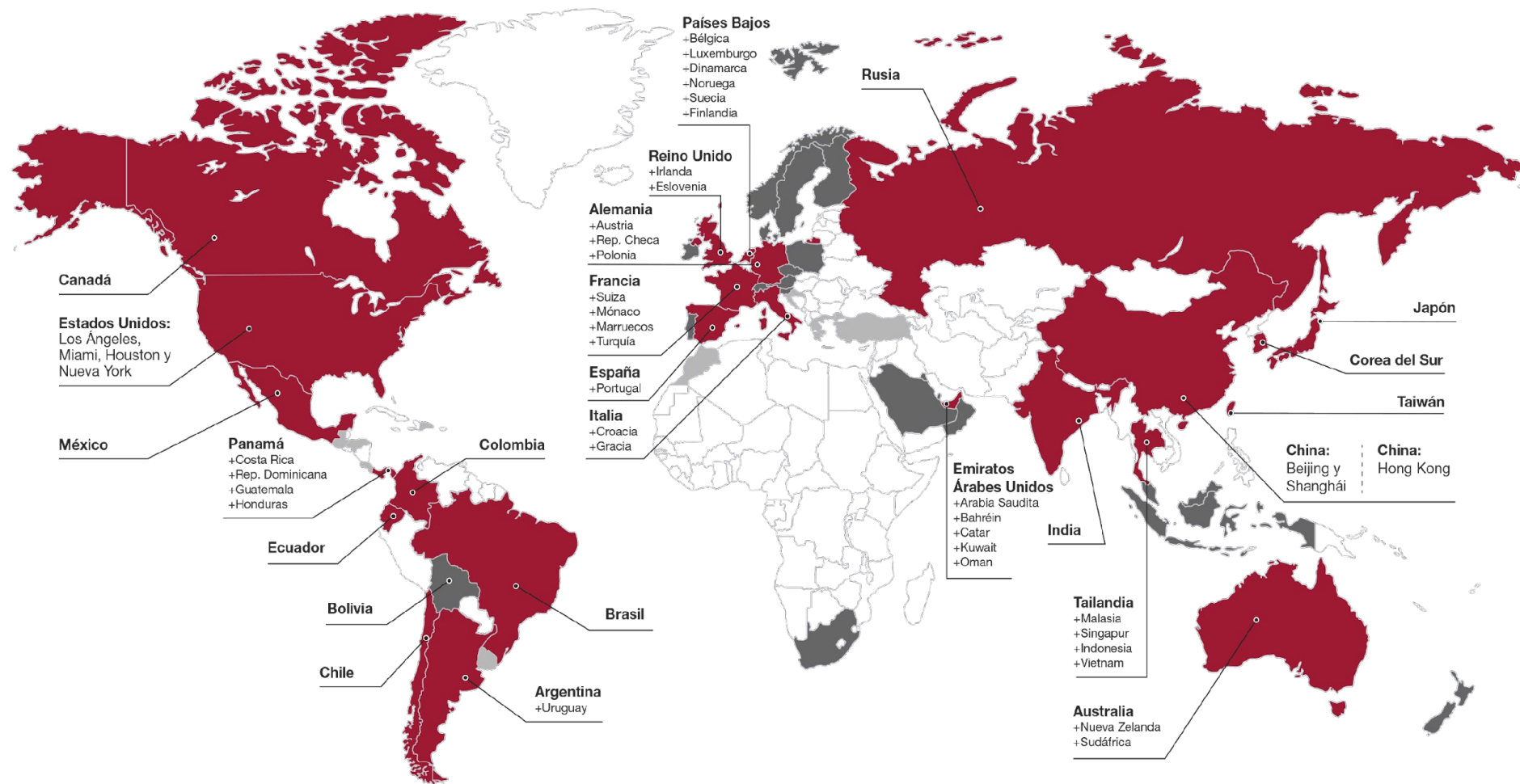




PERU AND ASEAN: AFL and Market Development

April 2024

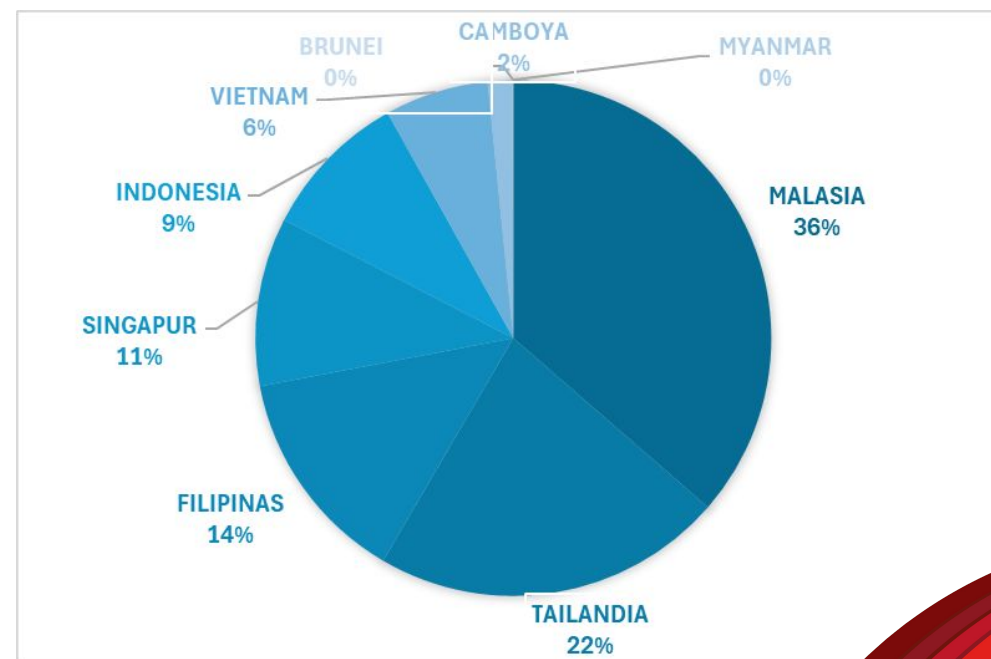
PROMPERÚ Offices Worldwide



¿Did you know?

- En el **2023**, Peruvian exports to the **ASEAN** region exceeded **US \$674 million** (this includes the mining sector)
- **Malaysia & Thailand**, are the largest trading partners with Peru, representing **36% & 22% respectively** followed by Philippines (14%) and Singapur (11%)
- The ASEAN region is the **newest region** as it relates to the promotion and arrival of Peru's non mining/energy exports

