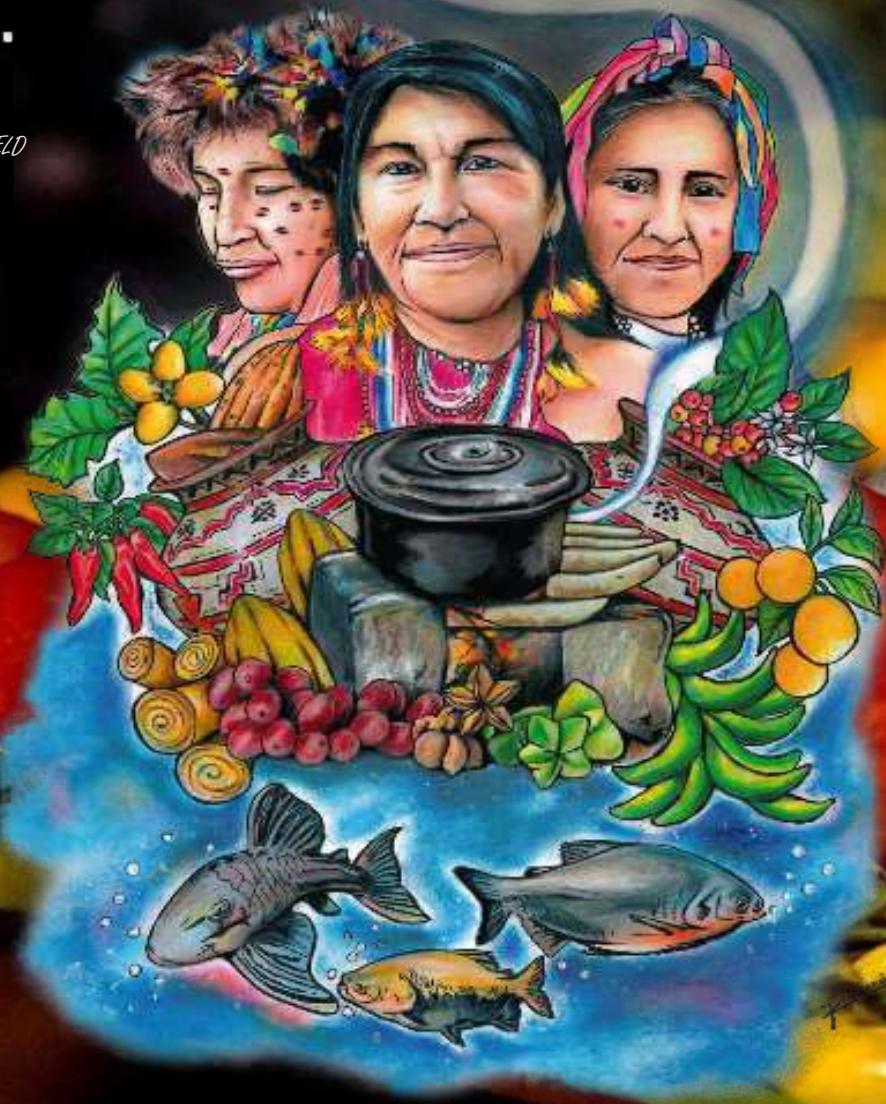


May 31 to
June 3

TARAPOTO

TECHNOLOGICAL INNOVATION FIELD
OF SAN MARTÍN



Festival
de la
**Gastronomía
Amazonica**

SAN MARTÍN 2018

Sabores y Saberes


SanMartín
Inclusiva y solidaria
GOBIERNO REGIONAL

Juntos por un San Martín que crece

Territorial Management

Organized by:



Co-organizers:



PERÚ

Ministerio
de Agricultura y Riego



PERÚ

Ministerio
de Comercio Exterior
y Turismo

Patrocinio :



PERÚ

Ministerio
de la Producción



DEVIDA
Comisión Nacional para el Desarrollo y Vida sin Drogas



USAID
FROM THE AMERICAN PEOPLE



ALIANZA
CACAO
PERÚ



Territorial Management

Institutional support:



CARETUR
San Martín





Sabores y Saberes

OPPORTUNITIES

Look at the World Trend:
World tourism grew by 7% (92 million) in 2017, compared to 2016.

