

# PERU AND ITALY: COOPERATION AND OPPORTUNITIES

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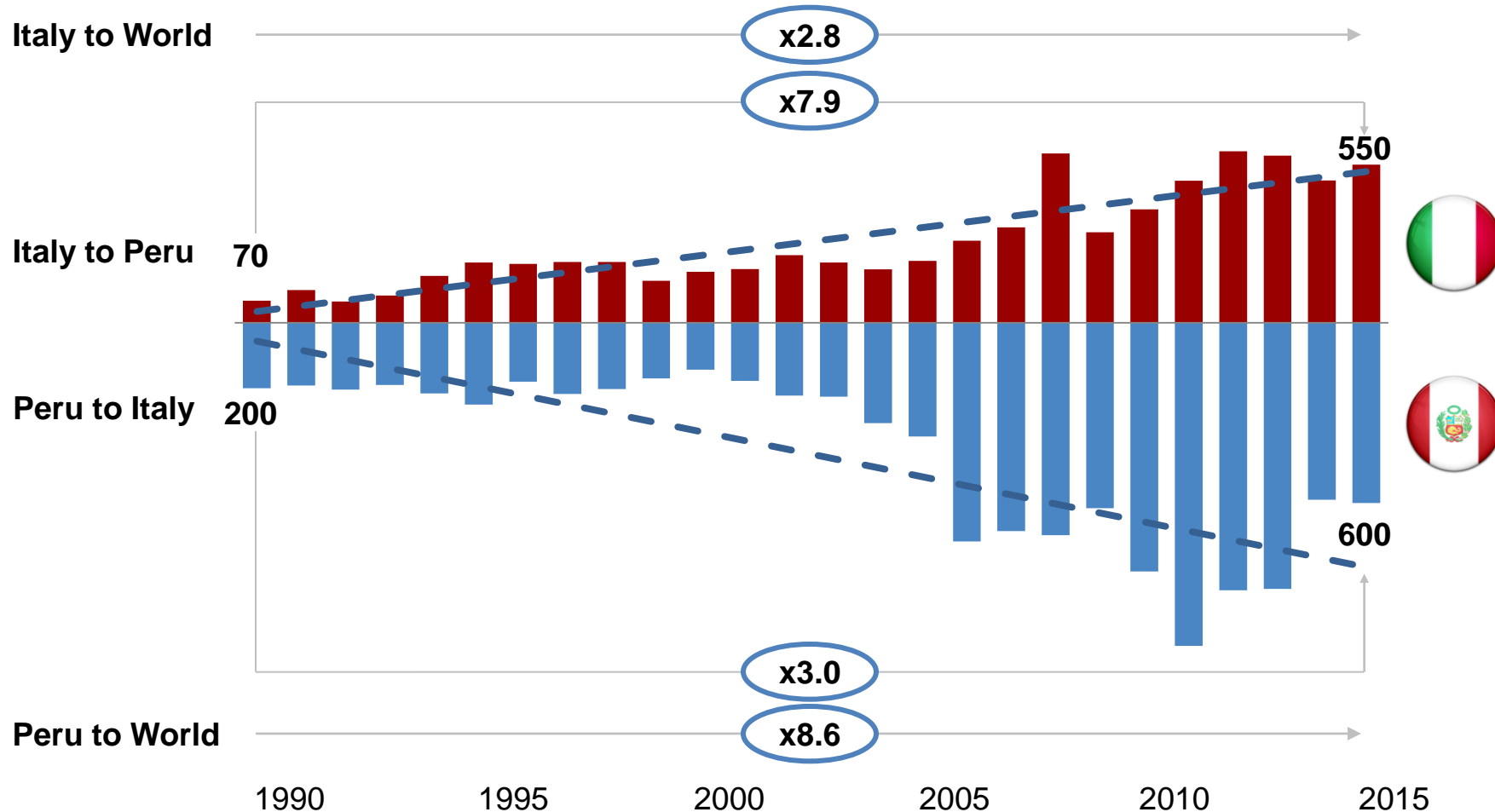
**October 26 2015**



*Ministero  
dello Sviluppo Economico*

# Peru and Italy: a strong relationship on a growing path with still room for improvement

Peru and Italy: trade flows 2015 prices (Mln USD)