Exports from Perú to ASEAN markets 2023



Trade Agreements - 2023

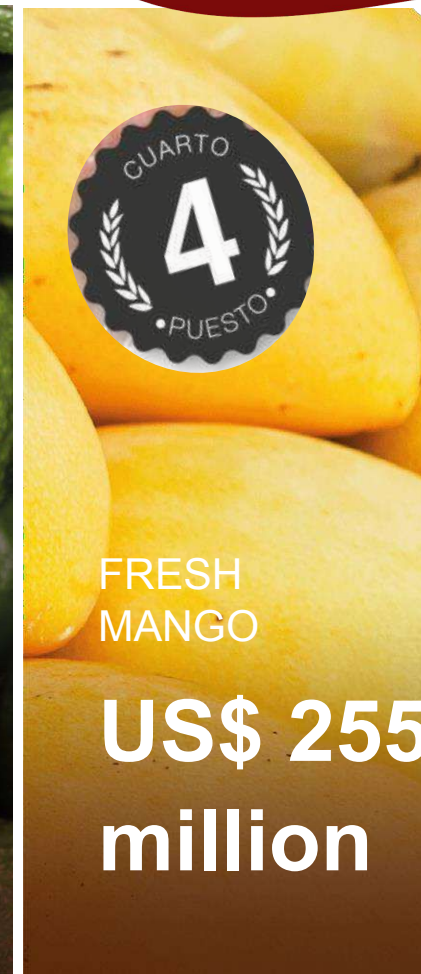
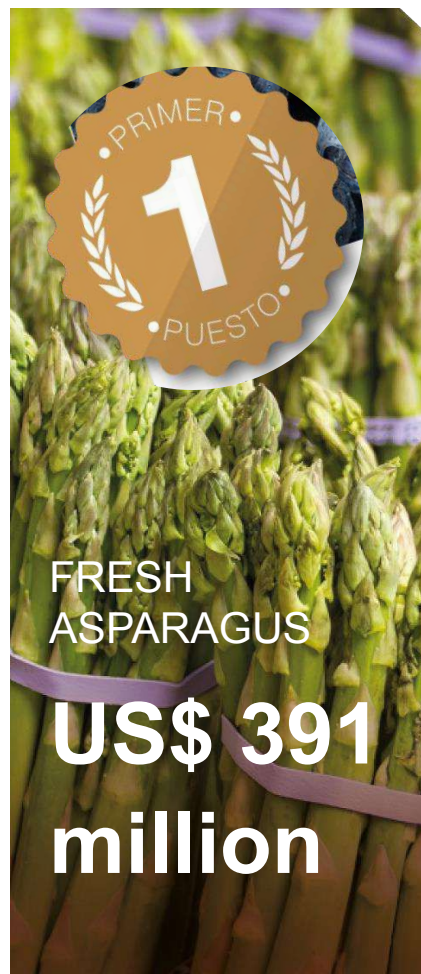
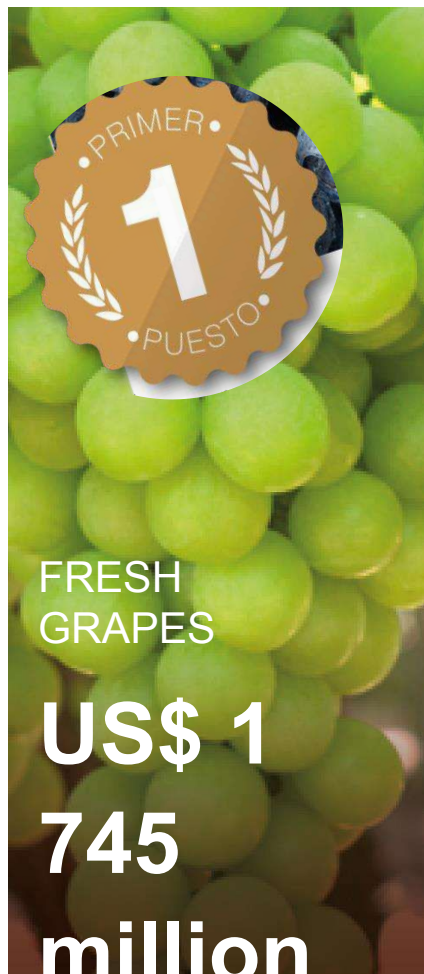
- ✓ *Asia Pacific Economic Cooperation APEC*
- ✓ Perú – Singapore (Pacific Alliance)
- ✓ Early Harvest Agreement Perú – Thailand
- ✓ The Comprehensive and Progressive Agreement for Trans-Pacific Partnership CPTTP





AGRO and AFL = High Potential

2023: Worldwide Leader in Fresh export



2023: Fruits & Vegetables and Fisheries lead exports

Sectors No tradicional	2022	2023	Var % 23/22
Fruits/Vegetables	103.65	148.190	42.97
Textil	1.22	1.68	37.7
Fisheries	75.53	86.91	14.62
Chemicals	10.88	10.08	-0.1
Machinery	2.86	2.07	-27.6
Iron	9.26	6.58	-28.9
No metal mining	28.69	11.15	61.1
Wood and paper	10.93	5.98	45.2
Various (inc. jewelry)	2.64	2.57	2.65
Total	245.66	275.25	12.04