Tourism in Peru grew by 8.1% (300 thousand) in 2017, compared to 2016. Whose goal is to double the number of tourists to 7 million by 2021.

82% (3.3 million) of foreign tourists consider Peru as a gastronomic reference.

30% (1.2 million) of foreign tourists visit Peru, due to its gastronomic diversity.

In 2017, 986,443 visitors (national and foreign) arrived in San Martín, becoming the first Amazonian tourist destination in Peru.

PROMOTE THE SUSTAINABLE DEVELOPMENT OF AMAZON GASTRONOMY UNDER THE APPROACH OF PRODUCTION, PROTECTION AND INCLUSION

PILLARS

FLAVORS AND WISDOM

AGRICULTURE AND AGRIBUSINESS

RESEARCH AND INNOVATION

DIVERSIFICATION

SUSTAINABILITY

OBJECTIVES

Promote private investment in bio-business opportunities, tourism and gastronomy

Value and promote the participation of producers as key players in the gastronomic value chain.

Value the contribution of gastronomy in the Amazon Identity, generating cultural, tourist and gastronomic exchanges.

Promote the internal and external Gastronomic Tourism through the new world tendencies

FULFILLING OUR PROMOTOR ROLE

PARTICIPANTS:

Agricultural,
livestock
and
aquaculture
producers

Native
Communities

Tour
operators
and crafts

Gastronomic
Establishments

Festival of
Amazonian
Gastronomy
- San Martín
2018

Suppliers of
machinery,
equipment,
supplies and
services

Gastronomy
Schools

Sabores y Saberes

STREAMLINING THE ECONOMY

TOTAL:
S/. 37,000,000.00

More than 35,000 visitors

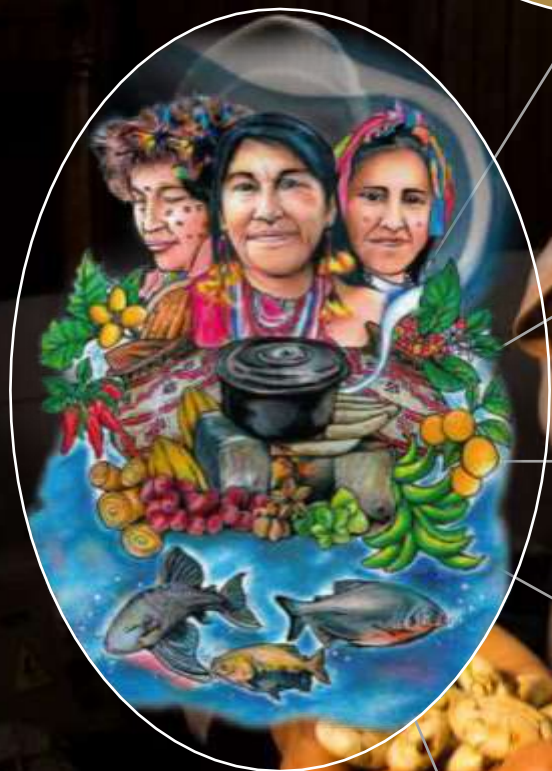
