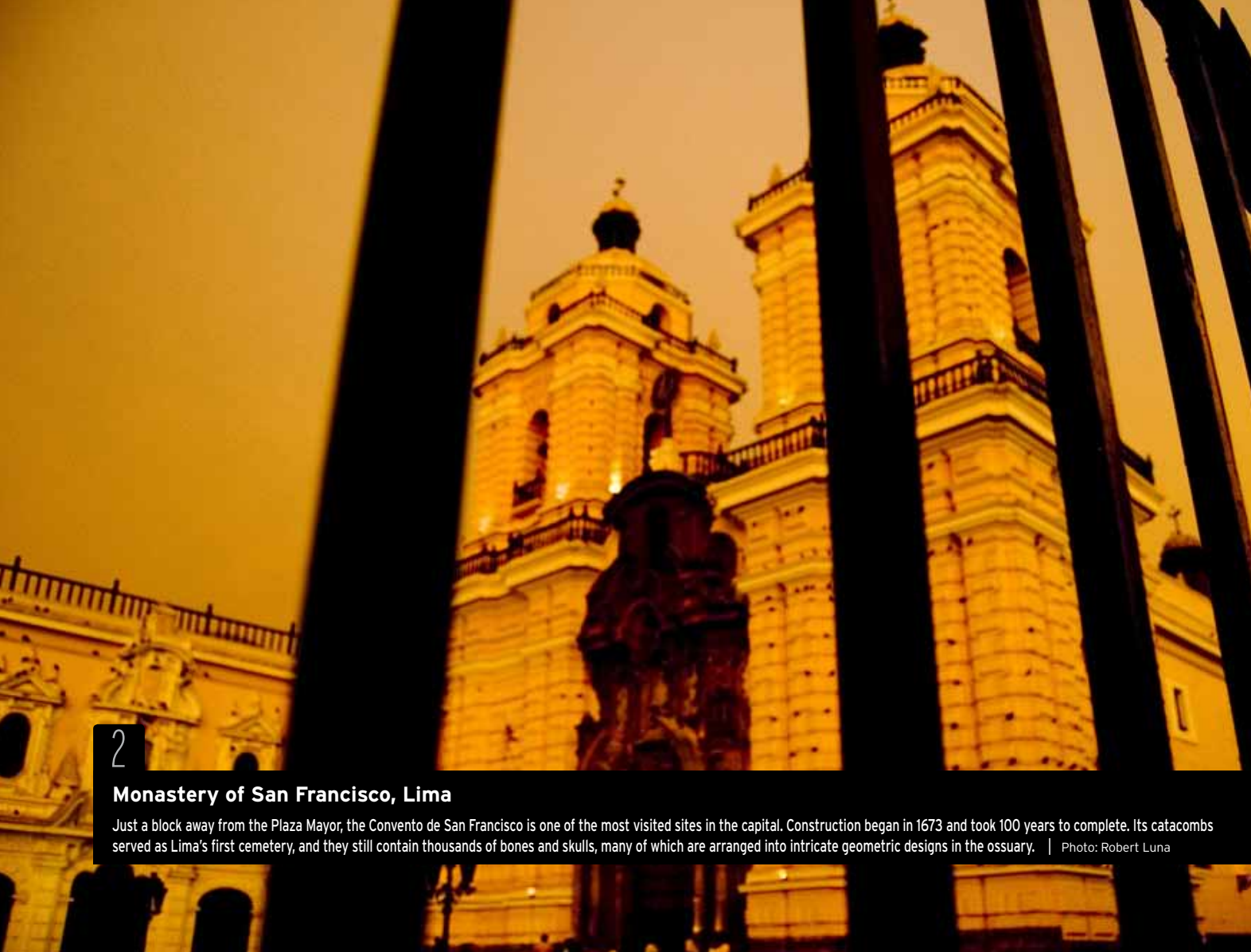
Here are only 21 of the 40 images that get us fired up to visit.



1

Sun over Machu Picchu

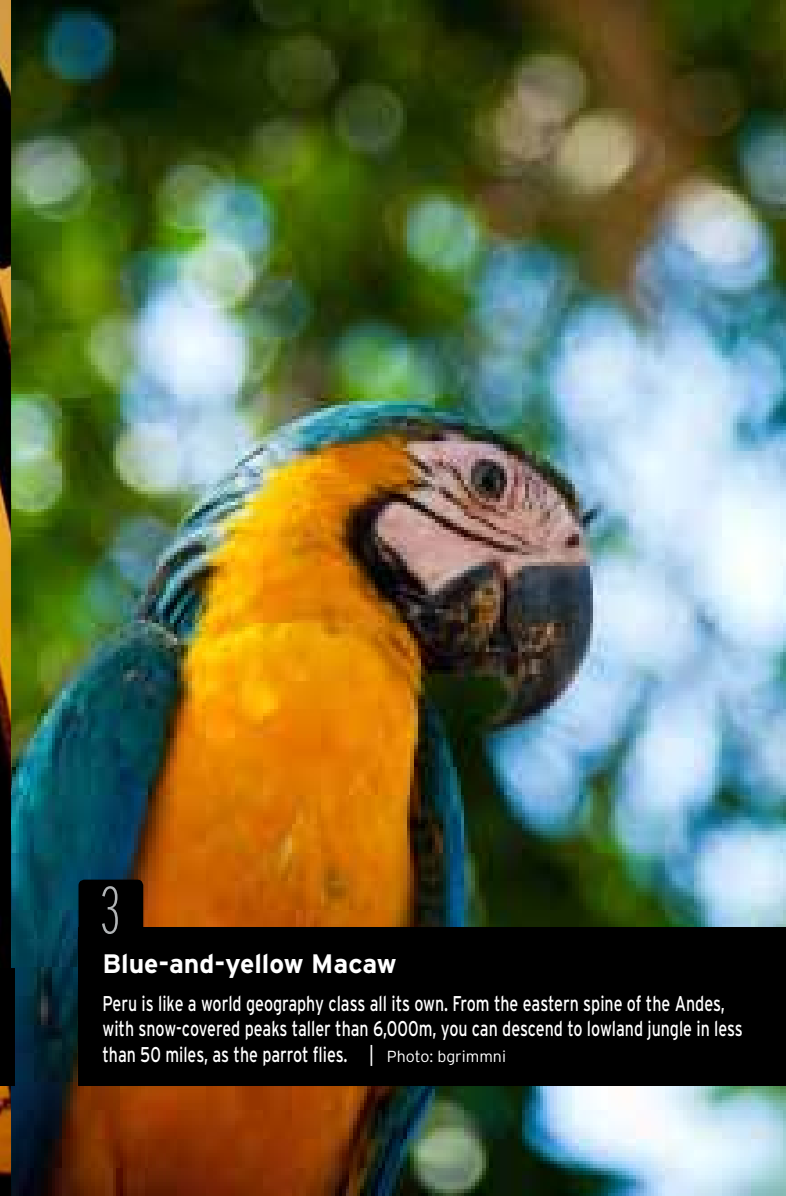
It's hard not to start with the country's best-known attraction. The ancient Inca sanctuary sits at an elevation of about 8,000 feet, looking out over the Urubamba River. I'm assuming this photographer had to wait a while to get a shot with so few fellow visitors in it. | Photo: Martin Lang



2

Monastery of San Francisco, Lima

Just a block away from the Plaza Mayor, the Convento de San Francisco is one of the most visited sites in the capital. Construction began in 1673 and took 100 years to complete. Its catacombs served as Lima's first cemetery, and they still contain thousands of bones and skulls, many of which are arranged into intricate geometric designs in the ossuary. | Photo: Robert Luna



