

PERU

Trade Fairs and Forums

Compiled by:

Swiss Chamber of Commerce in Peru

Lima, January 2015

GENERAL OVERVIEW

Peru is becoming a major city in Latin America for the organization of international trade fairs. In 2015, it will take place more than 45 trade shows and conferences around the country.

The majority of the trade fairs will be organized in Lima in the modern Jockey Club complex convention center. This convention center hosted the activities of COP 20 on December 2014. The biggest events for 2015 are Mistura, Perumin, Expoalimentaria and Excon

Moreover, in 2016 Lima will host the international conferences of the International Monetary Fund (IMF) and the World Bank in the new headquarters of the National Bank which is today under construction.

In the following document, we will provide you a list of the most relevant fairs that will take place in our country.

PERU ENERGIA 2015



- **Venue:** Hotel Country Club, Lima
- **Date:** February
- **Organiser Periodicity:** Annual
- **Type of trade show:** Conference/trade show
- **Date of next trade show:** February 25-26, 2015
- **Website:** <http://www.peruenergia.com.pe>
- **Organizer:** PRENSA GRUPO
- **TRADE SHOW FOCUS:** A two day conference that provides information about the progress of the energy sector in Peru and gathers the main entities in the growing energy business.
- **SECTORS:** National public interested in the area, oil & gas and operations
- **FOREIGN EXHIBITORS:** Yes
- **SWISS EXHIBITORS:** Yes
- **NATIONAL PAVILIONS:** None
- **GENERAL IMPRESSION ON TRADE SHOW AND SCOPE:** Peru Energia is a platform for investors and executives to exchange ideas, perspectives and business opportunities in the gas, electricity and oil industry.

COSMO BEAUTY



- **VENUE:** Centro de Convenciones Jockey Club, Lima
- **DATE:** March
- **ORGANISER PERIODICITY:** Annual
- **TYPE OF TRADE SHOW:** Specialized trade fair opened to public
- **DATE OF NEXT TRADE SHOW:** March 22-23, 2015
WEBSITE: www.feriacosmobeauty.com
ORGANIZER: Cosmo Group
- **TRADE SHOW FOCUS:** The Cosmo Beauty Professional is a fair about hairdressing, cosmetics and wellness with a unique concept which involves local and multinational brands.
- **SECTORS:** Products for hairdressing for men and women, cosmetics and beauty
- **FOREIGN EXHIBITORS:** Yes
- **SWISS EXHIBITORS:** None

SWITZERLAND GLOBAL ENTERPRISE

- **NATIONAL PAVILIONS:** None
- **GENERAL IMPRESSION ON TRADE SHOW AND SCOPE:** It is two days to sell, meet new contacts and doing business.

AUTO PARTS AND MECHANICAL ATTACHMENTS FAIR



- **VENUE:** Centro de Convenciones Mega Plaza, Lima
- **DATE:** March
- **ORGANISER PERIODICITY:** Annual
- **TYPE OF TRADE SHOW:** Specialized trade fair
- **DATE OF NEXT TRADE SHOW:** March 20-22, 2015
- **WEBSITE:** <http://www.expomecanicaperu.com/>
- **ORGANIZER:** Grupo Target S.A.C
- **TRADE SHOW FOCUS:** This fair is the main platform for automotive business that takes place annually in Peru.
- **SECTORS:** Manufacturers, importers, distributors and dealers of spare parts, accessories, additives, lubricants, supplies, tools, equipment and machinery for the repair and maintenance service of vehicles
- **FOREIGN EXHIBITORS:** Yes
- **SWISS EXHIBITORS:** None
- **NATIONAL PAVILIONS:** Yes
- **VISITORS:** 15000
- **GENERAL IMPRESSION ON TRADE SHOW AND SCOPE:** This fair is one of the best way to penetrate local market and distributors.

GRAFINCA 2015 – FAIR OF GRAPHIC AND PUBLICITY PROVIDERS



- **VENUE:** Trujillo
- **DATE:** March
- **ORGANISER PERIODICITY:** Annual
- **TYPE OF TRADE SHOW:** Specialized trade fair
- **DATE OF NEXT TRADE SHOW:** March 2015
- **WEBSITE:** <http://www.expomecanicaperu.com/>
- **ORGANIZER:** Grupo Target S.A.C

SWITZERLAND GLOBAL ENTERPRISE

- **TRADE SHOW FOCUS:** It is the premier event for users and people involved in the world of visual communication: Graphical, advertising and photography.
- **SECTORS:** Publicity, printing, machinery
- **FOREIGN EXHIBITORS:** Yes
- **SWISS EXHIBITORS:** None
- **NATIONAL PAVILIONS:** Yes
- **VISITORS:** 15000
- **GENERAL IMPRESSION ON TRADE SHOW AND SCOPE:** Grafınca facilitates adequate approach and understanding between customers and suppliers, who manage strategic, economic, healthy, fruitful and productive relationships. The 2015 edition will take place in the northern city of Trujillo.