Fuente: INFOTRADE. Elaboración: Oficina comercial de Perú en Bangkok

Main fresh produce



COCOA BEANS



BLUEBERRIES



AVOCADO



GRAPES

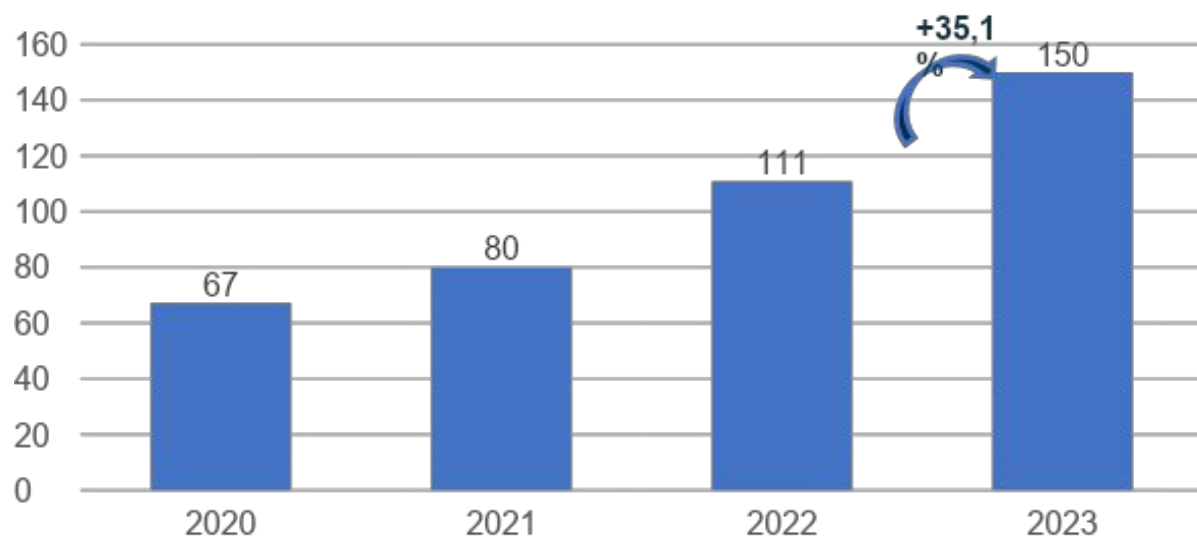


ASPARAGUS



AGRO- ASEAN

Exports USD Million \$



166
Exporters



91 Products

Primary products 2023



Cocoa Beans
USD 104 million



Table Grapes
USD 24.1 million



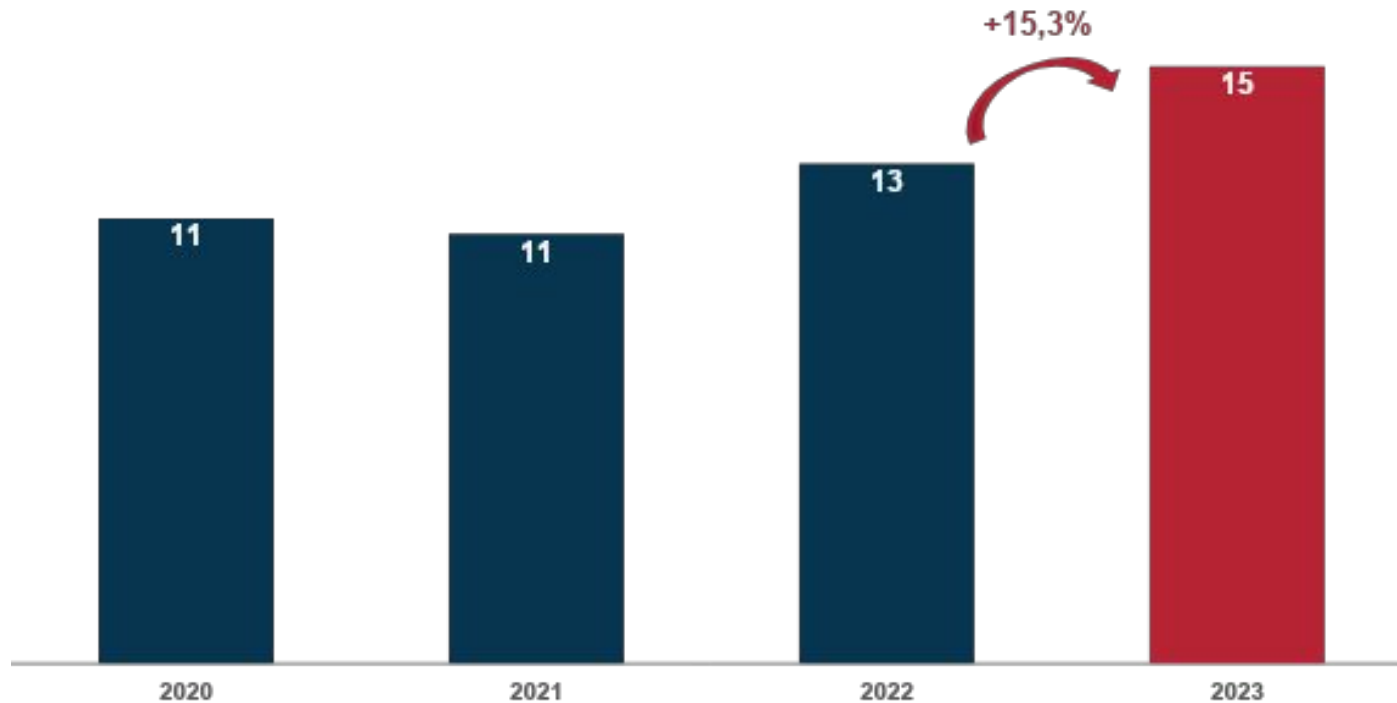
Blueberry
USD 8.5 million



**Coffee Beans
(unroasted)**
USD 2.1 million

AGRO- Thailand

Exports USD Million \$



71 Exporters



40 Products

Primary products 2023



Table Grapes
USD 5.5 million



Blueberry
USD 5.4 million



Avocado
USD 1.2 million

Where can I get Peruvian products?

Indonesia

What enters- citrus, table grapes, chía, maca, tara and quinua

Whats on the way- blueberry and mango

Philippines