3

Blue-and-yellow Macaw

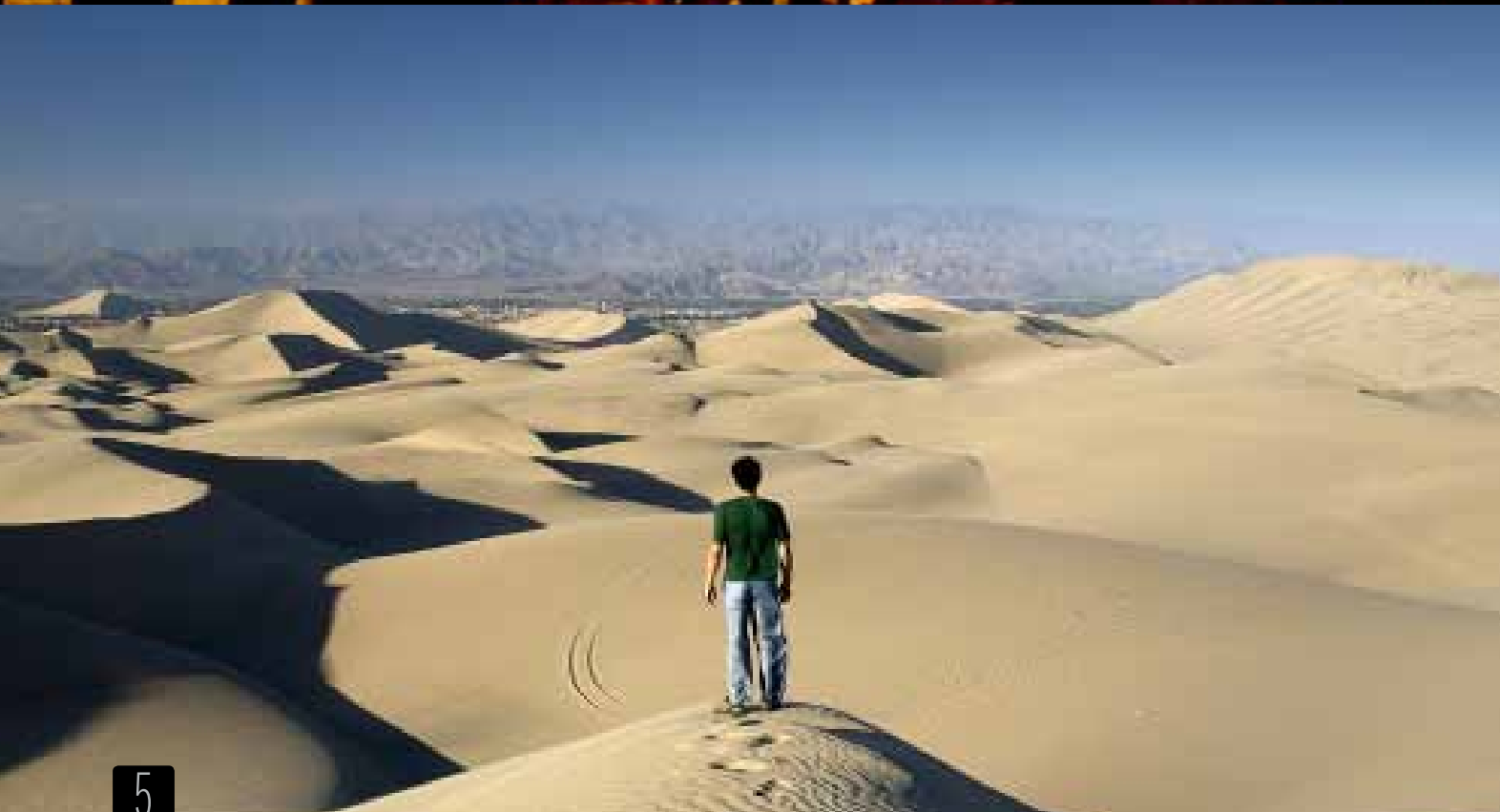
Peru is like a world geography class all its own. From the eastern spine of the Andes, with snow-covered peaks taller than 6,000m, you can descend to lowland jungle in less than 50 miles, as the parrot flies. | Photo: bgrimmni



4

Huacachina dunes

Another shot of those massive dunes. | Photo: ilker ender



5

Huacachina dunes

Near the oasis resort village of Huacachina, the desert of southern Peru forms sand dunes that in recent years have attracted tourists with sandboarding and dune buggy tours.

| Photo: guilherme



6

Parque de la Reserva, Lima

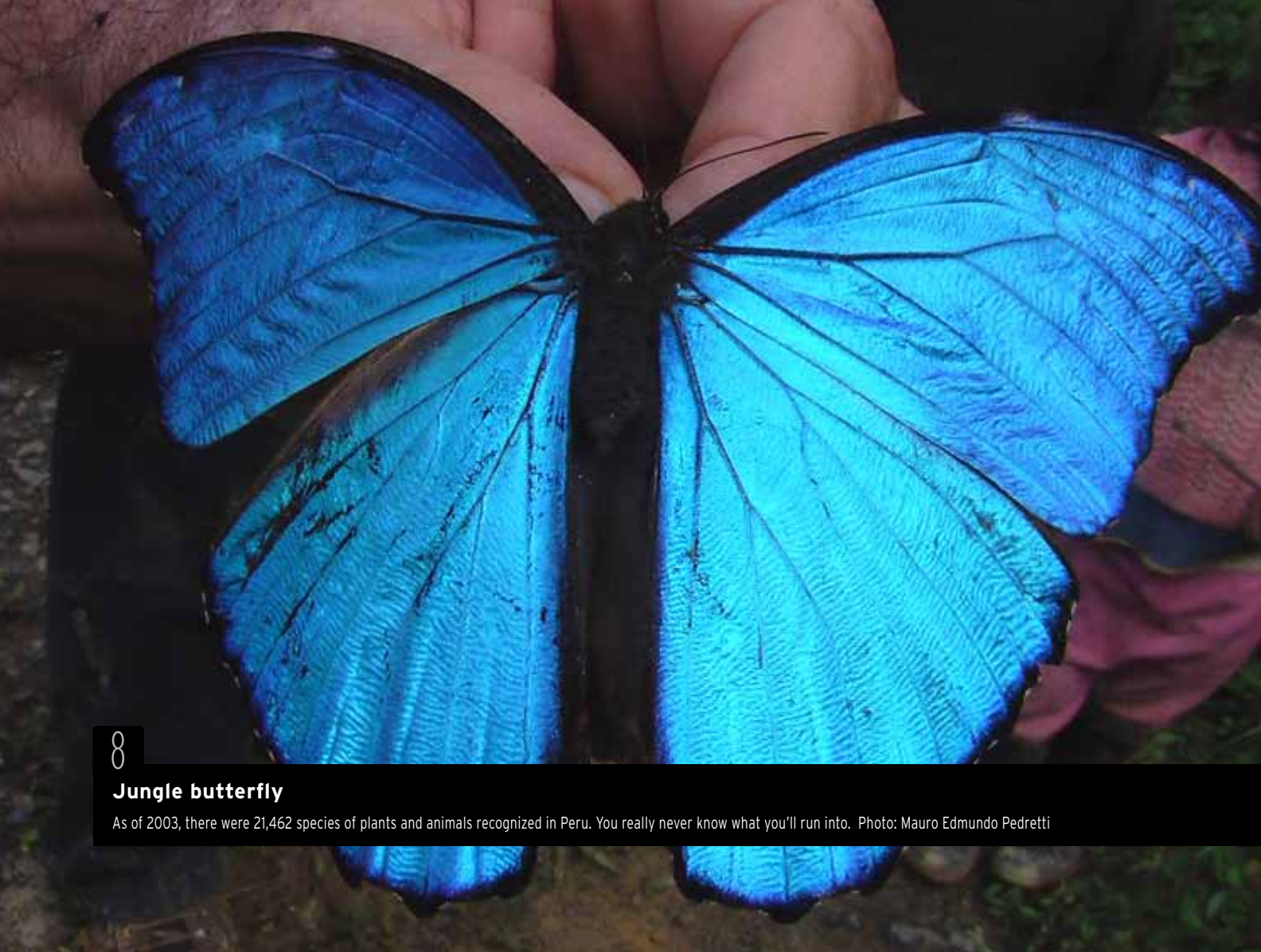
Lima is the fifth-largest city in the Western Hemisphere and home to a third of the entire Peruvian population. Combined with neighboring Callao, 9 million people live in the metro area. | Photo: Kenneth Moore



7

Makaha Beach, Lima

Sunset at this front-and-center surf beach adjacent to Lima's Miraflores district. Photo: Geraint Rowland



8

Jungle butterfly

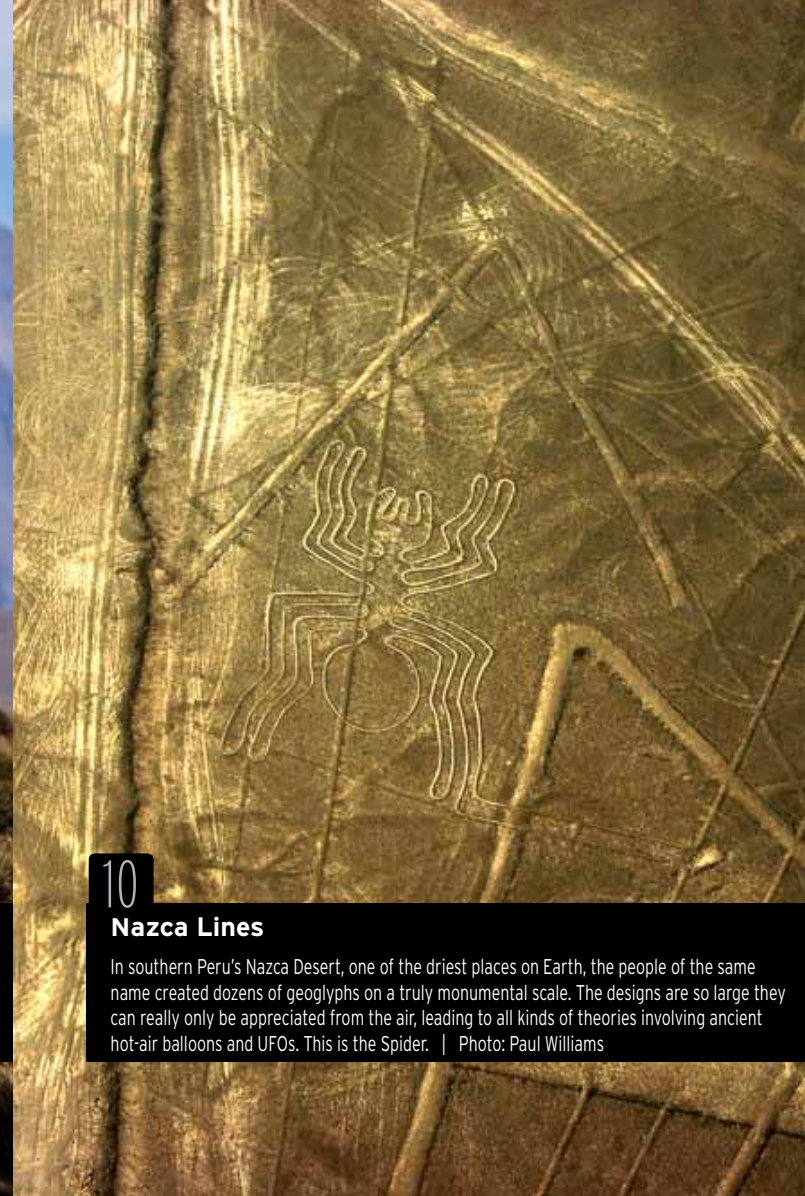
As of 2003, there were 21,462 species of plants and animals recognized in Peru. You really never know what you'll run into. Photo: Mauro Edmundo Pedretti