EXPOURBANIA



- **VENUE:** Centro de Convenciones Mega Plaza, Lima
- **DATE:** April
- **ORGANISER PERIODICITY:** Annual
- **TYPE OF TRADE SHOW:** Public fair
- **DATE OF NEXT TRADE SHOW:** April 2015
- **WEBSITE:** <http://www.expomecanicaperu.com>
- **ORGANIZER:** Consorcio Ferial del Perú
- **TRADE SHOW FOCUS:** EXPOURBANIA is established as the business platform that enables effective encounter between supply and housing demand.
- **SECTORS:** Investment opportunities, construction projects and related services for home
- **FOREIGN EXHIBITORS:** None
- **SWISS EXHIBITORS:** None
- **NATIONAL PAVILIONS:** None
- **GENERAL IMPRESSION ON TRADE SHOW AND SCOPE:** In 2014, the fair had two editions, in the Lima Plaza Norte mall and in the Jockey Plaza Exhibitions Centre.

PERU MODA 2015



- **VENUE:** Centro de Convenciones Jockey Club, Lima
- **DATE:** April

- **ORGANISER PERIODICITY:** Annual
- **TYPE OF TRADE SHOW:** Specialized fair opened to the public

- **DATE OF NEXT TRADE SHOW:** April, 15-17 2015
- **WEBSITE:** www.perumoda.com/es
- **ORGANIZER:** Prom Perú

- **TRADE SHOW FOCUS:** PERU MODA is the main event of the Peruvian Fashion industry.
- **SECTORS:** Apparel, footwear, accessories and jewelry

- **FOREIGN EXHIBITORS:** Yes
- **SWISS EXHIBITORS:** None
- **NATIONAL PAVILIONS:** Yes

- **VISITORS:** 9 000
- **GENERAL IMPRESSION ON TRADE SHOW AND SCOPE:** At this show you will learn about the advantages of the Peruvian fashion industry in terms of quality, design, competitive prices and establish business relationships with local companies renowned for their outstanding response capacity and versatility.

FIR – FERIA INTERNACIONAL DE RETAIL



- **VENUE:** Centro de Convenciones Jockey Club, Lima

- **DATE:** May
- **ORGANISER PERIODICITY:** Annual
- **TYPE OF TRADE SHOW:** Specialized fair

- **DATE OF NEXT TRADE SHOW:** May, 07-09 2015
- **WEBSITE:** www.fir.pe
- **ORGANIZER:** Sociedad Peruana de Ferias

- **TRADE SHOW FOCUS:** This fair is specialized in the design, equipment, technology and services for the implementation of sales points.
- **SECTORS:** Shopping centers, department stores, supermarkets, retail chains

- **FOREIGN EXHIBITORS:** Yes
- **SWISS EXHIBITORS:** None
- **NATIONAL PAVILIONS:** None

- **GENERAL IMPRESSION ON TRADE SHOW AND SCOPE:** This year's edition will be held at the Jockey Plaza Exhibition Centre.

PERU CARGO WEEK



- **VENUE:** Centro de Convenciones Costa Verde, Lima
- **DATE:** April
- **ORGANISER PERIODICITY:** Annual
- **TYPE OF TRADE SHOW:** Specialized fair
- **DATE OF NEXT TRADE SHOW:** April, 22-24 2015
- **WEBSITE:** <http://perucargoweek.com>
- **ORGANIZER:** Sociedad Peruana de Ferias
- **TRADE SHOW FOCUS:** Peru Cargo Week is a specialized event in the freight forwarding, logistics and foreign trade.
- **SECTORS:** This event has carried out various activities with the aim that all players in the logistics chain are in direct contact and generate future business
- **FOREIGN EXHIBITORS:** Yes
- **SWISS EXHIBITORS:** Yes
- **NATIONAL PAVILIONS:** None
- **VISITORS:** 20 000
- **GENERAL IMPRESSION ON TRADE SHOW AND SCOPE:** This events works as an instrument of marketing, distribution and sale of products.

BONIoTUR – INTERNATIONAL TOURISM FAIR



- **VENUE:** Centro de Convenciones Plaza San Miguel, Lima
- **DATE:** April
- **ORGANISER PERIODICITY:** Annual
- **TYPE OF TRADE SHOW:** Specialized fair
- **DATE OF NEXT TRADE SHOW:** April, 23-25 2015
- **WEBSITE:** www.bonioturfitperu.com
- **ORGANIZER:** SLP Promtur
- **TRADE SHOW FOCUS:** Lima will host the twelfth edition of the International Tourism Fair, BONIoTUR 2015, which will become the center and bridge uniting all national and Latin American tourist offer.
- **SECTORS:** Tourism
- **FOREIGN EXHIBITORS:** Yes

SWITZERLAND GLOBAL ENTERPRISE

- **SWISS EXHIBITORS:** None
- **NATIONAL PAVILIONS:** None
- **GENERAL IMPRESSION ON TRADE SHOW AND SCOPE:** This aims to promote awareness of domestic and international destinations for entrepreneurs and professionals, and promote the purchase and sale of tourism products and services.