What enters- maca, quinua and cocoa

Whats on the way- avocado and table grapes, citrus

Vietnam

What enters- table grapes and avocados, maca, and quinua

Whats on the way- blueberry, citrus, avocado

Singapore

What enters- “Everything”- citrus, table grapes, blueberry, avocados, mangos, asparagus, chía, maca, tara and quinua amongst others

Whats on the way- chicken

Thailand

What enters- table grapes, blueberry, avocados, asparagus, chía, maca, tara and quinua

Whats on the way- citrus and pomegranate

Malaysia

What enters- table grapes, blueberry, avocado, asparagus, chía, maca, cocoa and quinua

Whats on the way- pomegranate and mango





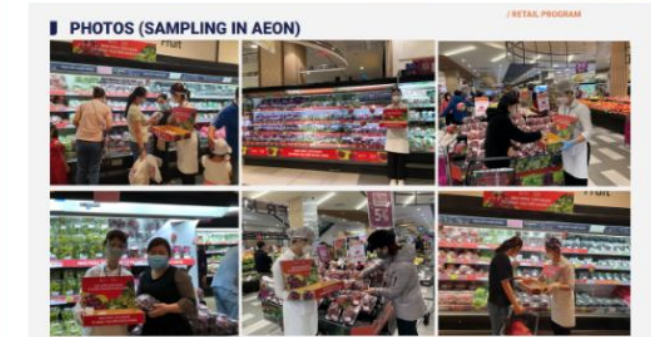
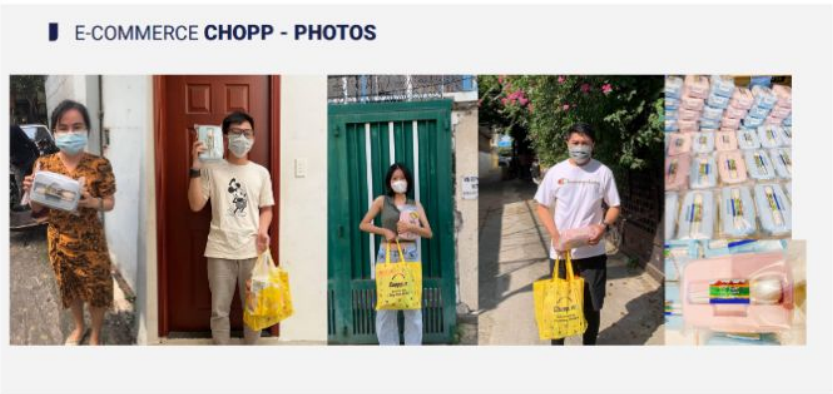
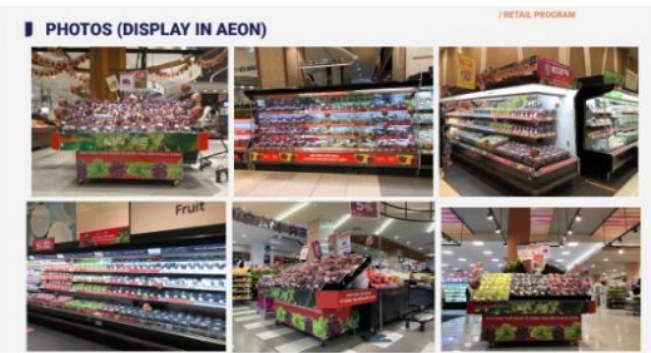
Promotion Activities in the ASEAN Market