9

El Misti

This 19,000ft active stratovolcano is one of three peaks that dominate the Arequipa skyline. Here it is in the background of a shot of a grazing vicuña, a wild relative of the alpaca. Photo: ribosomís



10

Nazca Lines

In southern Peru's Nazca Desert, one of the driest places on Earth, the people of the same name created dozens of geoglyphs on a truly monumental scale. The designs are so large they can really only be appreciated from the air, leading to all kinds of theories involving ancient hot-air balloons and UFOs. This is the Spider. | Photo: Paul Williams



11

Paracas Peninsula

There are red-sand beaches where the desert meets the sea at this peninsula, which is protected as a national reservation and UNESCO World Heritage Site. | Photo: Susana Fernandez



12

Urubamba River from the Inca Trail

The Inca Trail to Machu Picchu is the most popular trek in Peru. This is one of the views of the Urubamba you'll get shortly before reaching the ruins. | Photo: Martin Lang



13

Dusk in Barranco, Lima

The Barranco district of Peru's capital is known for being home to musicians, artists, and other creative limeños. | Photo: Geraint Rowland



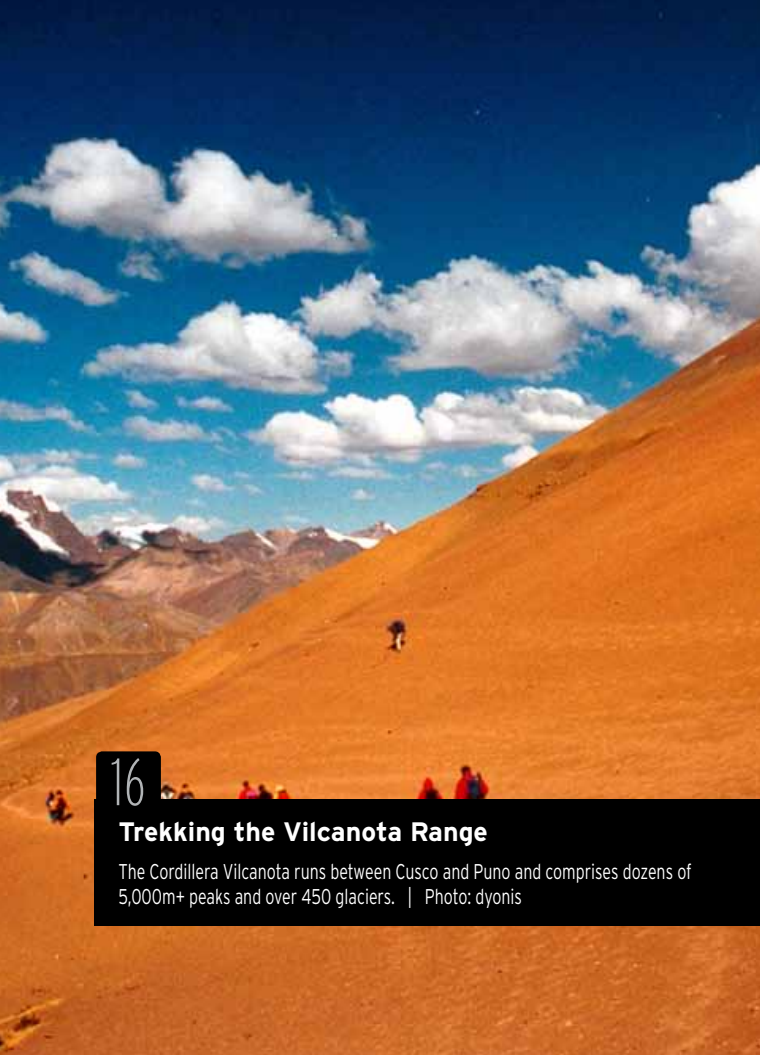
NOT ONLY THE NATURE AND CULTURE
OF PERÚ ARE WONDERFUL
BUT ALSO ITS PEOPLE.
NOBLE HEART PEOPLE.
THEY ARE VERY PROUD TO BE PERUVIANS

Bozena, from Poland

14

Moray

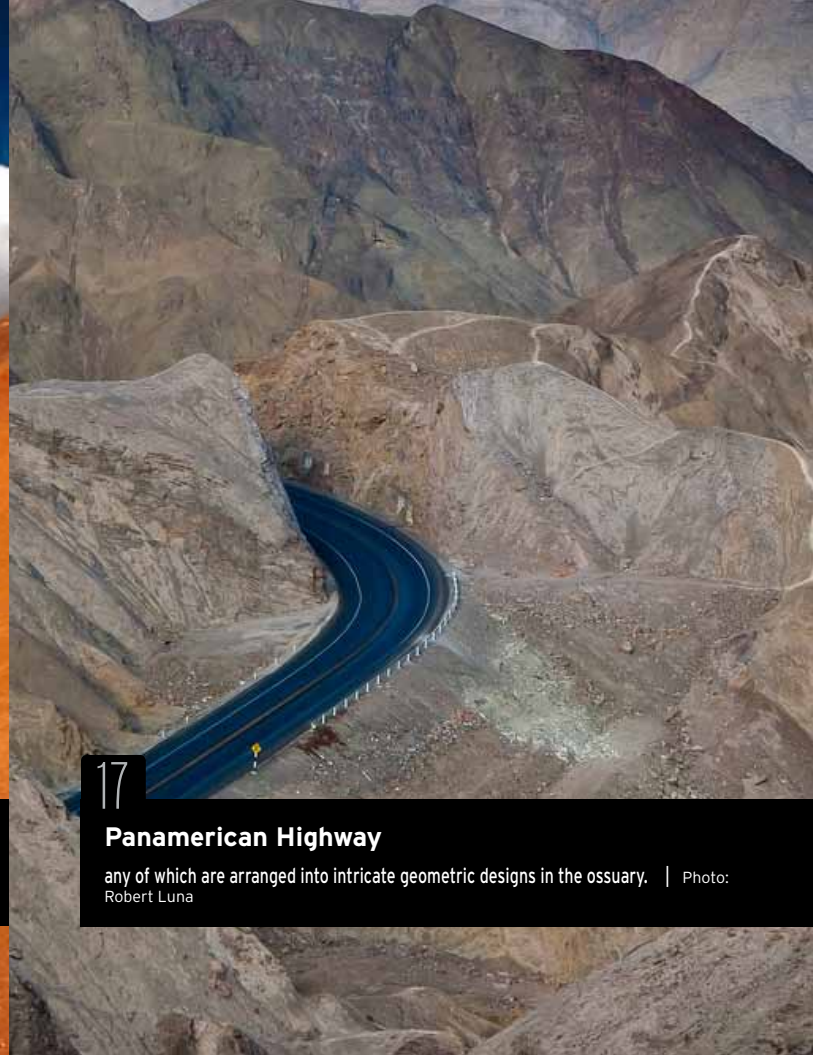
The terraced circular depressions at Moray are thought to have served as an agricultural experimentation facility, where the Inca learned which crops thrived at which temperatures (the temperature of the bottom levels is significantly different than that at the top). | Photo: pizzatravel.com.ua



16

Trekking the Vilcanota Range

The Cordillera Vilcanota runs between Cusco and Puno and comprises dozens of 5,000m+ peaks and over 450 glaciers. | Photo: dyonis



17

Panamerican Highway

any of which are arranged into intricate geometric designs in the ossuary. | Photo: Robert Luna



18

Pisac

At this Inca site in the Sacred Valley, there are extensive stone terraces, still in use today, as well as ruins of temples, baths, and altars, among other structures. Back in the 1400s, Pisac was a border post, defending the southern entrance to the Sacred Valley. | Photo: Guillén Pérez



19

Colca Canyon

More than twice as deep as the Grand Canyon, with a maximum depth of 13,650ft, the Colca Canyon is the best place in the country to observe the Andean condor. | Photo: Vladimer Shioshvili



20

Ancash Region

Just north of Lima, Ancash contains the Cordilleras Blanca and Negra, the former of which accounts for the highest peaks in the country. The region's capital, Huaraz, is the launching point for climbers headed into the mountains. | Photo: johnjodeery



21

Machu Picchu panorama

And, ending where we began, one of the most iconic archaeological sites in Peru, if not the world. | Photo: Ken Bosma



This article is sponsored by our friends at Intrepid Travel. in www.matador.com Check out their Peru tours and highlights.

AND SOON, NATIONAL CUISINE WILL BE DECLARED INTANGIBLE HERITAGE OF HUMANITY BY UNESCO

PERU IS STILL THE "BEST CULINARY DESTINATION IN THE WORLD"

At the World Travel Awards (WTA), considered the 'Oscar' prize of world tourism, Peru was awarded for the second consecutive year as "Best Culinary Destination in the World", beating the renowned cuisine of countries like Japan, China, France and Mexico.

