

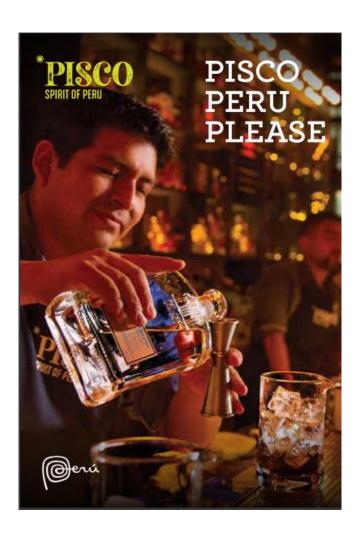
COMMERCIAL MISSION SPIRIT OF PERU 2019

Lima, November 20th - 22nd 2019

Objectives

- Promotion and internationalization of the spirits companies of Peru
- Position Pisco and spirits in prioritized markets.
- Development of the image and communication of Pisco in prioritized markets.





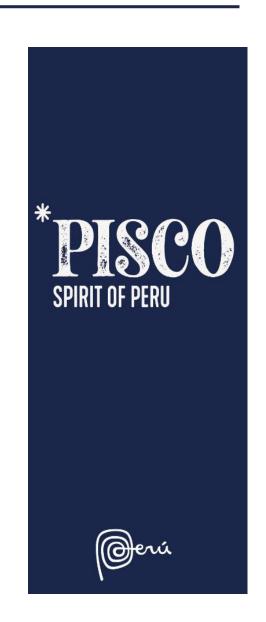
Profile of international buyer

• PROMPERU is inviting 10 buyers from EUROPE.

Requirements:

- Purchasing decisión maker.
- Distribute wholesaler, retailer of supermarkets, liquor stores, discos, bars, hotels, restaurants, and convenience stores
- Company with at least 3 years in the market.





Benefits of buyer

- 1 international ticket in economy class City of Origin
- Lima City of Origin
- Accommodation in Lima (Four nights)
- Tranportation airport hotel (Only arrival)
- Tasting, specialized Pisco pairing and cocktail tasting
- Visit vineyards & cellars

CONDITIONS

- Buyer participation is subject to evaluation by the Agribusiness Department of PROMPERU.
- PROMPERU is paying only 1 buyer per market.



PROGRAM

| Tuesday – Nov.19th | Wednesday – Nov. 20th | Thursday - Nov. 21st | Friday – Nov. 22nd |
|--|--|---|---|
| | FULL DAY 06:00 hrs – Departure to ICA Visit of vineyards & cellars | MORNING 9:30 hrs: Inauguration of program 10:00 hrs: Exposition "Discovering Pisco" – () 11:00 hrs: "PISCO COLLEGE" 12:00 hrs: Welcome brindis 13:00 hrs: Lunch | MORNING 9:30 – 13:00 hrs B2B meetings with Pisco companies (City tour for bartenders) 13:00 hrs - Lunch |
| 16:00 – 20:00 hrs – Arrival of buyers & bartenders | 19:00 hrs – Return to Lima | AFTERNOON 15:00 hrs – 19:00 hrs: Tasting & Cocktail sessions/Cooking Show At CENFOTUR EVENING 19:00 hrs – 21:30 hrs Bar Tour - Ayahuasca - Pitahaya - Pisco Bar | TARDE 14:30 – 18:00 hrs: B2B meetings with Pisco companies 19:00 hrs – Cocktail party "SPIRIT OF PERU" |

REGISTRATIONS



Link Ingles:

https://match.promperu.gob.pe/EventosPublicos/InicioRegistro Exportador?id evento=22253



LIMA - 2019