PERU TRAVEL MART



- **VENUE:** The Westin Lima Hotel & Convention Center, Lima
- **DATE:** May
- **ORGANISER PERIODICITY:** Annual
- **TYPE OF TRADE SHOW:** Conference / trade show
- **DATE OF NEXT TRADE SHOW:** May 15-17, 2015
WEBSITE: www.perutravelmart.com.pe
- **ORGANIZER:** PROMPERU
- **TRADE SHOW FOCUS:** Peru Travel Mart is the largest annual event for the promotion of tourism in Peru
- **SECTORS:** Tourism
- **FOREIGN EXHIBITORS:** None
- **SWISS EXHIBITORS:** None
- **NATIONAL PAVILIONS:** None
- **GENERAL IMPRESSION ON TRADE SHOW AND SCOPE:** Since 1987, PTM is the meeting point for Peruvian tourism companies and customers from all over the world. PROMPERU and the CANATUR, National Chamber of Tourism, which represents all tourism companies in Peru, organize this fair. This version of PTM will show to the prospective buyers, new tourism products and interesting business opportunities.

EXPOPLAST PERU



- **VENUE:** Centro de Convenciones Jockey Club, Lima
- **DATE:** May
- **ORGANISER PERIODICITY:** Annual
- **TYPE OF TRADE SHOW:** Specialized Fair opened to public

- **DATE OF NEXT TRADE SHOW:** May, 27-30 2015
WEBSITE: www.expoplastperu.com
- **ORGANIZER:** Grupo G. Trade
- **TRADE SHOW FOCUS:** Expoplast Peru gathers manufacturers, distributors and importers of the plastic business to present their best products.
- **SECTORS:** Raw material, machinery and tools for the plastic and petrochemical industry
- **FOREIGN EXHIBITORS:** Yes
- **SWISS EXHIBITORS:** None
- **NATIONAL PAVILIONS:** None
- **VISITORS:** 15 000
- **GENERAL IMPRESSION ON TRADE SHOW AND SCOPE:** This fair presents a variety of products like equipment, accessories and raw materials.

GASTROMAQ PERU



- **VENUE:** Centro de Convenciones Jockey Club, Lima
- **DATE:** May
- **ORGANISER PERIODICITY:** Annual
- **TYPE OF TRADE SHOW:** Specialized Fair opened to the public
- **DATE OF NEXT TRADE SHOW:** May, 27-30 2015
WEBSITE: <http://www.gastromaq.pe/>
- **ORGANIZER:** Grupo G. Trade
- **TRADE SHOW FOCUS:** Gastromaq Peru is a fair for equipment, accessories and machinery for the gastronomic and hotel business.
- **SECTORS:** Hotels, restaurants, bakeries, ice cream shops and all kinds of food processing industries.
- **FOREIGN EXHIBITORS:** Yes
- **SWISS EXHIBITORS:** None
- **NATIONAL PAVILIONS:** None
- **VISITORS:** 15 000
- **GENERAL IMPRESSION ON TRADE SHOW AND SCOPE:** This fair is the perfect space for strengthening commercial relationships with potential suppliers, getting to know trends and doing good business.

SIEE – INTERNATIONAL EXHIBITION OF ELECTRICITY



- **VENUE:** Centro de Convenciones Jockey Club, Lima
- **DATE:** June
- **ORGANISER PERIODICITY:** Biannual
- **TYPE OF TRADE SHOW:** Specialized Fair
- **DATE OF NEXT TRADE SHOW:** June, 03-05 2015
WEBSITE: www.siee.pe
- **ORGANIZER:** Sociedad Peruana de Ferias
- **TRADE SHOW FOCUS:** SIEE is the exhibition place for generation, transmission and distribution of electricity in Peru.
- **SECTORS:** Producers, suppliers, traders, investors, electricity institutions and academia
- **FOREIGN EXHIBITORS:** Yes
- **SWISS EXHIBITORS:** Yes
- **NATIONAL PAVILIONS:** Yes
- **VISITORS:** 5 000
- **GENERAL IMPRESSION ON TRADE SHOW AND SCOPE:** It presents technology and services for power generation, electricity transmission, and infrastructure for supply and distribution of electricity.

FIMA – INTERNATIONAL ENVIRONMENT FAIR



- **VENUE:** Centro de Convenciones Jockey Club, Lima
- **DATE:** June
- **ORGANISER PERIODICITY:** Biannual
- **TYPE OF TRADE SHOW:** Specialized Fair opened to the public
- **DATE OF NEXT TRADE SHOW:** June 2016
WEBSITE: www.feriadelmedioambiente.com/
- **ORGANIZER:** Corferias Bogotá
- **TRADE SHOW FOCUS:** The International Environment Fair is becoming the platform for both the protection and conservation of the environment and biodiversity in Peru and the region.
- **SECTORS:** Marketing of goods and environmental services
- **FOREIGN EXHIBITORS:** Yes

SWITZERLAND GLOBAL ENTERPRISE

- **SWISS EXHIBITORS:** None
- **NATIONAL PAVILIONS:** None
- **VISITORS:** 20 000
- **GENERAL IMPRESSION ON TRADE SHOW AND SCOPE:** It is an ideal setting for the promotion and marketing of goods and environmental services, outreach programs and projects within the context of sustainable development and eco-efficient exchange of experience.