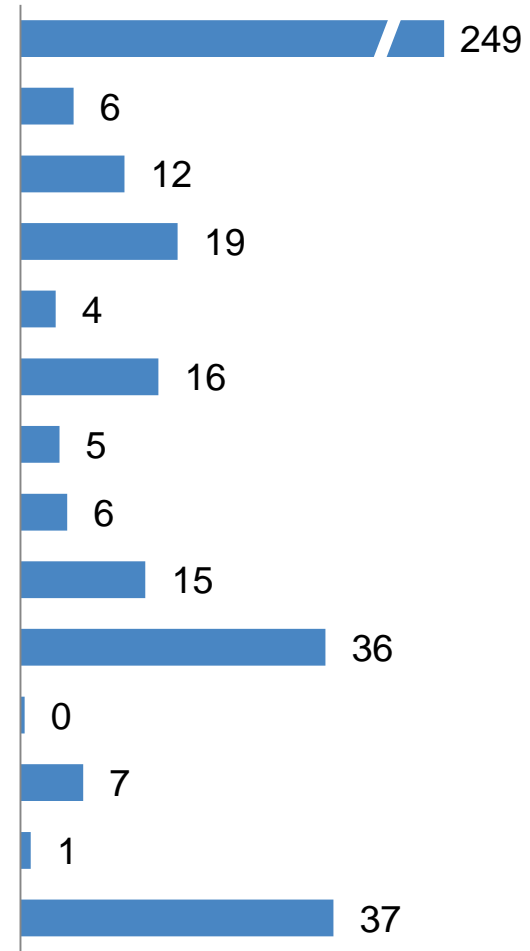
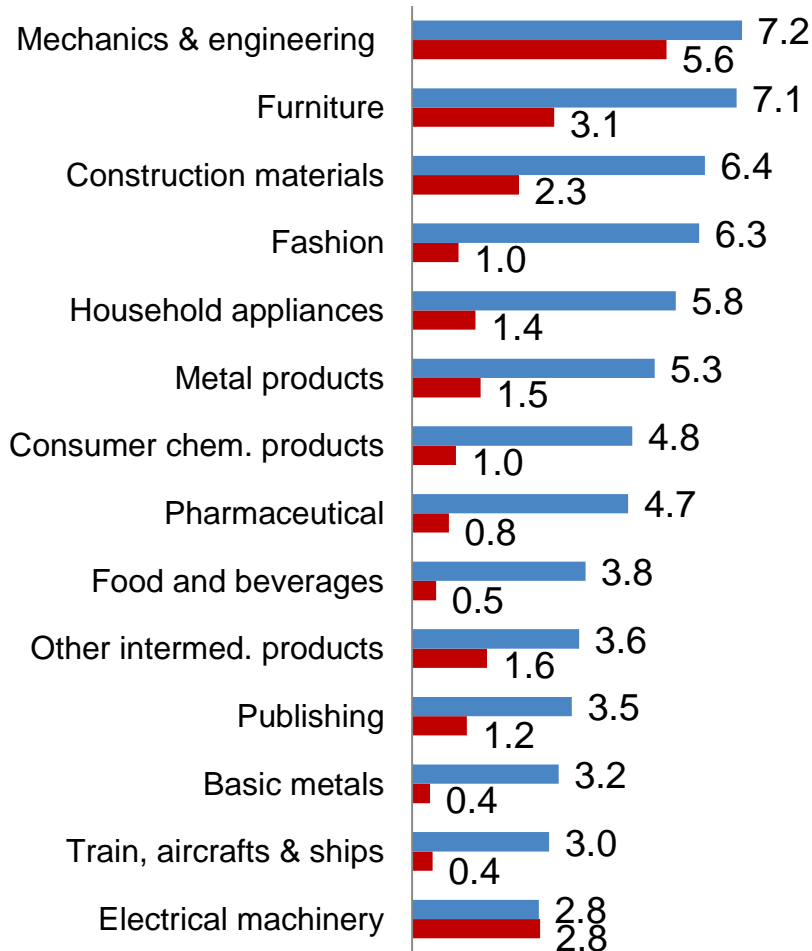


# Italy is still underrepresented in Peruvian economy

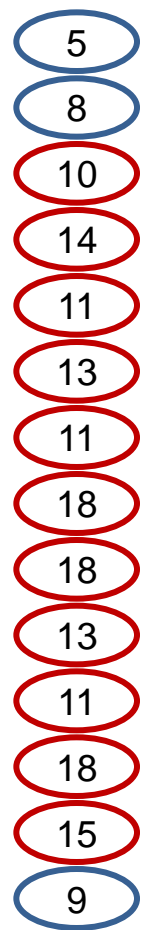
Italian market share on Peruvian and world imports (2014, %)

Italian export to Peru by industry (2014, mln USD)