Trade Fairs: Asia Fruit Logistica – Hong Kong 2024



Superfoods Peru - Vietnam

2021: Promo at Big C and Aeon supermarkets during the entire month of December, also included Chopp online.



Superfoods Peru - Singapore



NTUC ANG MO KIO



EST PACKETS SAMPLED	Weekend 1	Weekend 2	Weekend 3	Weekend 4
Organic Quinoa Puffs	4	3	4	3
Sweet Raw Cocoa Nibs	4	2	3	2
Sacha Seeds	3	2	3	3
Dried Inca Golden Berries	2	3	2	2
Estimate Cups Sampled	280	200	240	200

NTUC PAYA LEBAR QUARTER



EST PACKETS SAMPLED	Weekend 1	Weekend 2	Weekend 3	Weekend 4
Organic Quinoa Puffs	2	3	2	3
Sweet Raw Cocoa Nibs	2	2	2	2
Sacha Seeds	1	2	2	1
Dried Inca Golden Berries	2	1	1	2
Estimate Cups Sampled	140	160	140	180

2022: At Fairprice supermarkets during the entire month of November

Also in 2021 a Superfoods Peru promo on RedMart during the entire month of October

NTUC PARKWAY PARADE



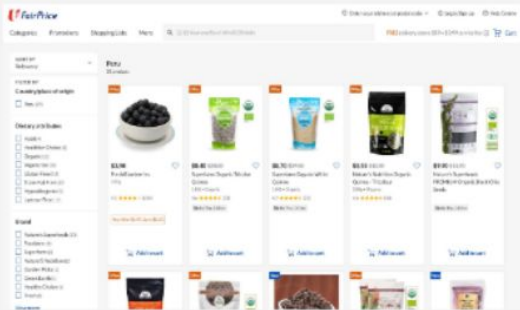
EST PACKETS SAMPLED	Weekend 1	Weekend 2	Weekend 3	Weekend 4
Organic Quinoa Puffs	3	2	2	3
Sweet Raw Cocoa Nibs	4	2	3	2
Sacha Seeds	2	2	2	3
Dried Inca Golden Berries	2	2	3	1
Estimate Cups Sampled	220	160	200	180

NTUC CLEMENTI MALL



EST PACKETS SAMPLED	Weekend 1	Weekend 2	Weekend 3	Weekend 4
Organic Quinoa Puffs	3	2	4	3
Sweet Raw Cocoa Nibs	2	2	3	2
Sacha Seeds	2	2	2	1
Dried Inca Golden Berries	1	2	1	2
Estimate Cups Sampled	180	180	200	180