Business
Conferences
S/. 30,000,000.00

Business and
Tourism Trade
Wheel
S/1,500,000.00

Sales at the Fair
S/1,000,000.00

Economic
movement in
the city
S/.3,000,000.00

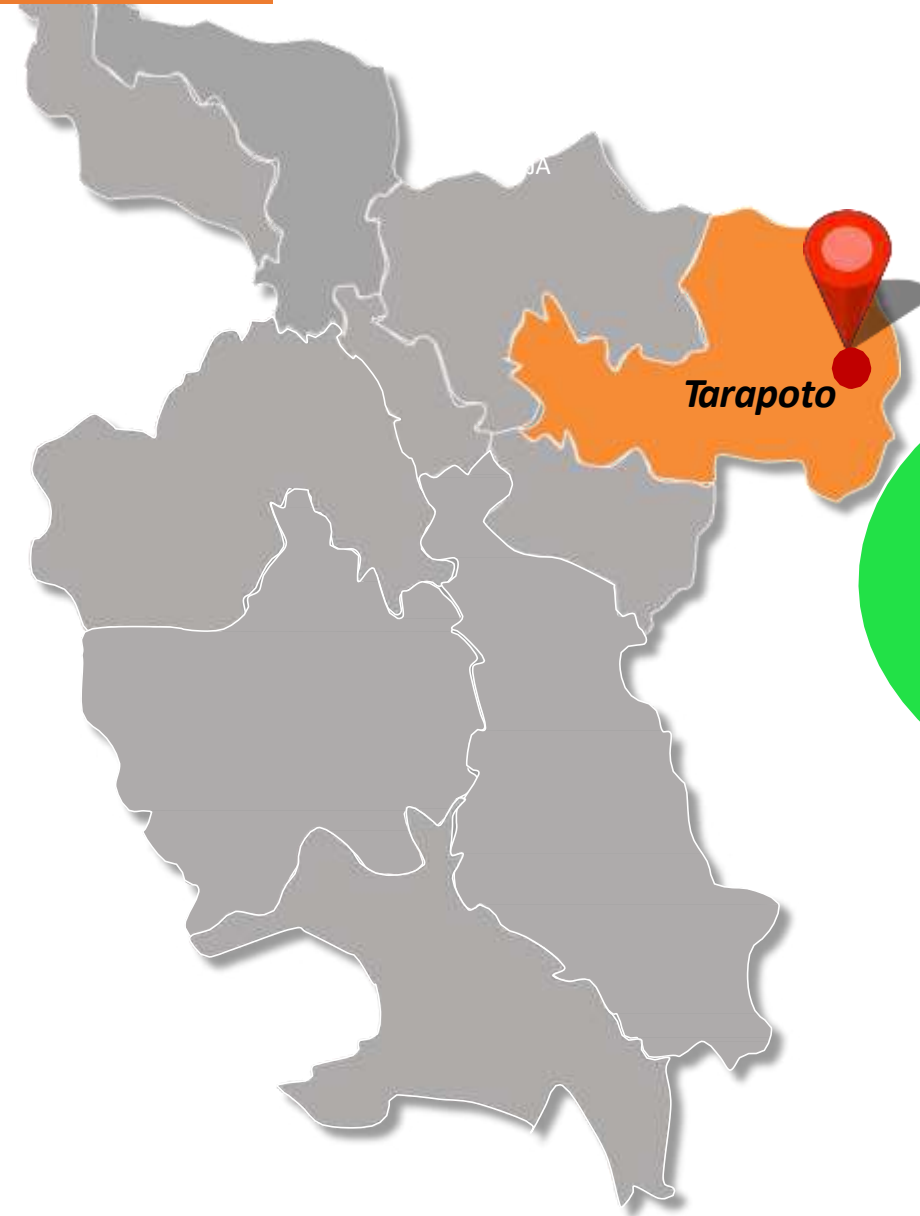
Promotion of
the Region
S/.1,500,000.00



*Projections

HEADQUARTERS

GENERAL INFORMATION



Place:
Technological
Innovation Field of
San Martín -
Tarapoto

Date: from May 31
to June 03, 2018

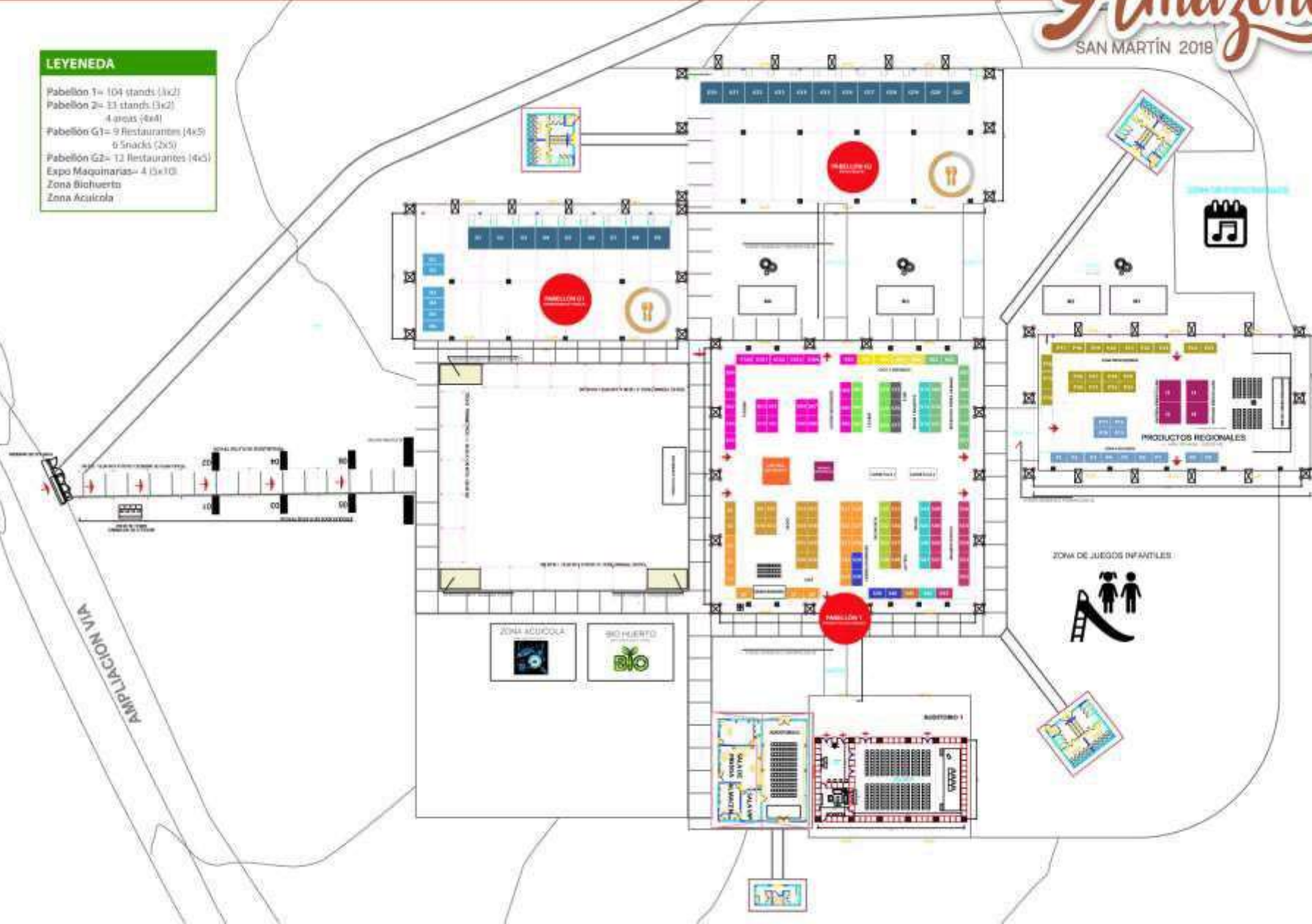
Stands: More
of 150 stands

TARAPOTO

Festival
de la
Gastronomía
Amazónica
SAN MARTÍN 2018

LEYENDA

Pabellón 1= 104 stands (3x2)
Pabellón 2= 11 stands (3x2)
4 áreas (4x4)
Pabellón G1= 9 Restaurantes (4x5)
6 Snacks (2x3)
Pabellón G2= 12 Restaurantes (4x5)
Expo Maquinarias= 4 (5x10)
Zona Biohuerto
Zona Acuicola