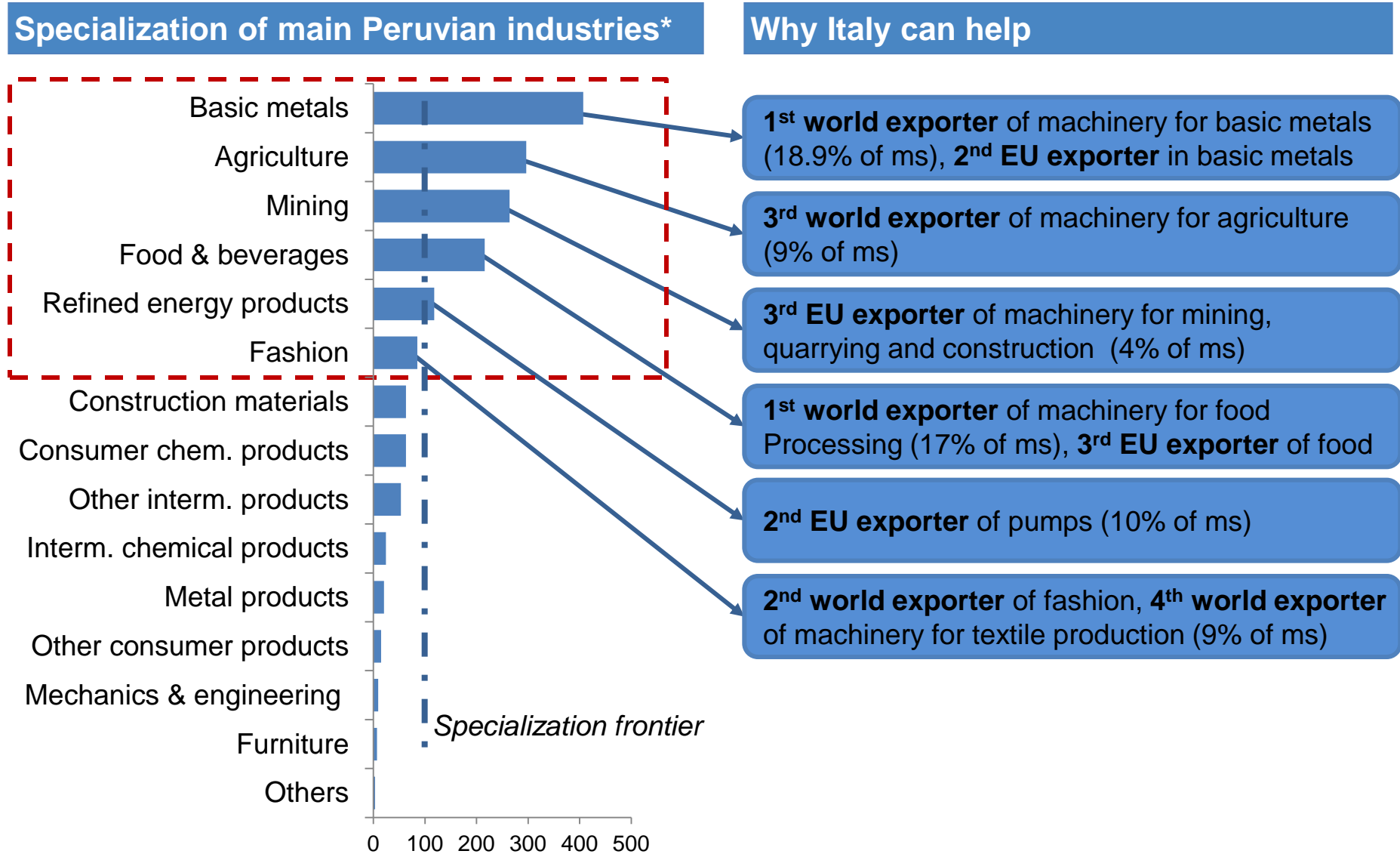
■ ITL share in world trade ■ ITL share in Peru



Italian ranking as supplier in Peru



# We can do much more, given the complementarities between our industrial specializations



\* Balassa index 2014: country market share in a specific industry / average market share in international trade