The awards, held under a glittering ceremony at La Cigale Hotel, the city of catari Doha on November 30th, made it clear that the success of Peruvian cuisine is not a fad or the product of an excellent government marketing campaign but, on the contrary, a tangible, verifiable reality through the five senses, widely known and recognized by the most exalted chefs and institutions linked to the global food industry.

In the exotic city of Doha (State of Qatar), the name of Peru was again at the top, after Graham E. Cooke, president and founder of World Travel Awards (WTA), han-

ded the trophy to Alvaro Silva Santisteban Ferraro, economic and commercial counselor of the Commercial Office of Peru in Dubai - PromPerú recognizing our country as best overall culinary destination; thus confirming the current status of leadership of Peruvian cuisine internationally.

This year, the Peruvian culinary arts surpassed those of Australia, China, France, India, Italy, Japan, Malaysia, Mexico, Spain, Thailand and the United States, who were also candidates but were unable to dethrone Peru's food that as transcending, in 2015 or 2016 could be declared Intangible Heritage of Humanity by UNESCO, as is Mexican cuisine, a fact that would mean a huge boost for Peru, with a view of hosting a huge Bicentennial of Independence in 2021.

Graham E. Cooke, president and founder of World Travel Awards, said: "We are proud to have held the awards in Doha, showing our continued support for the inno-



Photo: PSYCHO BUNNY -2013©

COMPANIES WITH SUSTAINED GROWTH OF BETWEEN 25% & 30% ANNUALLY

vative development of tourism in this region. The grand finale was a very competitive night for us. The World Travel Awards nominees worldwide (including the cuisine of Peru) and the winners are an example of luxurious and innovative brands, products and services with unique hospitality."

Choosing Peru for the second consecutive year as "Best Culinary Destination in the World" is, according to the president of the Peruvian Society of Gastronomy, Bernardo Roca Rey, an honor for Peruvians without distinction because we are all part of this achievement. "The great chain who make the beautiful string of flavor that is our food: farmers, fishermen, food sellers, food carts, waiters, cooks, diners; we all worked as a team and this award shows that we are a great team and can achieve a lot," said the APEGA leader.

PERU, THE WORLD'S CULINARY REVOLUTION

Recently, the First World Congress of Gastronomy was held, and one of the world's most prestigious chefs, Italian Alessandro Dirienzo, indicated that our cuisine is one of the revolutions of the culinary world, thanks to its wide range of flavors, textures and ingredients. "One of my favorite dishes is ceviche and I understand that is one of the best known, but I believe that in 10 years Peruvian food will show the world more about its wide range," he said.

Dirienzo noted that Peruvian food uses many fresh products and those produced by the land like Andean grains, while the

kitchens of other countries use frozen ingredients. Also, renowned international chefs who visited the city of Chiclayo agreed to review Peruvian cuisine as the "kitchen of the future" and one of the most famous in the world.

For example, the Argentine chef Aldo Ansaldi highlighted the formidable marketing developed by Peru regarding its cuisine, which has allowed it to locate itself around the world. "It has wonderful positioning worldwide and that's not done by just anyone. I congratulate the team that did all this. You've done something amazing," he said.

These phrases are common in any global gastronomic event held either within or outside of our territory. The next step is to get UNESCO to declare Peruvian cuisine Intangible Heritage of Humanity.

Eat@Lima

Just pack your passport...

Lima is winner of the
World's Leading Culinary Destination Award
in 2016, 15, 14, 13, 12.



Lima, land of the Inkas and home to over 10 million people, is known for its rich cultural history, warm people and excellent food.

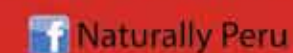
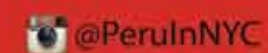
Indulge in a combination of traditional and modern cuisine while discovering what makes Lima so special.

Lima is home to 3 of
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in 2016 including:

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- **Maido** #13
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OUTSTANDING PERUVIANS IN NEW YORK



AMBASSADOR MARIA TERESA MERINO DE HART.
 General Consul of Peru in New York

Ambassador María Teresa Merino Villarán de Hart was appointed Consul General of Peru in the City of New York and assumed the post on May 1, 2013. Throughout a diplomatic career spanning nearly four decades, Ambassador Merino de Hart has worked in a myriad of areas within the Peruvian Foreign Ministry and abroad on issues of bilateral and multilateral relations, specializing in subjects such as social development, antidrug efforts, the promotion of foreign trade, and the attracting of foreign investment to Peru. In her previous position as Consul General in Hamburg, as well as in her current post in New York, Ambassador Merino de Hart strives to protect the Peruvian community, as well as to disseminate the cultural values of her country.

Ambassador Merino de Hart studied at the Pontifical Catholic University of Peru and later at the Diplomatic Academy of Peru, from which she graduated in 1978, beginning her diplomatic career as Third Secretary. She also holds a Master's Degree in Liberal Arts with mention in International Relations from Georgetown University and a Doctoral Degree from Atlantic International University of Hawaii with mention in International Relations.

Since she took office, her work has focused on improving the services and procedures offered by the Consulate General of Peru in New York, increasing the number of mobile consulates, promoting closer ties between the Consulate and relevant associations, groups, and Peruvians in general, as well as supporting the dissemination of Peruvian cultural values.

Ambassador Merino de Hart considers the Peruvian community in New York to be a luxury, not only due to the number of people firmly established in this state, but also because of how they have maintained a sense of solidarity with their compatriots who have arrived after them, as well as a desire to keep their children and grandchildren in touch with the cultural values of their country of origin. |



DR. CONRADO FALCO
 Director. Trade Commission of Peru in New York

Conrado J. FALCO Scheuch is currently the director of the Trade Commission of Peru in New York. His main functions are related to the promotion of exports, investments and tourism.

Prior to this position, he has been Head of Information and Economic Studies in ProInversión, Peru's Investment Promotion Agency (IPA), where he worked almost 10 years. Mr. Falco has also been Assistant Editor for Perú Económico and Semana Económica, the most recognized economic and business publications in Peru, working at Apoyo Group for 8 years in total.

Mr. Falco has a Master's Degree in Real Estate and Construction Companies Management (MDI) from the Universidad Politécnica de Madrid and Pontificia Universidad Católica del Perú, and is a Bachelor of Economics by the Universidad del Pacífico.



DR. MARIA JULIA COLMENARES.
 Director. Clinic Operations of A Promise to Peru

Maria Julia was born in Lima, Peru. Raised by her parents, and with five older brothers, she learned the importance of leading others to help those in need in their community.

With this knowledge, she decided to go into the medical field to help advocate for patients care and rights. In 2001, she obtained a NY certificate of nursing assistant, which gave her the privilege of working at the Long Island State Veteran's Home. Four years later, Julia got accepted to work in the Operating Rooms of Stony Brook University Hospital, where she is still employed to this day.

During her time at work in 2013, she became and is also currently involved with A Promise to Peru, a nonprofit charity founded by Dr. John Shanley and Dr. Debra Messina. They go on medical missions to the remote villages in the Sacred Valley of Peru, Cuzco, to give free eye surgeries and other medical services to those who can't afford it. Since Julia has first started volunteering here, she continues to try and make this charity better known and supported in the Peruvian community.

In the year 2014, Julia was the first Hispanic woman in her department to receive the Outstanding Nursing Support and Caregiver award from Stony Brook University Hospital. Later that year, she also received an Award of Appreciation from the Peru Agribusiness Association. This was given to Julia for her selfless work with A Promise to Peru charity.

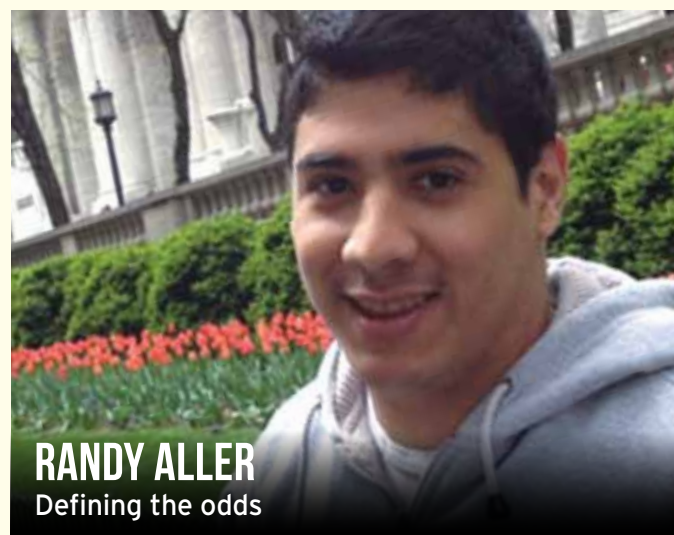


2016

CHAMBER OF COMMERCE DISTINGUISHED HONOREES

OUTSTANDING PERUVIANS IN NEW YORK

PERUVIAN INNER FORCE



RANDY ALLER
Defining the odds

Randy was born in Manhattan, NY. His diagnosis is Cerebral Palsy and hydrocephalus with a VA Shunt.

Randy has enlightened and educated NYC Department of Education since he was the first child receiving the necessary support and service to succeed in an all inclusive educational program (including assistive technology and augmentative communication device in a regular class).

Randy graduated from the High School of Graphic Communication Arts with Honors nine times. Currently attending Borough of Manhattan Community College, majoring in Computer Science.

Randy seeks a profession "that breaks the fourth wall", it means his professional goal is to get a position that no one would ever expected him to achieve. His goal is to work for the New York Police Department as a Cybercrime Detective.