NTUC EDM - Landing Page

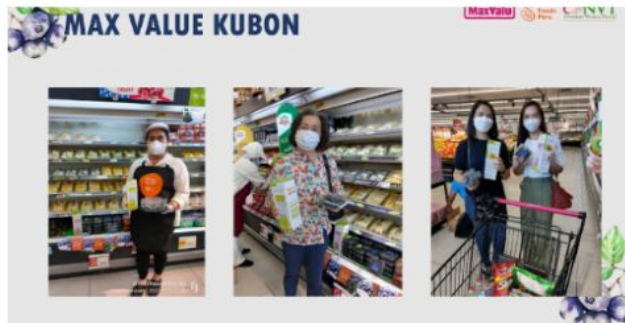


Superfoods Peru - Thailand

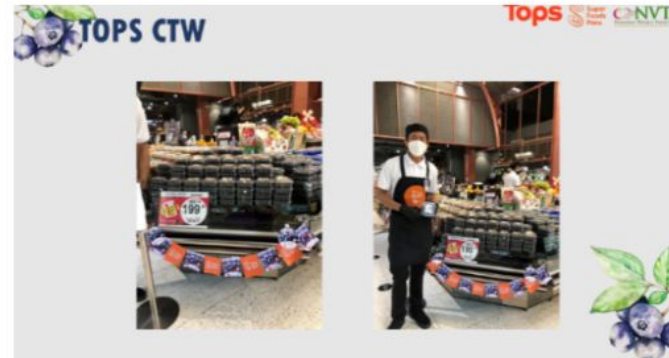
2022: Superfood campaign, which includes e-commerce. We collaborated with Navatan World Fruits in Thailand.

Makro: SKV22 asimismo se conto con un Blogger Review: Facebook Page and Tiktok: กินข้าวกับญ.

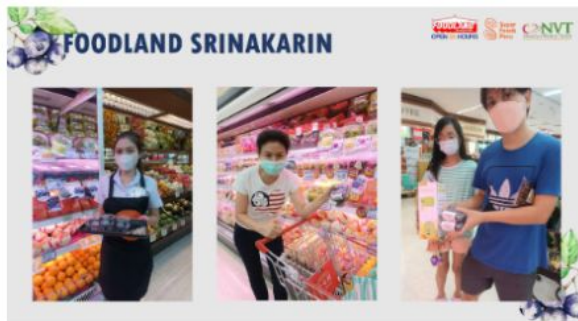
Max Value Super Market: Kubon, Nawamin, SKV71, Pattanakarn.



Tops Supermarket: CHIDLOM, CTW



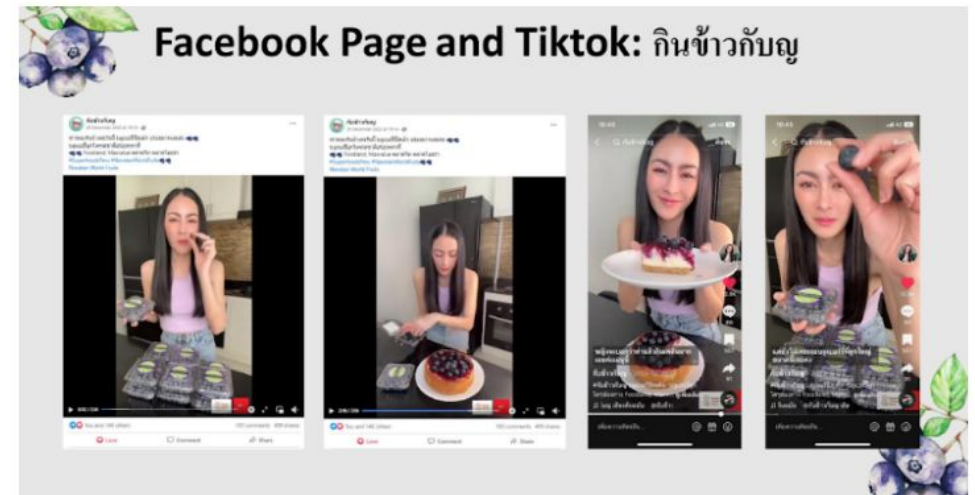
Foodland Supermarket: SRINAKARIN, RANINTHRA, LADPRAO, NAWAMIN, PATTAYA



The Mall Group (Gourmet Market): The Mall Emporium, The Mall Em-Quartier, The Mall Siam Paragon, The Mall Terminal21



Facebook Page and Tiktok: กินข้าวกับญ



Superfoods Peru - Thailand

Taste of Superfoods Peru 2024 in Bangkok



Fresh Produce

56 %

Sales Growth

1,686 %

ROI



Thank You!!

PERU Thailand & AFL

April 2024

Erick Aponte eaponte@promperu.gob.pe