

Feel Perú

Dossier



One country, many stories

Peru is land of history, a place where many cultures converged to form a great empire. Even today, new finds are being made. The most ancient discoveries include Pikimachay (14600 B.C.), Lauricocha (9200-3000 B.C.), Telarmachay (7000-2000 B.C.), and Paján (11000 B.C.). Yet our history is still being built.

pre-Hispanic cultures

2700 B.C.	600 A.D.
3000 - 1800 B.C. Caral	600 - 1000 A.D. Tiahuanaco / Wari
1200 - 200 B.C. Chavín	700 - 1400 A.D. Lambayeque
1100 - 50 B.C. Cajamarca	800 - 1500 A.D. Chachapoyas
800 B.C. - 200 A.D. Paracas	700 - 1400 A.D. Chimú
500 B.C. - 380 A.D. Pucará	1100 - 1400 A.D. Chanca
100 B.C. - 800 A.D. Moche	1400 - 1532 A.D. Inca
100 - 600 A.D. Lima	
100 - 600 A.D. Nasca	

Viceroyalty and Independence

1500	1800
1532 Arrival of Francisco Pizarro. Foundation by the Spanish of the city of San Miguel de Tangará, Piura.	1821 On 28th July the liberator José de San Martín proclaims the independence of Peru from Spain.
● 1533 - 1539 ● Foundation by the Spanish of the cities of Cusco (1534), Lima (1535) and Arequipa (1539).	1822 - 1823 Simón Bolívar joins the liberation movement. José Mariano de La Riva Agüero is declared the first President of Peru.
1542 Discovery of the Amazon River by Francisco de Orellana.	1911 Scientific discovery of Machu Picchu by the North American explorer Hiram Bingham.
1551 Foundation of the National University of San Marcos, the first university on the American continent.	
1590 - 1615 Felipe Guaman Poma de Ayala writes "The First New Chronicle and Good Government", an illustrated work that shows scenes from Inca and viceregal life.	

Recent history

2000
2007 The city of Machu Picchu is recognized as one of the 7 New Wonders of the World.
2009 - 2015 Lima Airport (Jorge Chávez International Airport) is recognized as the best airport in South America.
2010 The Peruvian writer Mario Vargas Llosa is awarded the Nobel Prize for Literature.
2011 The OEA recognizes Peruvian cuisine as "Cultural Heritage of the Americas".
● The Amazon River is chosen as one of the 7 Natural Wonders of the World.
Peru is recognized as the best country for doing business in South America according to the
Doing Business rankings 2011.
2012 Peru is chosen, for the first time, as the World's Leading Culinary Destination in the World Travel Awards (WTA).
2015 Peru is chosen as World's Leading Conference and Meeting Destination in the World Travel Awards (WTA).
2016 Lima restaurants rank first and second in the "50 Best Restaurants in Latin America" list, according to the British <i>Restaurant</i> magazine.
2017 Peruvian restaurants Central and Mado rank fifth and eight respectively in the "50 Best Restaurants in the World".



Calendar

January / February	National marinera dance competition
February	Carnivals
February	Pisco Day
1 – 15 February	Virgen de la Candelaria Festival (Puno)
March	Grape Harvest Festival (Ica)
March / April	Easter
May	Virgin de Chapi Festival (Arequipa)
May / June	Corpus Christi and Qoyllur Rit'i (Cusco)
June	Adventure Festival (Áncash)
24 June	Inti Raymi (Cusco)
24 June	San Juan Festival (Amazonas, Loreto, San Martín, Madre de Dios, and Ucayali)
July	International Book Fair (Lima)
16 – 29 July	Virgen del Carmen Festival (Paucartambo - Cusco)
28 – 29 July	National Holidays
August	Lima Film Festival
September	Mistura (Lima)
October	Señor de los Milagros month (Lima)
31 October	Creole Music Day

Find more information in:

www.peru.travel/es-pe/que-hacer/festividades-y-eventos

Information and numbers



Located in the central and western part of South America



More than  **31 million** inhabitants

1.28 million km² land mass

More than **20,000** years of history

Pre-Hispanic Cultures

Caral	Nasca
Chavín	Wari
Paracas	Chimú
Moche	Inca

Official languages 

Spanish, Quechua, and Aimara

There are also around another 47 native languages.