*Floor
Plan*

Festival
Gastronomía
Amazónica
SAN MARTÍN 2018

Sabores y Saberes

WHAT WE WANT TO ACCOMPLISH



IN AMAZON GASTRONOMY

- The best of the Amazonian cuisine.
- The widest range of dishes with Amazonian ingredients.

ACTIVITIES

- ✓ EXHIBITION SALES AND COMPETITIONS
GASTRONOMICS:

Forgotten recipe, innovative dish, etc.

- ✓ Kitchen Demo:

Demonstration and presentation of stews and Fusions by renowned national and international Chefs.

PAVILIONS

- ✓ Amazon food
- ✓ Exotic Liquors
- ✓ Soft drinks and tropical fruit ice cream.
- ✓ Breads and cheeses

OUR PRODUCTIVE OPPORTUNITIES WITH AMAZON INPUTS

Display of the widest variety
of Biodiversity products.

PAVILIONS

- Amazonian supplies
- Regional products
- Coffee Pavilion
- Cocoa and Chocolate Pavilion

SUSTAINABLE TOURISM AND CRAFTSMANSHIP

- Our Main Tourist Destinations, through travel agencies with their sustainable tourism packages, integrating the population in tourism services and contributing to the conservation of our natural and cultural heritage.
- Our Native Art, with the variety of Amazonian inputs.
- Successful Tourism Undertakings in TRC, of the Region:
 - Tingana
 - Santa Helen
 - Caves of Palestina

Sabores y Saberes

TECHNOLOGY, INNOVATION AND MACHINERY

- **Appropriate technological protocols and use of certified seeds.**
- **Post-harvest equipment: Packaging, packaged, labeled.**
- **Industrialization: Food processing plants**
- **Machinery, equipment and supplies of the gastronomic sector: kitchens, utensils, accessories, refrigeration, etc.**
- **Organic Certifiers.**
- **Institutions, programs and NGOs with successful models of Agribusiness**



INTENSIVE PRODUCTION IN AQUACULTURE AND REAL KNOWLEDGE OF GASTRONOMIC INPUTS

AQUACULTURE

Exhibition of the aquaculture area promoting the adequate sustainable management of Paiche, Paco, Gamitana, among others. With the aim of achieving the export of these important representative species of the Amazon.

BIOHUEL

Biohuertos area with the largest exhibition of ancient varieties of crops in the region.

Sabores y Saberes

QUALITY OF PRODUCTS AND INPUTS AND USES VARIETY (BARISTA, TASTING AND COCKTAILS)



Bartenders,
cocktail show
of exotic
drinks.

Barista,
demonstration
of the quality,
flavor, aroma
of our coffee.



Chocolate
Presentation



Sabores y Saberes

BUSINESS OPPORTUNITY



Business conference:

Buyers (15 national, 10 international) , hotels, restaurants, importers, exporters, suppliers, distributors and investors in general.



Sabores y Saberes

OUR KNOWLEDGE OF AMAZON REALITY

- Technical conferences, exhibition and analysis of research and innovation on Amazonian Gastronomy under the focus of production, protection and inclusion
- The contribution to the Peruvian culture, where we will know the knowledge and tastes in time and contribute to Peruvian culture.
- Productive diversification and sustainability of Agriculture and Agro-industry.

ADMIRATION OF AMAZON ANCESTRAL CULTURE

Artistic and cultural presentations, with dances and all the Amazon art.





perú
San Martín

Inclusiva y solidaria

GOBIERNO REGIONAL

Producir, Proteger e Incluir para un desarrollo inclusivo, sostenible, competitivo y bajo en emisiones