Randy's long range personal project is to develop a company (corporation) based on small businesses. These businesses will entail things he had difficulty with being a "Different able person".

One of his goal is to give the opportunity to as many students with disabilities to be placed in an appropriate inclusive setting worldwide. Another goal is to educate and provide information and services to less fortunate families who have family members with special needs. |.

ORGULLO LATINO



JAIME LUCERO
Philanthropist, founder of Casa Puebla

Jaime Lucero is an inspiration to all Hispanics. Mr. Lucero is founder of Casa Puebla, Cinco de Mayo Festival and of Festival Mexican Restaurant. He is also the leader and promoter of a Mexican network committed to promoting education, political representation and business presence in New York.

Jaime Lucero was born in 1957 in Puebla, Mexico. In 1975, with no resources and only a junior high school education, he moved to New York. Jaime did not speak English. Three days after his arrival to the United States Jaime found his first a job as a dishwasher at a Queens's seafood restaurant. He worked and saved for six years before he was able to buy a used truck and began his own delivery business. In 1993, Lucero established Golden and Silver Inc. a distribution service. Currently his enterprises employ thousands of people with more than 250 employees in New Jersey alone.

Jaime has been recipient of many awards for both his business and outstanding philanthropic work. Since 2014 the Institute of Mexican Studies at Lehman College is named under his name. In 2015 he received the Honoris Causa Doctorate from the same University. Jaime has become a great example of persistence, generosity and hard work for the Mexican and the Hispanic immigrant community. |

SUCCESSFUL CHEF ENTREPRENEUR



CHEF, MIGUEL AGUILAR
Winner of Knife Fight 2015

Chef Miguel Aguilar Aguilar brings ceviche to Park Slope, Brooklyn by means of Surfisch Bistro, his first Restaurant in New York, along with over 20 years of experience. He has assembled a menu of Peruvian favorites with an International twist. He's been called a master of ceviche, taking cues from culinary traditions as diverse as Japan, Italy, Spain and China.

Formally trained under Iron Chef Bobby Flay he developed a passion for gourmet cuisine strongly engrained in his heritage, creative flair and a nose for quality, making him a bonafide Peruvian Cuisine Master. He has been named by many "The Best Peruvian Executive Chef in New York City".

"To be a chef, simply knowing how to cook is not enough. Cuisine, in the conventional way is, of course about good food, but also about sensations, style, ambience, a certain way of serving, it's a direct relationship and interaction with the customer. The experience as a whole is what brings guests back smiling time and again," notes Chef Miguel Aguilar, as he aims to please on every level, with his authentic cooking flair expertly delivered on every plate.

"Peruvian food is already a universe of flavors you can play with," said Aguilar. "It's a melting pot. It's unique,

FOUNDER/PRESIDENT



Founder and former President of the PACCLI and currently its advisor.

Mr. Paredes is also founder and President of Paredes Consulting & Tax Services Inc.

Jose was honored by the Town de Islip in 2007 for his community leadership as well as by New York State Senator Honorary Owen H. Johnson.

José Paredes believes one should "always dream and persevere to achieve the dreams" and also offers a valuable advice: "Believe in the Lord with all your heart".

PRESIDENT 2008



Mr. Ramos started from scratch and rose to live the American dream and became an outstanding community leader. he has been Board Member of numerous organizations, and recognized with many awards among them: Advocacy in the Latino Community Award by Suffolk County Executive Steve Levy, the Advocacy Awards in the Latino Community from Legislator Ricardo Montano; Somos el Futuro Community Advocate Award, Labor Activist Honoree Award in by the late Senator Trunzo; and the President's Award for Academic Excellence.

PRESIDENT 2010



Reyes was supposedly doomed from the start. He was born with cerebral palsy and other debilitating health conditions. Doctors were uncertain that he would live pass infancy, much

always wanted him to be as inely say that Randy is well on his way to fulfill his mother's wish and that her mother, brother as weld other debilitating health conditions. Doctors were uncertain that he would live pass inl as all his family and friends are feeling very proud of all of his accomplishments.

PRESIDENT 2012



Mr. Reyes has dedicated its efforts to promote and stimulate the economic growth of our community by bringing together business men and women from all over Long Island to help them establish future economic ties with other business of Peru.

Mr. Reyes does believe is of extreme importance promoting uniform commercial characteristics between those who are interested in establishing new economic ties with Peru. He will also incentivize our young generation comprised of men and women to start early in their journey to a world of business.

PRESIDENT 2014



Linguist and teacher of Spanish by profession, Maritza also writes and is a dedicated entrepreneur. Studied in Peru, Spain and the United States. She currently teaches Spanish in a Long Island High School.

She is also the founder and president of Mir Global Marketing LLC, a company that promoted import and distribution of wines from South America to China. She currently works in partnership with Mr. Gustavo Reyes importing quinoa from Peru and Argentina.

She now serves as a PACCLI'S Director.

PACCLI SUPPORTERS



PhD. Political Science, Graduate Institute of International Studies, University of Geneva, Switzerland. Expert in international trade and globalization, economic integration and development in Latin America. President of INVERWAY LLC. Also commentator, CNN, Univisión Telemundo and other Hispanic media in the United States.

PACCLI SUPPORTERS



Founder of Publimax Printing, a model company in the field of graphic arts. Publimax Printing is a family-owned business, a true example of perseverance and effort. Publimax is a leading company in New York, with the latest generation equipment and with a portfolio that has recognized important American companies such as L'Oreal and M & M, to name a few.

PACCLI SUPPORTERS



Peerless community activist and thriving entrepreneur, founder of World Travel Peru. One of the biggest promoters of Central and South American parades. Linda has also been instrumental in the promotion of Peruvian food. Co-founder with Mr. José Paredes of PACCLI, Linda is a wonderful example of dedication, skill, commitment and determination.

PACCLI SUPPORTERS



For the past 20 years she has been working at Winthrop University Hospital as a Nurse in the Maternal Child Department. As a Director of PACCLI and the "Peruvian Culture & Heritage Inc." Mrs. Reyes has been actively involved with the Community in Long island designing new strategies that are aimed to starting their own business.

PACCLI SUPPORTERS



Overall, as a creative director/brand ambassador, Mr. Lezama has experience in strategic sponsorships/promotions on a national and local basis and has earned distinctive awards and recognitions. His talent and taste produces exceptional quality work. He has worked in global advertising campaigns for various major advertising agencies.

TRADITIONAL PERUVIAN CUISINE IN AN ELEGANT SETTING

IN LITTLE NECK, NEW YORK. BY ERIC MONTOYA.

Lima 33 is the zip code Santiago de Surco in Lima, an elegant and traditional district of the Peruvian capital.

In New York, Lima 33 is a restaurant with traditional Peruvian cuisine in an elegant setting decorated with a baroque colonial style and fine and careful attention. "The district where the family grew up is Santiago de Surco, so we used the zip code Surco as the name of our restaurant," explains Freddy Raymondi, owner of Lima 33.

Graphic designer by profession, graduated from Queensborough College of New York, was inspired by the colonial era to design and decorate the place. "The décor has to do with the baroque architecture of the colonial era of Lima", explains Raymondi.

As we enter the second room of the restaurant we can find a collection of 13 miniature colonial balconies and a giant photography, in contrast, of the Plaza Mayor of Lima.

In this environment is how diners are greeted in this restaurant, one that has been serving the public for three years since its opening.

FUSION AND TRADITION

And while Peruvian cuisine stems from a fusion of cultures: "Inca and Spanish influence; Chinese influence on the lomo saltado and chaufa; Japanese influence - sashimi on the tiradito; African influence on the anticucho; and Italian on the menestrón as well", explains Raymondi. "In Lima 33

what we find is traditional Peruvian cuisine. I respect the concept of fusion, but here we offer the same traditional Peruvian cuisine that we ate in our homes, those flavors that take us back in time. That's why, probably, in this restaurant you feel like family. The kitchen is family, at home we were all involved in the process of what was to be prepared on the day. We peeled beans, peas and were a reason to talk about what happened in the family or tasks to be performed " recalls Raymondi.

"And as in traditional cuisine, in Lima 33 the ceviche is prepared with fresh fish, lemon and limo pepper; the huancaína potatoes as in Grandma's recipe: with fresh cheese and pickled pepper; the lomo saltado with loin or tenderloin meat; and the jalea with fresh seafood to make them crispy, steaming and at its exact point.

Every day I get the supplies for the day, so that the product is fresh, "adds Raymondi, who came to the United States in 1986 and has been accumulating years of experience in Italian, French and Mexican restaurants. Freddy Raymondi cannot avoid talking about how Peruvian cuisine is spreading all over the world, a phenomenon seen as unstoppable. "Peruvian cuisine is entering the United States as it occurred in the 80's with Italian



We have Peruvian Rotisserie Chicken with French Fries & Mixed Green Salad with Creamy Cucumber Cilantro Lime Dressing. Side with the AJI, (Green Sauce).