EXPO SALUD



- **VENUE:** Centro de Convenciones Jockey Club , Lima
- **DATE:** July
- **ORGANISER PERIODICITY:** Annual
- **TYPE OF TRADE SHOW:** Specialized Fair
- **DATE OF NEXT TRADE SHOW:** July, 15–17 2015
WEBSITE: www.exposalud.com.pe
- **ORGANIZER:** Raymi Comunicaciones
- **TRADE SHOW FOCUS:** Exposalud is the largest event for medical equipment technology in Peru.
- **SECTORS:** Raw material, machinery and tools for the plastic and petrochemical industry
- **FOREIGN EXHIBITORS:** Yes
- **SWISS EXHIBITORS:** None
- **NATIONAL PAVILIONS:** None
- **GENERAL IMPRESSION ON TRADE SHOW AND SCOPE:** It gathers a variety of suppliers and brings the opportunity to know market trends, establish commercial relations and take advantage of business opportunities in the medical equipment sector.

EXPOTIC – INTERNATIONAL FAIR OF TECHNOLOGY, COMPUTING AND COMMUNICATIONS

- **VENUE:** Lima



- **DATE:** June
- **ORGANISER PERIODICITY:** Annual
- **TYPE OF TRADE SHOW:** Specialized fair opened to public.

- **DATE OF NEXT TRADE SHOW:** June, 18-19 2015
WEBSITE: www.expotic.com.pe
- **ORGANIZER:** Cámara de Comercio de Lima

- **TRADE SHOW FOCUS:** EXPOTIC is one of the most important technology event in Peru
- **SECTORS:** This fair will be the largest and most modern exhibition in Peru, and will be visited by people interested in knowing new trends in ICT around the world.

- **FOREIGN EXHIBITORS:** Yes
- **SWISS EXHIBITORS:** None
- **NATIONAL PAVILIONS:** None

- **VISITORS:** 10 000
- **GENERAL IMPRESSION ON TRADE SHOW AND SCOPE:** Over 200 exponents are expected from prestigious Peruvian and foreign companies of the industry.

EXPOFRIO PERU



- **VENUE:** Centro de Convenciones Plaza San Miguel, Lima

- **DATE:** June
- **ORGANISER PERIODICITY:** Annual
- **TYPE OF TRADE SHOW:** Specialized fair

- **DATE OF NEXT TRADE SHOW:** June, 25-27 2015
WEBSITE: www.expofrioperu.com
- **ORGANIZER:** Perú Events

- **TRADE SHOW FOCUS:** ExpoFrio Peru is the meeting point for manufacturers and distributors of equipment for refrigeration.
- **SECTORS:** Air conditioning, acoustics, ventilation, automation and energy saving
- **FOREIGN EXHIBITORS:** Yes
- **SWISS EXHIBITORS:** None
- **NATIONAL PAVILIONS:** None

- **VISITORS:** 3 000

SWITZERLAND GLOBAL ENTERPRISE

- **GENERAL IMPRESSION ON TRADE SHOW AND SCOPE:** This fair is also a platform for logistics, packing and storage service providers. The 2015 edition will have three days of fair and two days of conferences.

EXPO ARCON



- **VENUE:** Centro de Convenciones Jockey Club, Lima
- **DATE:** July
- **ORGANISER PERIODICITY:** Annual
- **TYPE OF TRADE SHOW:** Conference/trade show
- **DATE OF NEXT TRADE SHOW:** July, 09-11 2015
WEBSITE: www.expoarcon.com
- **ORGANIZER:** Grupo Digamma
- **TRADE SHOW FOCUS:** Expo Arcon is the most important event in the infrastructure and construction sector in Peru.
- **SECTORS:** Equipment and Machinery, Engineering, Materials and Finishing
- **FOREIGN EXHIBITORS:** Yes
- **SWISS EXHIBITORS:** Yes
- **NATIONAL PAVILIONS:** Yes
- **VISITORS:** 3 000
- **GENERAL IMPRESSION ON TRADE SHOW AND SCOPE:** Simultaneously, there will be a Construction Fair, focused on the exhibition of construction sector suppliers; and the Expo Maquinarias, showing the latest in heavy machinery for construction and mining.

TECNOAGRO – INTERNATIONAL FAIR OF AGRICULTURE, AGRO INDUSTRY AND AGRO EXPORTS TECHNOLOGY

- **VENUE:** Campo ferial UNALM, Lima
- **DATE:** July
- **ORGANISER PERIODICITY:** Annual
- **TYPE OF TRADE SHOW:** Specialized fair opened to public



- **DATE OF NEXT TRADE SHOW:** July, 02-04 2015
WEBSITE: <http://www.tecnoagroperu.com.pe>
- **ORGANIZER:** Grupo Target S.A.C
- **TRADE SHOW FOCUS:** Tecnoagro Peru is the leading business platform in the country, it showcases the best technology providers in the world for Agriculture, Agribusiness and Agricultural Exports.
- **SECTORS:** Equipment and Machinery, Engineering
- **FOREIGN EXHIBITORS:** Yes
- **SWISS EXHIBITORS:** None
- **NATIONAL PAVILIONS:** Yes
- **GENERAL IMPRESSION ON TRADE SHOW AND SCOPE:** The event is positioned as the most important national agro technology fair.