OVERVIEW

With more than 10,000 years of history, Peru boasts a great wealth of cultures and traditions. It has delicious, acclaimed gastronomy, possesses imposing archaeological complexes, 12 Unesco world heritage sites and has vast natural reserves. It is undoubtedly one of the most varied countries in the world.

Peru is located in the western part of South America. Its territory borders Ecuador, Colombia, Brazil, Bolivia and Chile. It covers 1,285,215 km² of land and 200 nautical miles of the Pacific Ocean, as well as 60 million hectares in Antarctica. It has an estimated population of over 31.5 million inhabitants.

It is the third largest country in South America and one of the 20 largest in the world - its surface area covers more than the territories of Spain and France combined. Being a consultative party to the Antarctic Treaty, it has a scientific station called 'Machu Picchu' on this continent.

The country is divided into 25 regions or departments, including the constitutional province of El Callao, where Peru's main port is located. The capital is Lima, a city founded in the year 1535 by the Spanish, and becoming the capital of the Viceroyalty of Peru. After independence in 1821, it became the capital of the republic.

Peru is a highly diverse country. It has 11 ecoregions and 84 of the 117 life zones that exist in the world. It has an enormous range of landscapes due to its geographical conditions, which in turn give it a great diversity of natural resources. Three main regions can be identified in its territory, which is the traditional way of dividing it according to altitudes: Coast, Mountains and Jungle.

The Jungle occupies 59% of the territory of this country, where 12% of the country's population is concentrated. The Mountains, dominated by the Andes mountain range, occupy 30% of the territory and are home to 36% of the population. Most of the population – 52% – is concentrated on the coast, despite only occupying 11% of the national territory.

Spanish is the official language of Peru and is spoken by 84% of the population. In addition, 47 native languages are spoken in the country, including Quechua and Aymara, spoken by 13% and 1.7% of the population, respectively.

In July 2016, a new government took charge, headed by the president Pedro Pablo Kuczynski from the party Peruvians for Change. This was the fourth democratically elected government after the transitional government of 2000, which announced general elections for the following year, showing the political stability of this country.



ECONOMY

Peru has been the fastest growing economy in Latin America over the last decade, posting positive rates for 18 years until last year, despite the global slowdown since 2012. The country was thereby able to record an average annual growth rate of 5.9% in the period 2005-2015, almost double the regional average of 3%.

According to the National Institute of Statistics and Informatics (INEI), the poverty rate decreased by 36% between 2004 and 2015, from 58.7% to 21.8%. Furthermore, according to the same body, the Gross Domestic Product grew by 3.9% in 2016.

The Peruvian Andes have large mineral deposits, which were wisely exploited for centuries. This country has the largest reserves of silver in the world, as well as the largest gold, lead and zinc reserves in Latin America, according to the Ministry of Energy and Mines. In 2016, 2.35 million tons of copper were exported; 4,374 tons of silver, and 153 tons of gold.

In addition, the Peruvian Amazon contains rich deposits of oil and natural gas, as well as forest resources. Furthermore, the coast is renowned for its maritime resources and export-oriented agribusiness, with leading products such as asparagus, blueberries, table grapes, avocados, organic bananas and paprika.

Among the priorities of the new government is to guarantee access to drinking water for all Peruvians by 2021 – the year of the bicentennial of Peru's independence – and to increase access to sanitation services. President Pedro Pablo Kuczynski has also set out to counter inequality by improving the level of social services – in particular education and health – and to promote development in rural areas.

Following this policy, the government budget allocated for the year 2017 amounted to 142.5 billion soles – an increase of 4.7% over the previous year –, prioritizing five areas: national security, justice, education, health and infrastructure, with education receiving the largest allocation (18.4% of the total). Financing for water and sanitation projects increased 71.6%.

In order to maintain the region's leadership in economic growth, the government has been implementing measures to reduce bureaucratic barriers to investment, encouraging the establishment of small companies and stimulating capital investment in infrastructure, especially in projects aimed at facilitating the diversification of key sectors. This is expected to create some 3 million jobs over the next four years.





Peru has an extensive network of trade agreements, which generate opportunities to develop our exports and the business sector. These mark us out in the region as a country that has not only been concerned about supplying its products to the international market, but also about showing opportunities in our internal market, helping reduce costs for our consumers and for our domestic production.

Peru currently has trade agreements with the main economies of the world, such as the United States, China and the European Union. It also belongs to trade blocks such as the Asia-Pacific (APEC) Economic Cooperation Forum and the Pacific Alliance.