Peruvian Restaurant by Freddy Raymondi | Little Neck, NYC | P: 718-225-4949



254-04 Northern Blvd,
Little Neck, NY.
Phone: 718-225-4949

food and then gave way to Mexican food. And with the expansion of Peruvian cuisine, Lima 33 is a sample that you can conquer new patrons with good food and good service. We have adhered to the protocol, good service, and good Peruvian food. What you put on the table has to be good; we try to be ambassadors of our typical Peruvian cuisine and to have a good presentation. An example of this is in the flooding of good comments in social networks about Lima 33, not only of Spanish-speaking public, but others, since the vast majority of restaurant patrons are American or Asian-American," says Raymondi. "The presentation of a plate of food is similar to how we fall in love: all first enters the eye. One of the first things that some of our customers do is to take a picture of their plate. From the ceviche, to

the potatoes, or huancaína, paríuela, lomo saltado, tacu tacu, green macaroni with meat, rice with seafood and others, these are dishes that are conquering the palates of the Americans. It is a great satisfaction for us that these dishes are part of the vocabulary of our customers who are not Peruvians and who order them by name; and those who cannot name them as such, use their cells and show us the picture of the dish in question.

The success of Lima 33 is in the concept of the restaurant and in the team, based on respect, discipline and teamwork; from the dishwasher to the chef and waiters, who day after day put dedication and love into what they do, and that are conscious that we are a family which, at the end of the day, will have mistakes and successes just like any other family," said Raymondi.

PACCLI'S ACTIVITIES IN 2015-16

"NO ENTREPRENEUR LEFT BEHIND"

After the swearing ceremony, the Peruvian American Chamber of Commerce has been extremely active not only in Long Island, but also online through webinars, therefore also reaching all those who cannot travel to an event.

On December 2015, we had a Peruvian-American Business Symposium with Conrado Falco, Director of the Trade Commercial Office of Peru in New York, and with the General Consul of Peru in New York, Ambassador Maria Teresa Merino de Hart.

We followed with networking breakfasts in Hicksville and Queens; workshops such as personal growth and development (in Brentwood), on how to use social media in business, and how to create a new business (in Patchogue).

We conducted social gatherings, meetings, and activities that support associations such as Little Flower, an organization that explain how to be a foster parent. We had a discussion and a round table with Peruvian Presidential Candidate Julio Guzman; also PACCLI was present on the round table discussions on the political and economic situation of Suffolk County.

On July 28, PACCLI celebrated the 195th anniversary of the Peru-



With best wishes,
Nassau County Executive
Edward P. Mangano

Receiving a citation from Nassau County for our support to the community. Left to right: Herbet Flores, Luis Mostacero, Martha Klotz, Dr. Elsa-Sofia Morote, Ed Mangano (Nassau County Executive) Blanca Garcia, Susan Lastra, and Andres Cardenas.

vian Independence. For that reason during the PACCLI's event "Un Brindis to Peru", Nassau County Executive Ed Mangano was present and PACCLI members received a recognition that says: "Whereas the members of the Peruvian American Chamber of Commerce Long Island have worked diligently on behalf of causes and ideals which uphold the principles of human decency

and brotherhood, and through the years, they have demonstrated a selfless commitment to the community that warrants attention and gratitude, and he County of Nassau is proud to extend this commendation to the Peruvian American Chamber of Commerce, as they are recognized for their invaluable service to the residents of Long Island." PACCLI have also participated in



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Peruvian Cuisine II
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516 307-9891



Heidi Castrillon - Meeting with the Presidential Candidate Julio Guzman



Ms. Ruth Demetriou, Mr. Conrado Falco (Director of the Trade Commercial Office of Peru in New York), Mrs. Elsa Reyes, Mr. Gustavo Reyes, Dr. Elsa-Sofia Morote, PACCLI President, Ambassador Honorable Maria Teresa Merino de Hart (General Consul of Peru in New York), and Llubica Janjic.

charity events such as Ecuadorian Earthquake Relief Fundraising and a donation for a school in Peru that serves children with special needs.

We created a book for the newly elected Peruvian President, Mr. Pedro Pablo Kuczynski, regarding the contributions of Peruvians overseas, and we have planned and organized our 10th Year Anniversary Gala!

Next year, we will have workshops in how to get certifications in your business. If you plan on conducting for-profit business through a sole proprietorship or general partnership under any name other than your own, you are required by law to file what is called a business certificate. We are planning to prepare you for that. We will also be working with the YEAHL "Young Entrepreneurship and Harmonious Leaders" to support the Youth.

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Singing Happy Birthday to Peru - Left to Right: Luis Antonio Livia Mirabal, Vicky Diaz (Las noticias), Eugenia de Lopez, Dr. Elsa-Sofia Morote, Eduardo Lopez (Peruvian Consul), Blanca Garcia, Llubica Janjic, Monica Silfkin and Manuel Acevedo.

THE NEW CLUB EVERYONE WANTS IN ON – THE PACIFIC ALLIANCE

“DA MATCH MADE IN HEAVEN? THE WORLD BANK SEEMS TO AGREE ”

By. BENNETT REISS IBERICO*

The Pacific Alliance, the newly formed economic bloc consisting of Mexico, Colombia, Peru and Chile is the talk of the town from North to South America.

From the Bankers on Wall Street, BBVA writes - “The Pacific Alliance (PA) is the sixth biggest economy in the world and will be the fourth in term of contribution to global growth in the next 10 years.”

http://serviciodeestudios.bbva.com/KETD/ketd/bin/ing/publi/latinoamerica/novedades/detalle/Nove348_198171.jsp?id=tc:348-183651-64

Journalists - “The economic bloc, created less than three years ago, is the world’s seventh-largest recipient of foreign direct investment, attracting \$71 billion in 2012.” ~ Reuters

<http://www.reuters.com/article/2013/09/25/trade-latinoamerica-idUSL2NOHL27620130925>

Even, the country of Paraguay whose relations have gone sour with the MERCOSUR trade bloc and has since expressed his country’s interest in joining the bloc.

<http://www.worldpoliticsreview.com/articles/13299/with-mercosur-ties-still-frayed-paraguay-explores-pacific-alliance-options>

The objective of the Pacific Alliance is to promote free trade, foster regional institutions, and to strengthen the economies by creating a seamless and easier environment to do business.

It seems the Alliance is working towards this. This past September 28, 2013 a new event was hosted called “The Pacific Alliance CEO Summit” New York City. It was the first time a group of top CEO’s from the private and public sectors of all four members joined together in the international financial capital of the world to discuss how to better facilitate interregional investment and also externally via New York City’s financial community.

Notwithstanding the evident progress the Alliance has made, there still remain great challenges if a complete consolidation and integration of institutions between the member countries can occur.

Here arises one obvious risk to the Alliance-overextension. Panama, Costa Rica and Paraguay have expressed interest in joining. Membership has been offered to both Uruguay and Guatemala if they sign free trade agreements with the core member countries of the Pacific Alliance. Observer nations include Australia, Canada, Spain, New

Zealand, and Japan.

Other trade blocs have lost their influence—The Andean Community is one example. It is rarely mentioned by leaders from members countries—Colombia, Ecuador, Peru and Bolivia. Today is most commonly associated with Passport renewals as members states are now issued “Andean Community Passports” which have the organizations logo on them.

Others MERCOSUR - Brazil, Argentina, Uruguay, Venezuela and Paraguay and

ALBA - Antigua & Barbuda, Bolivia, Cuba, Dominica, Ecuador, Nicaragua, Saint Lucia, and Saint Vincent and Grenedines

Appear to outsiders appear complex, laden with bureaucracy generally ill adapted for globalized free trade in the 21st century.

The Pacific Alliance—unites four globally oriented countries with liberal economic policies who share an adequately compatible vision on a political and economic level on how to approach a competitive global economy.

A match made in heaven? The World Bank seems to agree -

Between 2011 and 2012, FDI in the four countries increased by 7.5



percent according to the UNCTAD, and the most recent World Bank Doing Business rankings placed Chile, Colombia, Mexico and Peru as the top four countries in Latin America.

<http://www.prnewswire.com/news-releases/pacific-alliance-countries-to-host-ceo-summit-on-business-and-investment-growth-224888442.html>

Statistics however can also be misleading. If history is any indication, there is no such thing as a “match made in heaven” When it comes to economic integration. Even the United States and European Union are still a work in progress. In other words, the most complex and daunting challenges are only just beginning.

As regional blocs attempt to integrate their institutions, certain degrees of sovereignty and the freedom for each participating nation will inherently decrease. This has been one of the major hurdles preventing integration all over the world.

In addition to the inherent problems that confront all blocs experimenting with the cost/ benefits of regional integration, the Pacific Alliance is now entertaining new the potential member countries. This will only increase the challenge of ultimately achieving economic and political inte-

gration.

It is clear the Pacific Alliance holds great promise. However, observers who believe the Pacific Alliance has passed its biggest hurdle of establishing the fundamentals of the Alliance are wrong.

The long and difficult journey towards a true regional bloc is just beginning. The process of consolidating an integrated bloc with the right fundamentals that allow for the subsequent expansion of economic opportunities does not happen overnight.

First, the Pacific Alliance runs the risk of over-extending by considering allowing full membership to new countries so soon.

Second, current members are being very coy about difficult journey that lies ahead. It is unfair to build false expectation within a society and a certain degree of this is occurring through major media.

Increased integration will inevitably mean the individual nation states of the alliance will have to forfeit some of their sovereignty - Customs, taxes, immigration, banking, raising money on the bond market, setting interest rates, even national currencies might cease.

When all the celebrations have finished, it will be time to inform the voters in each country of such potential changes.

As this is a Peruvian publication, I ask the readers from Peru to think how they feel about ceding some of the sovereign rights I mentioned above to other member countries - Chile, Colombia or Mexico?