Note: all Italian market shares (ms) refer to worldwide; Source: Prometeia

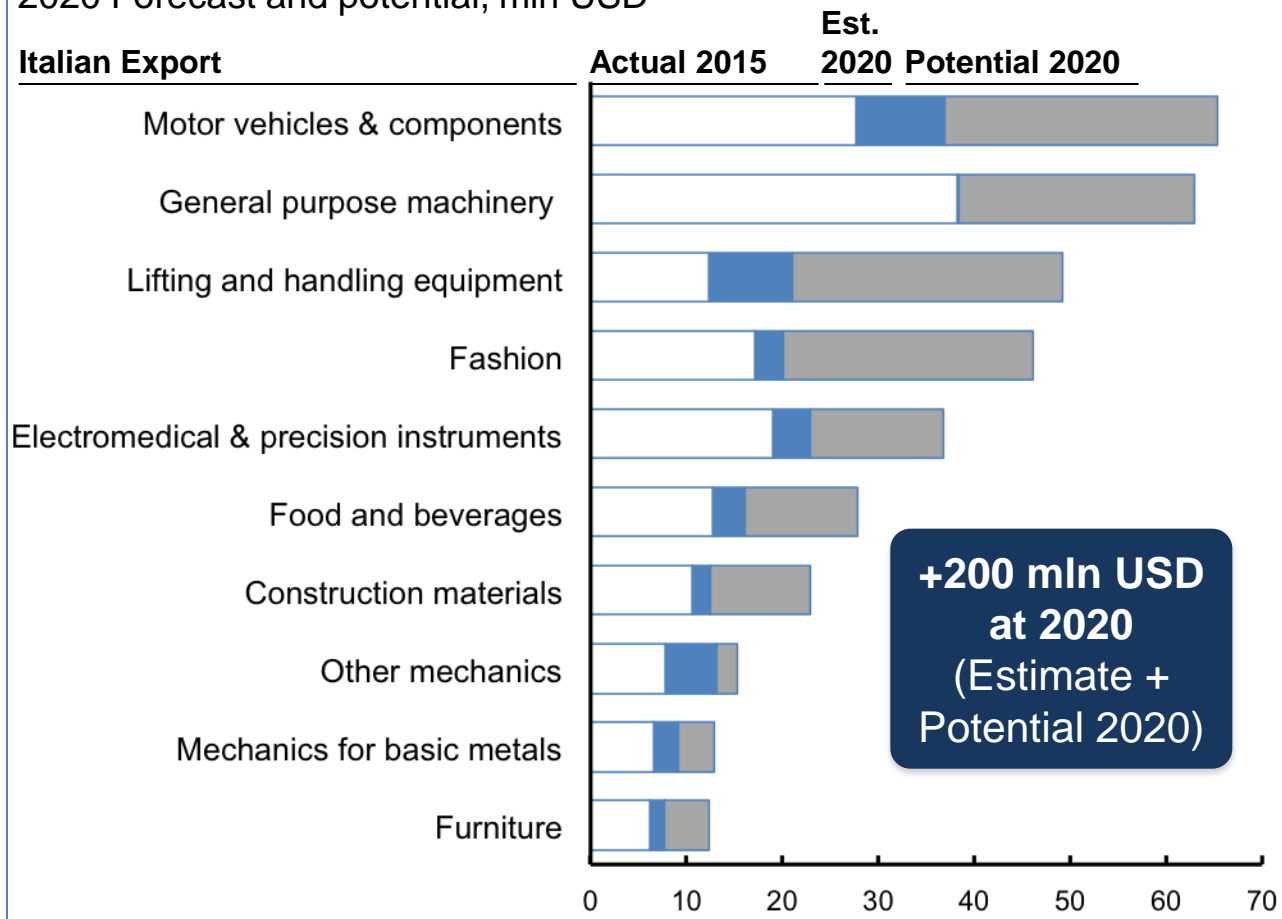
# Peruvian industrial priorities and Italian trade potential

## Peruvian industrial priorities

- Construction (touristic and earthquake-proof buildings)
- Welfare and Health related investment
- Defense
- Refineries
- Industrial diversification (agroindustry, fashion)