HISTORY

Beyond the sculpted stone walls of Machu Picchu, the astounding earthen temples of the Moche culture and the sacred pyramids of Caral, Peru's legacy is a long history of developing civilizations that began on the frigid high Andean plateaus more than ten millennia ago.

The people who built the lost city of the Incas; the same ones who designed the most intricate roads and designed the most incredible hydraulic and agricultural engineering works, started out from cold caves at an altitude of more than four thousand meters. These hunter-gathers were the first inhabitants of our country and have left countless traces of their way of life at sites such as Pikimachay (Ayacucho), Lauricocha (Huánuco) and Toquepala (Tacna), where researchers have unraveled the mystery of the birth of Peruvian civilization.

These first inhabitants left their caves and shelters around seven thousand years ago to descend to the western Pacific valleys, and from there crossed the coastal hills and finally reached the sea. The llama and deer hunters quickly became fishermen and shellfish collectors and then began domesticating plants in the warm valleys that cut through

the desert. Men such as the man from Nanchoc bear witness to this dramatic juncture for Peruvians, when they began to cultivate their first crops such as lima beans, corn, potatoes and cotton, allowing them to leave their nomadic life behind and settle in their first hamlets.

a. Ancient civilizations

Caral, now considered the oldest civilization in America, appeared over more than five thousand years ago in the Supe River Valley, north of the city of Lima. A contemporary of Egypt and Mesopotamia, this coastal dominion completely changed the course of Peru's history more than a decade ago and solidified our country as one of the world's most important cultural hubs, along with Mesoamerica, and the basins of the Nile, Euphrates and Indus.

Caral is the culmination of an early cultural process called the Initial Period, whose main features are the absence of pottery (Pre-ceramic) and the construction of tiered adobe temples, circular town squares and small villages around sacred and government centers. Notable archaeological sites such as Sechín, on the Áncash coast, and the Temple of the Crossed Hands of Kotosh, in Huánuco, belong to this period.

About a thousand years later, Chauín emerged in the north-central Andes, in the state of Áncash. This new government spread its culture throughout a large portion of the country, as can be seen in the "Chavinoid" images and symbols at sites as far away as the southern coast and the Altiplano. Its main religious center was located in the Waqueqsa river valley, in the beautiful region of Conchucos, and is one of the country's greatest archaeological discoveries. Before Caral was discovered, Chauín was believed to be the first great Peruvian civilization.

Around 700 B.C., another fascinating culture appeared on the coast, the first great desert people: the Paracas, who were adept weavers – their great tapestries of intricate designs are known around the world. They are known for their burial methods and for having performed successful skull operations, as is demonstrated by evidence discovered by Julio C. Tello in the 1940s.

During the first centuries AD, and following the dominance of Chauín, various dominions appeared throughout the territory, including the Mochica, whose rule encompassed almost the entire northern coast of Peru. With its center in the Moche valley, at La Libertad, these people are known for their ceramic figurines, their delicate goldsmithing and their efficient use of water resources that allowed them to significantly expand their agricultural frontier and support a large population.

What has been called the first regional empire appeared after this initial regional development; that of the Wari, around 550 AD. As a continuation of the Tiahuanaco culture, forged on the Peruvian and Bolivian Altiplano, the Wari



ruled an extensive territory and established what would later become Tahuantinsuyo. It was this people that began tracing the great Pre-Hispanic roads and laying the foundations of the social and territorial governance that the Incas of Cusco would then inherit.

The disappearance of the Wari, around 1200 AD, saw the beginning of the Late Intermediate period, a second wave of regional developments where several cultures, such as Ichma, holders of the powerful oracle of Pachacamac, stand out; the Chincha, great merchants of the sea who later became 'trading partners' of the Incas; and especially the Chimú, the great lords of the north, who took the place of the Mochica and the Lambayeque. Like their predecessors, the Chimú are noted for their exquisite pottery and complex irrigation systems. They were the ones who built the immense city of Chan Chan, the largest adobe construction in the world.

This was also the era of the Chachapoyas, the 'men of the clouds,' lords of the lush cloud forests of Amazonas, where they built the most incredible cities and mausoleums, carved into the steepest cliff faces.