The Pacific Alliance is still in its infancy. From this authors perspective the Pacific Alliance will face a great array of challenges that it will have to rise and conquer if it hopes to keep its momentum. Despite the challenges, the end in sight is more than worth pursuing. Never before, have the member countries in their collective histories been better prepared to rise to the challenge. The time is now. |

* Mr. Reis is a member of the Peruvian American Chamber of Commerce of Long Island.

HAS A COMBINED GDP OF \$2 TRILLION USD OR ABOUT 35% OF LATIN AMERICA'S TOTAL GDP.

JAIME VASQUEZ

MYTHOLOGY AND THE UNIVERSAL HISTORY, TRASMUTADA IN ACTUALITY

Surrounded by images and atmosphere he never thought he would be able to leave. Now those limits have been broken: The Atlantic shores of America have welcomed him, as is attested by his recent one man show at the United Nations in New York City. Vasquez has joined the rare group of artists whose work transcends the differences that separate most people of different races, different cultures. This clearly validates the universality of his appeal. His talent for drawing and painting was first recognized at the early age of 12, when he received his first award in a local art competition in his country. Growing up, he was surrounded by the enigmatic landscape of the Peruvian coast, redolent of the ancient mystery of the ancestral culture. While still a student at the school of Fine Arts, he was awarded the prestigious national prize "Ejercito Peruano". Upon graduation from The School Fine Arts of Lima in 1980, he immediately returned to his native city in search of his roots. There, he was impressed by the daily drama in the lives of the local fishermen, who



JAIME "EL MAESTRO" VASQUEZ. Born on the Pacific shores of the northern coast of Peru.

were confronted with water so polluted from the neighboring steel foundries that survival had become a struggle. This tragic situation marked a turning point in his work and resulted in the first of his series "In the Shadow of Steel" in 1980. Vasquez's work is the main subject of the documentary film entitled "Agony of the Port". He finds himself the protagonist of a history that he begins to relate

through a succession of pictorial series. It is a personal history depicted in his paintings, which begin to garner international acclaim as they are presented in major institutions and acquired by world class collectors. While Vasquez continues to evolve within his more mature body of work, he remains true to his original credo: "faithful to my ideas and working hard to express them"



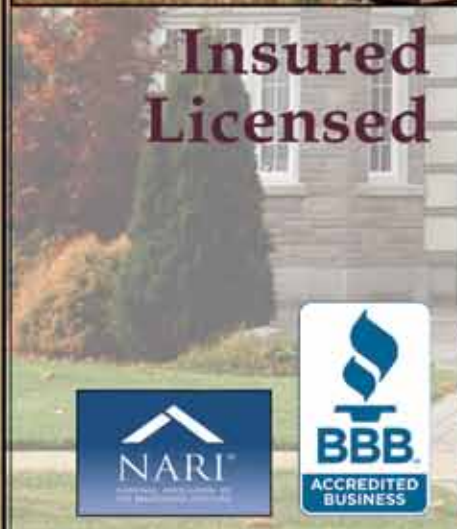
PROJECT: THE GATES OF PARADISE 180 X 110 CM.
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HIS PUBLICATIONS

Art News Art Magazine (New York)

Art Nexus Art Magazine (Miami)

In preparation book for QCC Art Gallery
 Museum of City University of New York

MOST OF HIS INDIVIDUAL EXHIBITIONS

- 1980 Second Anniversary Exhibition - Sol Gallery (Lima - Peru). Third Anniversary - Sol Gallery (Lima - Peru)
- 1981 Fourth Anniversary Exhibition - Sol Gallery
- 1983 "Tribute to Bolivar" Municipality of Lima
- Peruvian Painters - Moll Gallery 1984
- "Peruvian Roots" Casa de España (New York)
- "Peruvian Roots" Fundo Fierro (Arequipa)
- 1985 "Peruvian Roots in Contemporary Art" Acuerdo de Cartagena Gallery (Lima - Peru)
- "Peruvian Roots in Contemporary Arts" Banco Central de Venezuela (Caracas - Venezuela)
- "Contemporary Realism - Trapecio Gallery (Lima - Peru)
- 1986 EV Gallery & Terra Artis Exposition
- 1987 "A Nights of Art" - US Ambassador's Residence. (Lima - Peru)
- "Autum Saloon" Sol Gallery (Lima Peru)
- "First Exhibit of Plastics Arts" Peruvian Japanese Cultural Center (Lima - Peru)
- "ANISA" Benefit Exhibit- Menart Gallery (Lima)
- 1988 "A Night of Arts U.S. Ambassador's Residence (Lima - Peru)
- Exhibition for Healthy Children, Lima Golf - Menart Gallery.
- 1989 "Art is Integration" Exhibit Art Museum and Sol Gallery (Lima - Peru)
- "Thirteenth Anniversary" Sol Gallery (Lima)
- "Gathering of the 8" Ica - Peru
- "Anniversary of Circolo Sportivo Italiano"
- 1990 "Jewish Night" - Jewish Club (Lima - Peru)
- 1991 "Other alternatives" Peruvian Japanese Cultural Center
- Inaugural Exposition of "ENCOUNTER GROUP"
- "New Dimensions" Menart Gallery (Lima)
- 1992 "Color Night" Yugoslav Club (Lima - Peru)
- Second Exposition of "ENCOUNTER GROUP"
- DCOTA The Design Center of The Americas Miami (Florida - USA)
- "WIZO" Federation Jewish Community (Miami)

- "Wizo Exposition" Jewish Peruvian Association (Lima - Peru)
- 1993 "Tribute to Juan Manuel Ugarte Elespuru" (Lima - Peru)
- "Encounter of Two Worlds" Exposition U.S. Ambassador's Residence
- "Art in our Time" Convent of San Francisco (Banco de Credito, Lima - Peru)
- "Bijoux" WIZO Art, Exhibition in Venezuela
- "ENCOUNTER GROUP" Municipality of Valparaiso (Chile)
- "ENCOUNTER GROUP" Museum of Decorative Arts Lomatta House (Santiago)
- "Art International Fair", ARTFI (Santa Fe de Bogota - Colombia)
- "Faces" Light and Color Gallery, La Molina (Lima - Peru)
- "The Boat" Integral Exposition of Art (Lima)
- "Anisa" Exposition Menart Gallery (Lima)
- 1994 Exhibition in Muse Club (Trento - Italia)
- 1995 Pedro de Osma Museum (Lima - Peru)
- 1996 Pedro de Osma Museum (Lima - Peru)
- 1997 "Stella Maris" Association (Lima - Peru)
- "Tribute to Master Carlos Aitor Castillo" Fine Arts School (Lima - Peru)
- 1998 "Contemporary Peruvian Painting" PetroPeru Gallery (Lima - Peru)
- Exhibition Schwartz & Martinez Gallery (Miami - Florida)
- "Three Artist" Banco de Comercio (Lima)
- "Without Frontiers" La Pigna Gallery (Roma - Italia)
- 1999 "Alma Mater Tribute" Osambela Palace (Lima)
- "Language and Forms" La Tortuga Gallery (Roma - Italia)
- 2000 "The Beauty of Body" Praxis Gallery (Santiago - Chile)
- "Stella Maris" Nautic Club Gallery (Lima -)
- 2005 "International Painters" E V gallery (Chelsea New York)
- 2009 "Propuesta Cinco" BARON Gallery, (Middle Town Manhattan)
- 2011 "Homenaje Armando Morales" (Nicaragua).
- 2011 "Art Americas" Art fair (Miami Florida). |



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BY ISAAC COHEN*

PERU'S ECONOMIC CHANGE AND CONTINUITY



The Peruvian economy has performed, during more than a decade, as one of the fastest growing of Latin America, coping with the Great Recession of 2008-2009 and with the present slowdown in emerging and advanced economies. This essay tries to answer two questions: first, what are some of the factors that account for this remarkable performance? second what is required to continue achieving these positive results?

BACKGROUND

The boom in commodity prices, during the first decade of this century, coupled with the sustained implementation of prudent macroeconomic management are among the most decisive factors, which contributed to the achievement by the Peruvian economy of rates of growth of around 6%, from 2003 to 2013.

However, after a sharp drop to 2.4 percent in 2014, economic growth reached slightly more than 3 percent in 2015 and is expected to exceed 4 percent this year and in 2017. As a result of this vigorous performance, the poverty rate declined, according to the International Monetary Fund (IMF 2016), from 27.8 in 2011 to 21.8 in 2015.

The spectacular two digit rates of economic growth in China, with its voracious demand for commodities, were one of the main external contributors to the growth of the Peruvian economy. In fact, by 2014, China was Peru's main trading partner, with 18 percent of Peruvian exports destined to China and 21 percent of Peruvian imports coming from China. Almost 80 percent of Peru's total exports to China were metals. In 2012, one third of Peruvian copper exports and 2/3 of gold exports went to China.

Another external factor which contributed to Peru's solid economic performance was the entry into force, in 2009, of the Trade Promotion Agreement with the United States, Peru's second trading partner. Since 2009, two way trade between Peru and the United States increased 8 per cent per year, with more than \$6 billion in Peruvian exports and over \$8 billion in imports from the United States in 2015 (Pelaez 2016).

Additionally, Peru has practiced an open trade policy, signing 16 additional free trade agreements, comprising 56 other economies, while it has participated actively in the creation of the Pacific Alliance and the negotiation of the Trans-Pacific Partnership.