FIL LIMA – INTERNATIONAL BOOK FAIR



- **VENUE:** Parque Los Próceres, Lima
- **DATE:** August
- **ORGANISER PERIODICITY:** Annual
- **TYPE OF TRADE SHOW:** Opened to public
- **DATE OF NEXT TRADE SHOW:** 2015
WEBSITE: www.fillima.com.pe
- **ORGANIZER:** Cámara Peruana Del Libro
- **TRADE SHOW FOCUS:** The Peruvian Book Chamber has launched a new edition of the International Book Fair of Lima, FIL-Lima
- **SECTORS:** Edition, library.
- **FOREIGN EXHIBITORS:** Yes
- **SWISS EXHIBITORS:** None
- **NATIONAL PAVILIONS:** Yes
- **GENERAL IMPRESSION ON TRADE SHOW AND SCOPE:** Visit more than 150 national and international publishing houses and witness the shows prepared for every edition.

FIMM 2015 – INTERNATIONAL METAL MECHANICS FAIR

- **VENUE:** Centro de Convenciones Jockey Club, Lima
- **DATE:** August
- **ORGANISER PERIODICITY:** Annual
- **TYPE OF TRADE SHOW:** Specialized fair
- **DATE OF NEXT TRADE SHOW:** August, 13-16 2015
- **WEBSITE:** www.fimm.com.pe
- **ORGANIZER:**
- **TRADE SHOW FOCUS:** This specialized event is directed to metalworking sector companies.
- **SECTORS:** Manufacturers of machinery, equipment and tools for the development of all industry activities
- **FOREIGN EXHIBITORS:** Yes
- **SWISS EXHIBITORS:** None
- **NATIONAL PAVILIONS:** Yes
- **VISITORS:** 10 000
- **GENERAL IMPRESSION ON TRADE SHOW AND SCOPE:** Visit more than 150 national and international publishing houses and witness the shows prepared for every edition.



EXPOEVENTOS PERU

- **VENUE:** Centro de Convenciones Jockey Club, Lima
- **DATE:** August
- **ORGANISER PERIODICITY:** Annual
- **TYPE OF TRADE SHOW:** Specialized fair opened to public
- **DATE OF NEXT TRADE SHOW:** August, 24-26 2015
- **WEBSITE:** <http://expoeventosperu.com/>
- **ORGANIZER:** DBA Group
- **TRADE SHOW FOCUS:** The aim of Expo Eventos is to highlight the latest trends, practices and tools for the development of events.
- **SECTORS:** Event vendor fairs, conferences, corporate events, social activities
- **FOREIGN EXHIBITORS:** Yes
- **SWISS EXHIBITORS:** None



SWITZERLAND GLOBAL ENTERPRISE

- **NATIONAL PAVILIONS:** Yes
- **VISITORS:** 6 000
- **GENERAL IMPRESSION ON TRADE SHOW AND SCOPE:** This fair is a great opportunity for entrepreneurs who make decisions in these sectors, can relate directly with leading trade shows, conferences, conventions, corporate events, social activities and events tourism.

EXPO ENERGY EFFICIENCY PERU



- **VENUE:** Centro de Convenciones Jockey Club, Lima
- **DATE:** September
- **ORGANISER PERIODICITY:** Annual
- **TYPE OF TRADE SHOW:** Specialized fair
- **DATE OF NEXT TRADE SHOW:** September, 24-26 2015
- **WEBSITE:** <http://energyefficiencyexpo Peru.com/>
- **ORGANIZER:** DBA Group
- **TRADE SHOW FOCUS:** This fair will be focused on the efficient use of energy in its many forms and it will help connect providers, consumers and people who are interested in the field.
- **SECTORS:** National public interested in the area, construction, greentech
- **FOREIGN EXHIBITORS:** Yes
- **SWISS EXHIBITORS:** Yes
- **NATIONAL PAVILIONS:** None
- **VISITORS:** 6 000
- **GENERAL IMPRESSION ON TRADE SHOW AND SCOPE:** The Energy Efficiency Expo Peru will take place simultaneously with the LED Expo Peru fair, in the Exhibitions Centre of the Jockey Plaza.

LED EXPO PERU



- **VENUE:** Centro de Convenciones Jockey Club, Lima
- **DATE:** September
- **ORGANISER PERIODICITY:** Annual
- **TYPE OF TRADE SHOW:** Specialized fair

- **DATE OF NEXT TRADE SHOW:** September, 24-26 2015
- **WEBSITE:** <http://ledexpooperu.com/>
- **ORGANIZER:** DBA Group
- **TRADE SHOW FOCUS:** This fair will be focused on the efficient use of energy in its many forms and it will help connect providers, consumers and people who are interested in the field.
- **SECTORS:** Lighttech, LED
- **FOREIGN EXHIBITORS:** Yes
- **SWISS EXHIBITORS:** Yes
- **NATIONAL PAVILIONS:** None
- **VISITORS:** 6000
- **GENERAL IMPRESSION ON TRADE SHOW AND SCOPE:** Peru's economic growth, sustained development and excellent business opportunities make Peru a preferred business center for tourism and events from around the world. That is why in the constant search for new and better alternative energy technology, development and environmental stewardship LED technology in its various forms, has become a vital tool.