As these cultures approached their zenith, a dominion of Quechua origin began to take shape in the valley of the Vilcanota River, in Cusco. They gained land using alliances and systems of reciprocity, in addition to force. After defeating the Chancas of Apurímac and Ayacucho, the Incas – as history tells it – built the largest empire in America. It covered the territory of six modern-day countries and united peoples from the most dissimilar backgrounds under one flag, thanks to strict social control and an efficient system of governance.

Between the 12th and 15th centuries the Incas created what no one had ever imagined before: a great state connected by an efficient road network – the Qhapac Ñan – which summarized millennia of wisdom. Rather than devastating the cultures they conquered, the Incas assimilated the ways of life of their subjects and used the best aspects of each society to build their amazing culture.

b. The arrival of the Spanish

The Inca culture confronted Hispanic culture with the arrival of the Spanish conquistadors in the 16th century. In 1532, the forces of Francisco Pizarro captured the Inca Atahualpa in Cajamarca, an event that marked the decline of the Inca Empire. In 1542 the Viceroyalty of Peru was created, which depended on the Spanish crown. The territory of the Viceroyalty comprised a large part of South America and remained under diverse forms of control by its authorities for almost 200 years.

The viceroyalty was consolidated in the sixteenth century with the viceroy Francisco de Toledo, who established the basis of the colonial economy: a system for the control of indigenous labor (mita) for mining and craft production. The exploitation of mining wealth affected the colonized Peruvian Indians who saw their rights restricted and their culture oppressed.

The reforms of the eighteenth century created great disagreement between many social sectors and successive rebellions broke out. The most important indigenous uprising was led by Tupac Amaru II, who was responsible for the start of the Creole movement that made Latin America independent in the 19th century.

c. Independence

In 1821, Peru was declared an independent country by Don Jose de San Martin and in 1824 Simón Bolívar culminated the liberation process with the wars of independence. As a republic in the process of formation, Peru had to face economic crises and military caudillismos during its first years, which made it difficult to establish a new national spirit between Indians and mestizos.

In economic terms, guano, cotton and sugar all experienced a boom. Negro slavery ended in the mid-nineteenth century. The first waves of Chinese migrants, who arrived to work in agriculture, began at the same time. Civil governments appeared later with Manuel Pardo.

By then, the guano boom, the product which had given the country its main income, had ended and the national economy entered a crisis situation. Around 1879 the country faced a war with Chile in which it was defeated. Amidst the bankruptcy, a new heyday of military governments ensued and the civilians returned. Thus began a period called the "Aristocratic Republic," which was based on an economy dominated by the landed elite.

This saw the beginning of the rubber production boom in the jungle and the gap widened further between an elite, mostly from the capital, and the rest of the population in the interior of the country, who mainly lived off agriculture.



During the 1970s, Peru was ruled by a military dictatorship led by General Juan Velasco. The military government nationalized oil, the media and reformed the agricultural foundations, whereby ownership of agricultural land changed radically. Democratic governments returned in the 1980s, but the country was plunged into a severe economic crisis with severe hyperinflation.

At the same time, the emergence of two terrorist movements took on greater importance, violently shaking the country for twenty years. In the 1990s, Alberto Fujimori, after a self-coup in 1992, established a series of laws that initiated the end of these terrorist groups. The country rejoined the world economic system, from which it had retired in the previous decade due to its decision not to pay its external debt.

Since 2000, Peru has had successive, clearly democratic governments, with Alejandro Toledo, Alan Garcia, Ollanta Humala Tasso and Pedro Pablo Kuczynski. The country is in the middle of a period of economic development, with growth rates never previously achieved and overcoming the crises of the past decades.

TOURISM

Have you ever dreamt about getting to know the magnificent Pacific coast, contemplating the infinite beauty of the Andes and feeling the exuberance of the Amazon jungle? The same country offers you access to the sublime contrast of these unique natural settings.

Thanks to the legacy of powerful ancient civilizations, Peru is home to over 5,000 archaeological sites. Many of them are shrouded in mystery and are able to transport the visitor back to a time when these cultures flourished. For example, a visit to Machu Picchu reveals the perfection of the Inca Empire; you can reach this sacred spot on board luxury trains that travel through breathtaking mountain landscapes dotted with colorful Andean villages.



Peru is synonymous with nature and is one of the ten countries with the greatest biodiversity and natural resources in the world. With more than 158 protected natural areas, it has 84 of the 117 life zones around the world. Peru has 12 national parks, 11 national reserves, seven national sanctuaries and 10 reserved areas. It is home to more than 1,800 species of birds and 10% of the reptiles, mammals and fish on the planet. It also has 3,500 species of orchids.