On the domestic front, prudent macroeconomic policies and management contributed to adjusting the economy to a less supportive and more volatile external economic environment. Monetary and exchange rate policy has responded to the new circumstances. In December 2015, inflation increased by 1 percent, to 4.4 percent on a year on year basis. Throughout last year, the central bank increased the policy rate by a full percentage point to 4.25 percent and the sol was allowed to depreciate by 14 percent with respect to the US dollar. Additionally, expansionary fiscal measures were approved to adjust to the commodity price shocks.

Finally, it should be noted that the implementation of these prudent macroeconomic policies has been carried out by several governments, all of them democratically elected and succeeding themselves in orderly transitions. Therefore, one month before another one of these smooth government transitions, the International Monetary Fund, concluded that the new government "will inherit an economy with a solid foundation, good institutional frameworks in place, and structural reforms in train." (IMF 2016).

RISKS

Downside risks to the Peruvian economy originate mainly in the external sector, particularly in its two principal trading partners.

First, there is the decline in the prices of metals and commodities, since 2011, on account of the ongoing slowdown in the Chinese economy. This interruption of commodity driven growth poses a challenge to adjust the economy to different conditions.

Second, the perspective of an increase in interest rates in the United States poses another challenge, given the rates of dollarization of the Peruvian economy. For instance, in 2013 it was estimated that about 38 percent of banking system liquidity and 42 percent of bank credit to the private sector in Peru was denominated in foreign currency, indicating high levels of dollarization (Fei Han 2014). Thus far, exchange rate flexibility in 2015 contributed to some declining credit dollarization and to lessen the currency risk.

Domestically, after a smooth transition, the new government, led by an experienced expert in financial markets and international financial institutions, should be able to provide the required continuity and to carry out the

necessary adjustment to the new circumstances.

However, there is one domestic political element which demands special attention. The party of President Pedro Pablo Kuczynski does not have a legislative majority. Therefore, despite the high levels of approval enjoyed by the new President, most economic reform initiatives will have to be negotiated with the opposition. In fact, the first request from the Executive to the Legislature, of authority to implement reforms, was rejected by a parliamentary commission.

This can still be understood as preliminary positioning by both parties for further negotiations. Hopefully, both will be able to transcend their differences, for the sake of providing continuity and adjust those economic policies which have contributed to the outstanding performance of the Peruvian economy.

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International Monetary Fund (IMF) 2016. IMF Executive Board Concludes 2016 Article IV Consultation with Peru. Washington DC, Press Release No. 16/342, June. <http://www.imf.org/en/News/Articles/2016/07/15/16071516342>
Pelaez, R. 2016. Doing Business in Peru—TPP Offers Expanded U.S. Export Opportunities. USA Commercial Office, Lima, June 28 [tradedgov http://wp.me/pf61a-1NW](http://tradedgov.com/wp/me/pf61a-1NW)

TEN PERUVIANS ON FORBES' BILLIONAIRE LIST

A total of 10 Peruvians have made it onto Forbes' "World's Billionaires" list this year.

Eduardo Belmont - owner of Belcorp, one of Latin America's top cosmetic companies - leads the list of Peruvian billionaires with a \$6.1 billion net worth, placing him 195 on the list.

Intergroup head **Carlos Rodriguez-Pastor** was ranked 395 on the list, with a net worth of \$3.4 billion, followed by Juan Fernando Belmont (670 on the list), with \$2.2 billion.

Eduardo Hochschild, chairman of Hochschild Mining and Cerro de Pasco, ranked 704 on the list, with a net worth of \$2.1 billion.

The rest of the list is made up by: **Alberto Benavides** (736/\$2 billion), **Mario Brescia** (831/\$1.8 billion), **Vito Rodriguez** (931/\$1.6 billion), **Jorge Rodriguez** (1031/\$1.4 billion), **Ana Maria Brescia** (1088/\$1.35 billion), and **Rosa Brescia** (1088/\$1.35 billion).

According to NBC News, this year Forbes has uncovered a record 1,426 billionaires in the world, 200 more than 2012. Last year only Hochschild and Rodriguez-Pastor were included on the list, and were ranked 578 and 634 respectively.

Mexico's Carlos Slim led the global list with a net worth of \$73 billion, followed by Bill Gates with \$67 billion, and Spain's Amancio Ortega with \$57 billion.

Credits: peruthisweek.com



*International analyst and consultant. Commentator on economic and financial issues for CNN en Español TV and radio. Former Director, UNECLAC Washington Office.

YOUNG ENTREPRENEURS AND HARMONIOUS LEADERS

Give a man a fish and he eats for a day, teach a man to fish and he can feed himself for life

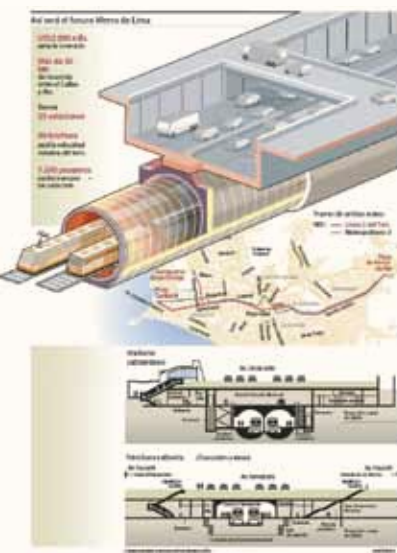
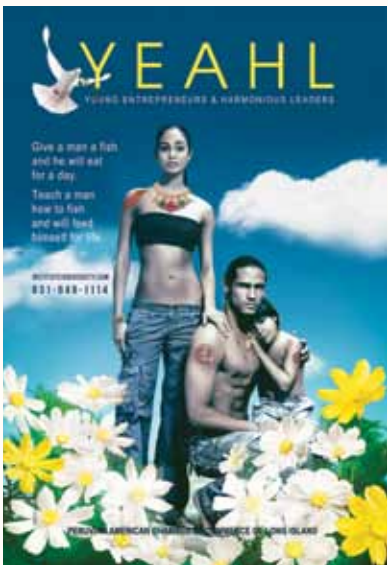
YEAHL mission is to increase knowledge and social capital that eventually will increase economic opportunity in under-served communities. YEAHL is designed to teach young men and women from under-served communities how to identify, plan their own business, and to be a harmonious leader.

YEAHL plans to have summer camps, boot camps for the future entrepreneurs, and make arrangements with high school's business departments, chambers of commerce, that ultimately can participate as a mentors or providers.

YEAHL Is focused on youth that do not have the opportunities or social capital that others have. The idea is to provide free or low priced summer camps for underprivileged youth. After school activities in collaboration with schools are also considered.

YEAHL Is an organization founded mainly by Peruvians. It is a 'friendly organization' to the Chamber, especially when it comes to organize events aimed at supporting the young entrepreneurs.

PACCLI's 10th Anniversary 2016©



PERU: METRO, PORT, AIRPORT TENDERS TOTALING US\$7BN IN 2014

Peru's private investment promotion agency ProInversión has postponed the award dates for the tenders of three of its biggest transportation projects, totaling US\$7.16bn, until 2014.

The three projects postponed are the US\$6.5bn Lima metro line 2, the US\$556mn Cusco airport and US\$103mn Pisco port.

Lima's metro line 2 concession, which consists of the financing, design, construction, maintenance, supply, operation and management of a total of 35km of underground lines connecting 13 districts, is the government's biggest transportation project.

The award date has now been postponed until February 2014 at the request of the bidders who asked for more time to complete the necessary documents, a ProInversión spokesperson confirmed to BNAmericas.

The 40-year, co-financed concession for Cusco's Chinchero international airport has been postponed to February 28, 2014.

US\$103MN GENERAL SAN MARTÍN PORT ProInversión originally planned to announce the prequalified firms on November and award the tender before the end of the year. However, according to the latest modified schedule the prequalified firms will not be announced until February 5.

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PERUVIAN BAND CREDITED WITH INVENTING PUNK ROCK

Earlier this year we learned that American punk music was not exactly the brainchild of those mop-headed Ramone kids. Instead, the genre has earlier roots in a little band known as "Death." Born out of Detroit, the group of three brothers are credited with forming not only the first black punk band, but quite possibly the first U.S. punk band ever.

Now a documentary by Noisey is shedding light on what might be one of the first punk bands... in the world. The group in question was called Los Saicos, consisting of four guys by the names of Erwin Flores, Rolando Carpio, César "Papi" Castrillón, and Pancho Guevara who played together for approximately two years in the 1960s. Channeling just enough anger and garage sensibilities, the motley crew of amateur musicians combined psychobilly with surf rock a decade before punk hit the streets of England or the dark venues of New York City.

The title of first punk band "is certainly debatable, but Los Saicos' claim to the title has grown in recent years as contemporary musicians like The Black Lips have cited the Peruvian group as inspiration. "They are the first to play what later became punk. There was no name for that at the time, but the riffs are definitely punk," explained José Beramendi, the producer of the 2012 documentary "Saicomania", to The Guardian. "You expect this sound from North America or Europe, but it's not something you expect to hear in the 1960s in Latin America."

"Punk rock music is a piece of shit," explains Erwin Flores, lead singer of Los Saicos in the short Noisey film, featured above. "It's music made by musicians who have no idea what they are doing. Musicians play whatever they want, and people who don't have a clue get excited about it."

The Huffington Post | By Katherine Brooks



Want a bite?

During the last 10 years, the value of total Peruvian exports has increased from \$8 to \$46 billion Private investment has also surged, growing from \$10 billion in 2003, to over \$44 billion in 2012. Today, the opportunities in Peru are attracting more capital inflows from the US... and around the world!



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