EXPOALIMENTARIA



- **VENUE:** Centro de Convenciones Jockey Club, Lima
- **DATE:** August
- **ORGANISER PERIODICITY:** Annual
- **TYPE OF TRADE SHOW:** Specialized fair opened to public
- **DATE OF NEXT TRADE SHOW:** August, 26-28 2015
- **WEBSITE:** www.expoalimentariaperu.com
- **ORGANIZER:** ADEX
- **TRADE SHOW FOCUS:** Expoalimentaria is the largest international trade show in the region that highlights food and beverages.
- **SECTORS:** Food and beverages, machinery, equipment, inputs, containers and packaging, services, restaurants, and gastronomy
- **FOREIGN EXHIBITORS:** Yes
- **SWISS EXHIBITORS:** Yes
- **NATIONAL PAVILIONS:** Yes

SWITZERLAND GLOBAL ENTERPRISE

- **VISITORS:** 38 000
- **GENERAL IMPRESSION ON TRADE SHOW AND SCOPE:** It has become the focal point of exporters and selected buyers from all corners of the globe. Expoalimentaria 2014, generated over USD 730 million in business transactions, more than 600 exhibiting companies participated and had contact with over 32,000 national visitors and 2,500 international buyers.

TECHNOSALUD



- **VENUE:** Centro de Convenciones Jockey Club, Lima
- **DATE:** September
- **ORGANISER PERIODICITY:** Annual
- **TYPE OF TRADE SHOW:** Specialized fair
- **DATE OF NEXT TRADE SHOW:** September, 09-11 2015
- **WEBSITE:** www.tecnosalud.com.pe
- **ORGANIZER:** Chamber Of Commerce Of Lima
- **TRADE SHOW FOCUS:** TecnoSalud is the largest fair specialized in the health and medicine sector in Peru.
- **SECTORS:** Medical equipment and instruments, pharmaceutical, dental.
- **FOREIGN EXHIBITORS:** Yes
- **SWISS EXHIBITORS:** Yes
- **NATIONAL PAVILIONS:** None
- **VISITORS:** 30 000
- **GENERAL IMPRESSION ON TRADE SHOW AND SCOPE:** Technosalud is the most important Medtech trade fair in Peru. During the three days event, the Chamber of Commerce of Lima will organize B to B meetings with regional directors.

EXPOMINA



- **VENUE:** Centro de Convenciones Jockey Club, Lima
- **DATE:** September
- **ORGANISER PERIODICITY:** Biannual
- **TYPE OF TRADE SHOW:** Specialized fair
- **DATE OF NEXT TRADE SHOW:** September 2016

- **WEBSITE:** www.expominaperu.com
- **ORGANIZER:** Gruppo Digamma
- **TRADE SHOW FOCUS:** For three days this event will bring together a large number of entrepreneurs and suppliers of the mining sector.
- **SECTORS:** National and international mining companies interested in updating their knowledge on processes, technology and trends and in purchasing machinery and equipment to improve production National exploration, mining and trading companies interested in buying mining products and raw materials for transformation or trading, national and international investors, multilateral organizations and academic sector
- **FOREIGN EXHIBITORS:** Yes
- **SWISS EXHIBITORS:** Yes
- **NATIONAL PAVILIONS:** None
- **VISITORS:** 40 000
- **GENERAL IMPRESSION ON TRADE SHOW AND SCOPE:** It will be an excellent opportunity to establish and strengthen trade links and to explore and do business. The display of heavy machinery prestigious brands and next generation products, will be one of its main attractions.

FOTO IMAGE PERU



- **VENUE:** Centro de Convenciones Jockey Club, Lima
- **DATE:** September
- **ORGANISER PERIODICITY:** Annual
- **TYPE OF TRADE SHOW:** Specialized fair opened to public
- **DATE OF NEXT TRADE SHOW:** September 2015
- **WEBSITE:** <http://www.fotoimageperu.com/>
- **ORGANIZER:** G Tade S.A.C
- **TRADE SHOW FOCUS:** Foto Image brings together the manufacturers and suppliers of the photographic industry.
- **SECTORS:** Technology and photographic technique, digital printing, Web design
- **FOREIGN EXHIBITORS:** Yes
- **SWISS EXHIBITORS:** None
- **NATIONAL PAVILIONS:** None

SWITZERLAND GLOBAL ENTERPRISE

- **VISITORS:** 10 000
- **GENERAL IMPRESSION ON TRADE SHOW AND SCOPE:** Foto Image Peru is the ideal meeting point for the Peruvians specialists in photography and medias. For foreign companies it is a perfect showcase to expose their know-how.

PERUMIN



- **VENUE:** Universidad San Augustin, Arequipa
- **DATE:** September
- **ORGANISER PERIODICITY:** Biannual
- **TYPE OF TRADE SHOW:** Specialized fair
- **DATE OF NEXT TRADE SHOW:** September, 21-25 2015
- **WEBSITE:** www.convencionminera.com
- **ORGANIZER:** Instituto De Ingenieros De Minas Del Perú
- **TRADE SHOW FOCUS:** PERUMIN has become one of the world's largest mining events, setting Peru as a destination of opportunities in eyes of the world.
- **SECTORS:** National and international mining companies interested in updating their knowledge on processes, technology and trends and in purchasing machinery and equipment to improve production National exploration, mining and trading companies interested in buying mining products and raw materials for transformation or trading, national and international investors, multilateral organizations and academic sector.
- **FOREIGN EXHIBITORS:** Yes
- **SWISS EXHIBITORS:** Yes
- **NATIONAL PAVILIONS:** Yes; Swiss Pavilion
- **VISITORS:** 110 000
- **GENERAL IMPRESSION ON TRADE SHOW AND SCOPE:** During its last version it gathered more than one thousand national and international companies; in addition, it became a platform to close important transactions between exhibitors and buyers, generating an ideal scenario for business.