## Italian export potential\* to Peru

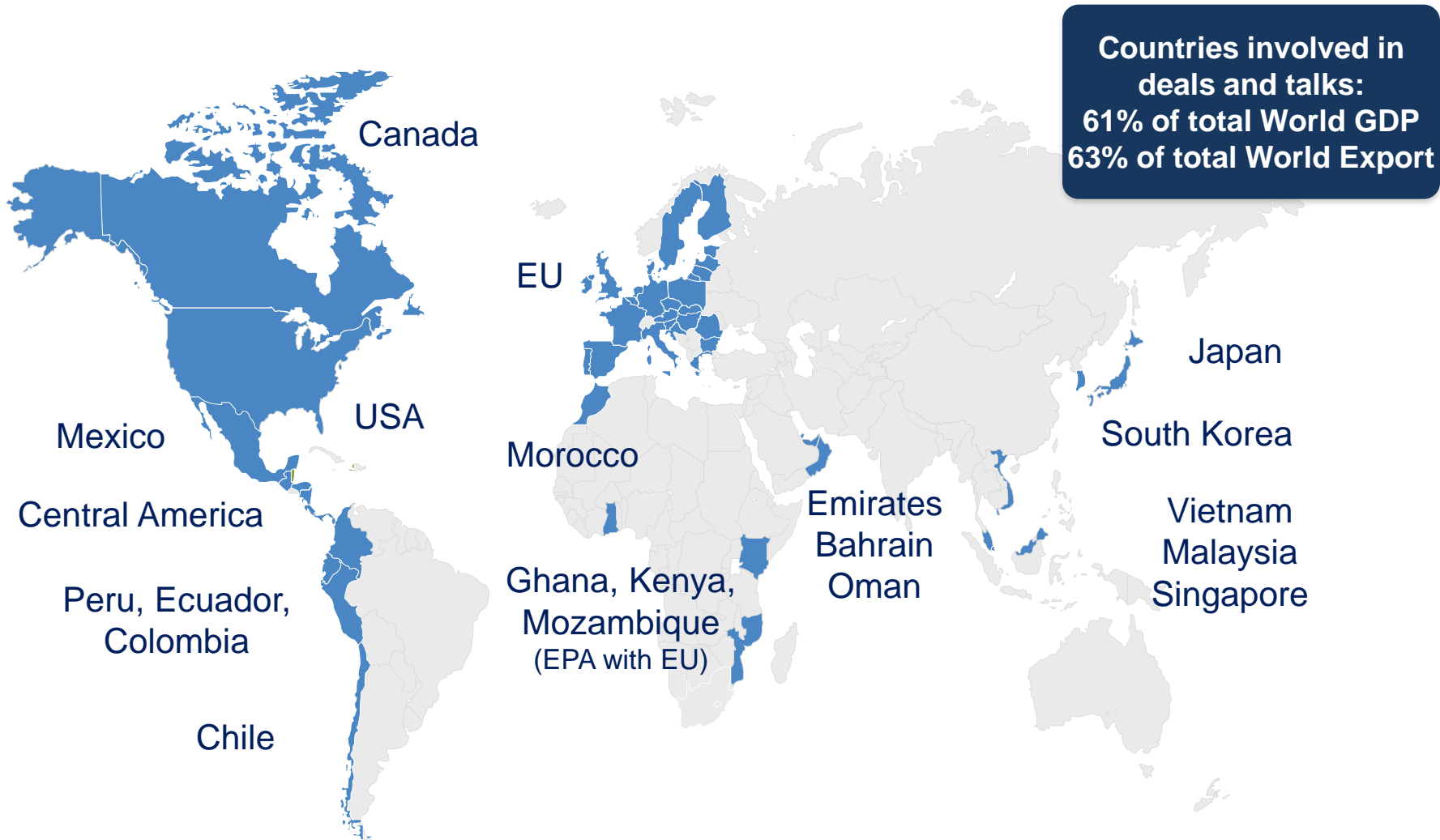
2020 Forecast and potential, mln USD



\* Italian performance aligned with best international competitor among OECD economies in the market (past 5 years)

# A new free trade zone is on the move

Ongoing trade negotiations and deals signed by both EU, US with Pacific Alliance/ Asia-Pacific countries and others



# Peru-Italy next steps: action plan 2015-2016

## Exhibitions on relevant Italian and Peru/ LatAm trade fairs

- **Mapping of relevant exhibitions in Peru and strengthening of Italian attendance**
  - ✓ Construction
  - ✓ Health and biomedical
  - ✓ Agroindustry and food packaging
  - ✓ Textile / Fashion

## G2G and B2B cooperation

- **Economic development and diversification**
  - ✓ 2016: a Country Presentation in Italy in 2016. Peru Development Plan presentation to Italian business community, technical workshops on main industries, B2B meetings, visit to industrial clusters and main companies
- **Defense**
  - ✓ 2016: a mission of Italian companies to Peru: aerospace, radar systems, ICT (in collaboration with the Italian defense industry association) (2<sup>nd</sup> half 2016)

## Partnership with large retailers to promote Made in Italy

- **Retail and department stores – Consumer goods**
  - ✓ Consumer test within Peruvian fashion market for Made in Italy brands. Incoming of Peruvian buyers to Italy (furniture, fashion)

**Follow up mission 2<sup>nd</sup> half 2016**

**Thank you**