EXCON

- **VENUE:** Centro de Convenciones Jockey Club, Lima



- **DATE:** October
- **ORGANISER PERIODICITY:** Annual
- **TYPE OF TRADE SHOW:** Specialized fair opened to public

- **DATE OF NEXT TRADE SHOW:** October, 13-17 2015
- **WEBSITE:** www.excon.com.pe
- **ORGANIZER:** Chamber of Commerce of Construction of Lima

- **TRADE SHOW FOCUS:** Undoubtedly EXCON has become the best platform to generate business and contacts related to construction in general.
- **SECTORS:** Construction, design, architecture, machinery, materials, education

- **FOREIGN EXHIBITORS:** Yes
- **SWISS EXHIBITORS:** None
- **NATIONAL PAVILIONS:** None

- **VISITORS:** 45 000
- **GENERAL IMPRESSION ON TRADE SHOW AND SCOPE:** EXCON offers a specialized environment where professionals and companies establish relationships and synergies; and both lecturers and exhibitors, national and international, discuss the most relevant industry issues.

MISTURA



- **VENUE:** Costa Verde, Lima

- **DATE:** August
- **ORGANISER PERIODICITY:** Annual
- **TYPE OF TRADE SHOW:** Public Gourmet fair

- **DATE OF NEXT TRADE SHOW:** August 2015
- **WEBSITE:** www.mistura.pe
- **ORGANIZER:** APEGA

- **TRADE SHOW FOCUS:** Mistura is the most important gastronomy fair in Latin America, and Peruvians see it as a great cultural party, where people from all walks of life come together to celebrate their culinary traditions and the country's amazing biodiversity, and reaffirms their identity as a nation.
- **SECTORS:** Food

- **FOREIGN EXHIBITORS:** None



SWITZERLAND GLOBAL ENTERPRISE

- **SWISS EXHIBITORS:** None
- **NATIONAL PAVILIONS:** None
- **VISITORS:** 420 000
- **GENERAL IMPRESSION ON TRADE SHOW AND SCOPE:** The different actors in the gastronomy chain come together here: market garden farmers, cooks, bakers, street food vendors, sweet vendors, waiters, restaurants, culinary institutes, patrons, and many more, to honor Peru's biodiversity, one of the richest on the planet.

EXPOTEXTIL PERU



- **VENUE:** Centro de Convenciones Jockey Club, Lima
- **DATE:** October
- **ORGANISER PERIODICITY:** Annual
- **TYPE OF TRADE SHOW:** Specialized fair opened to public
- **DATE OF NEXT TRADE SHOW:** October, 22-25 2015
- **WEBSITE:** www.expotextilperu.com
- **ORGANIZER:** PLASTIC CONCEPT S.A.C.
- **TRADE SHOW FOCUS:** Fair that brings together manufacturers and suppliers for Textile and Clothing industry.
- **SECTORS:** Fashion and Industrial line. Natural basis, Synthetic and Mixture clothes. Textile fibers, yarns and threads. Operating supplies for the confection: buttons, buckles, zippers, ribbons, blond laces, interlinings, demies, labels, knitted collars, etc. Machinery and other services related to the sector
- **FOREIGN EXHIBITORS:** Yes
- **SWISS EXHIBITORS:** Yes
- **NATIONAL PAVILIONS:** Yes
- **VISITORS:** 24 000
- **GENERAL IMPRESSION ON TRADE SHOW AND SCOPE:** Simultaneously, there will be Texmoda, Calzatex and Stampertex, shows focused on suppliers for confection, footwear and textile printing.

FIBELLA – INTERNATIONAL BEAUTY FAIR

- **VENUE:** Centro de Convenciones Jockey Club, Lima



- **DATE:** November
- **ORGANISER PERIODICITY:** Annual
- **TYPE OF TRADE SHOW:** Specialized fair opened to public

- **DATE OF NEXT TRADE SHOW:** November 2015
- **WEBSITE:** www.fibella.com.pe
- **ORGANIZER:** Chamber Of Commerce Of Lima

- **TRADE SHOW FOCUS:** Fibella is one of the largest platforms for beauty business in the country.
- **SECTORS:** Products for integral care of men and women, cosmetics and beauty.
- **FOREIGN EXHIBITORS:** Yes
- **SWISS EXHIBITORS:** None
- **NATIONAL PAVILIONS:** None

- **GENERAL IMPRESSION ON TRADE SHOW AND SCOPE:** This trade fair allows companies to interact with consumers and offer new products and services of high quality.

EXPO PESCA 2015 – INTERNATIONAL FISHING AND AQUACULTURE FAIR



- **VENUE:** Centro de Exposiciones Jockey, Lima

- **DATE:** November 2015
- **ORGANISER PERIODICITY:** Biannual
- **TYPE OF TRADE SHOW:** Specialized fair

- **DATE OF NEXT TRADE SHOW:** November, 05-07 2015
- **WEBSITE:** www.thaiscorp.com
- **ORGANIZER:** Thais Corporation S.A.C

- **TRADE SHOW FOCUS:** Expo Pesca is the largest International Fair in Latin America which promotes the sale of equipment for fishing vessels, fisheries, aquaculture & seafood, organized in Peru.
- **SECTORS:** Fishing and Aquaculture

- **FOREIGN EXHIBITORS:** Yes
- **SWISS EXHIBITORS:** None
- **NATIONAL PAVILIONS:** Yes
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- **VISITORS:** 9,260

SWITZERLAND GLOBAL ENTERPRISE

- **GENERAL IMPRESSION ON TRADE SHOW AND SCOPE:** This event is certified by the Ministry for Foreign Trade and Tourism (MINCETUR), the Peruvian Trade Fair Association (AFEP) and the National Society for Fisheries (S.N.P.).

EXPO FARMA & COSMÉTICA



- **VENUE:** Sheraton Lima Hotel & Convention Center
- **DATE:** November 2015
- **ORGANISER PERIODICITY:** Annual
- **TYPE OF TRADE SHOW:** Specialized fair
- **DATE OF NEXT TRADE SHOW:** November, 20-21 2015
- **WEBSITE:** www.expofarmaycosmetica.com
- **ORGANIZER:** LATFAR
- **TRADE SHOW FOCUS:** It is a business platform for companies and professionals linked to the pharmaceutical and cosmetics industries.
- **SECTORS:** Pharmaceuticals and cosmetics Industry
- **FOREIGN EXHIBITORS:** Yes
- **SWISS EXHIBITORS:** None
- **NATIONAL PAVILIONS:** Yes
- **GENERAL IMPRESSION ON TRADE SHOW AND SCOPE:** This is the second edition of this fair in Peru, since it was held before in Brazil and Bolivia. It is a great opportunity to see trends in the market and do networking with professionals of the industry.

AERO EXPO PERÚ



- **VENUE:** Base Aérea Las Palmas - Surco - Lima
- **DATE:** November 2015
- **ORGANISER PERIODICITY:** Annual
- **TYPE OF TRADE SHOW:** Specialized fair opened to the public.
- **DATE OF NEXT TRADE SHOW:** November 2015
- **WEBSITE:** www.aeroexpo Peru.com
- **ORGANIZER:** Aero Expo Peru

- **TRADE SHOW FOCUS:** The Aero Expo Peru in Lima is a fair for commercial aviation and tourism.
- **SECTORS:** Aero trade and tourism industry

- **FOREIGN EXHIBITORS:** Yes
- **SWISS EXHIBITORS:** Yes
- **NATIONAL PAVILIONS:** Yes

- **GENERAL IMPRESSION ON TRADE SHOW AND SCOPE:** This exhibition is the platform of communication and information in the industry and offers the exhibiting companies the opportunity to present to an audience of experts.

SUMMITS AND FORUMS



Lima, January 28-29, 2015

A summit in which there will be held conferences and sectorial meetings and during which there will be quoted senior officials of the Peruvian Government that design and build projects, executives, investors, developers of projects and other infrastructure-related organizations. The 2015 edition will take place in the Swiss Hotel in Lima.



Lima, March 9-10, 2015

www.latinmarkets.org/forums/peru-energy-summit/overview

Organized by Latin Markets, the Peru Energy Summit is a 2-day event centered on the financial, operational and developmental challenges and opportunities currently pre sent in the Peruvian energy sector. The speakers of the summit are the most important local and international energy project developers, concessionaires, investors, regulators and authorities. The event gives opportunities for more than 15 hours of networking with delegates and speakers from more than twenty countries. The 2015 edition will take place at the Hilton Lima Miraflores.



Lima, March 2015

www.latinmarkets.org/forums/peruvian-investors-forum/overview#

The Peruvian Investors Forum provides Peruvian pension funds, family offices, private banks, insurance funds and sovereign wealth funds, along with pensions and families with a due diligence platform to explore and discuss trends and opportunities in global alternatives. Similarly, the program hosts US & European pension funds, foundations and endowments for discussions of investing in Peru and fosters a comparative look at institutional portfolio construction.

Peru Mining Summit

June 1-2, 2015 Hilton Lima Miraflores, Lima, Peru

Lima, June 1-2, 2015

www.latinmarkets.org/forums/peru-mining-summit/overview

Given its strong mining potential, Peru has been attracting the world's major mining companies to expand activities in the country.

The forthcoming Peru Mining Summit will be a place where mining industry stakeholders and solution providers will further the conversation, advance the vision, and come together again in this exciting industry.

With over 60 speakers, Peru Mining Summit delivers direct access to key top-level decision makers in the mining industry.



Lima, August 24-25, 2015

www.latinmarkets.org/forums/peru-capital-projects--infrastructure/overview#

The Peru Capital Projects and Infrastructure Summit is the premier gathering of global public and private infrastructure developers and investors in Peru. The event will bring together 300 delegates from top-tier organizations in energy, transport, mining, telecom, real estate, and social infrastructure. The 2015 edition will take place at the Hilton Lima Miraflores hotel.