A paradise for those who are passionate about adventure, Peru offers a wide range of activities for anyone interested, beginners, amateurs and experts in mainly natural environments: trekking, mountain climbing, mountain biking, surfing, paragliding, hang gliding, canoeing and kayaking being some of the most popular activities within the world of possibilities the country offers. 12,000 lagoons, 50 mountains standing at over 6,000 meters above sea level, the deepest canyons on the planet, among many other options, will meet the expectations of those seeking to get rid of some adrenaline on their travels.

a. Lima

'Lima is Peru', as the celebrated Peruvian writer Abraham Valdelomar quite rightly said. You can encounter all our races and customs in its colonial streets and modern districts that look out onto the Pacific Ocean, a synthesis of our cultural diversity and our incomparable gastronomy, as well as certain manifestations that allow us to understand the complex history of our country a little better.

But beyond this historical-cultural aspect of Peru's capital, Lima is also film and theater, good music, shopping and art galleries, nights out, museums and a different cityscape that looks out onto the sea, and in which the present and the past combine to create a city like few in the world.

Handicrafts, alpaca, jewelry, silverware, painting, photography, Lima is the best place to go shopping and it has an interesting range of shopping centers, art galleries, workshops and craft shops and ateliers where you can buy the best Peruvian products from every region.

Its range of restaurants, bars and markets has made it recognized as the gastronomic capital of the region. The city houses three of the 50 best restaurants in the world and nine of the 50 best in Latin America, according to the 2016 list compiled by Restaurant magazine. But it also has an important pre-Hispanic legacy, with archaeological sites in the middle of the city, such as the huacas of Mateo Salado, Pucllana or Huallamarca, and sanctuaries such as Pachacamac, located on the southern outskirts of the city.





b. Natural Peru

Its geography embraces an immense and extraordinary biological diversity. It also combines a considerable amount of all the planet's natural resources. Among the great many parks and reserves and national and historical sanctuaries in the country, there are several that have been named Unesco World heritage sites. This condition makes Peru a country of outstanding importance for the world.

Machu Picchu

The Historic Sanctuary of Machu Picchu, a Unesco World Cultural and Natural Heritage site, is one of the most important attractions in the country, but it is also among the places with the greatest biodiversity. In addition, this extraordinary place allows a certain number of visitors per day to enter in two shifts so that they can obtain an exclusive view of the impressive perfection of its imperial architecture.

Paracas National Reserve

Among the dunes of Ica there are red sand beaches where you can enjoy a calm blue sea. This is the setting for the first UNESCO Natural Protected Area, the Paracas Reserve, designed to preserve abundant marine and coastal ecosystems. The extraordinary rock formations in the area, created naturally by the erosion of the sea and the wind, are home to various species of birds, sea lions and penguins.

Titicaca National Reserve

There are many tourists who choose this location in the region of Puno due to the numerous cultural manifestations of its native peoples, some of whom live on floating islands. This natural area, located between Peru and Bolivia, is home to aquatic birds, animals and endemic plants. Lake Titicaca is 280 meters deep, houses 36 islands, connects Peru with Bolivia and can be crossed aboard magnificent boats.

Mangroves of Tumbes National Sanctuary

Located in the region of Tumbes, on the border with Ecuador, it is considered to be one of the most productive



ecosystems in the world and its conservation is practically free of human intervention. It is the perfect place for wildlife tourism due to its peculiar amphibian flora and fauna, sheltered by the splendid formations of mangroves that protect the coast.

Salinas and Aguada Blanca National Reserve

This majestic territory belongs to the region of Arequipa and possesses a great number of glorious volcanoes and splendid lagoons. It also has numerous trails that let you see much of the reserve, as well as a huge network of rivers and streams with their own ecosystems and inhabited by Andean camelids such as llamas, alpacas, vicuñas and guanacos.

c. The Peruvian Amazon

The best kept secret in South America is the Peruvian Amazon. It has the planet's last great virgin forests, where 34 life zones have been identified, beating several records in biodiversity. At the same time, it protects diverse human groups and many of them are in a state of total symbiosis with their green environment. On the other hand, the excellent hostels and services, as well as the warmth of the Peruvian jungle's inhabitants, turn visitors' stays into a dream-like experience.

From its source in the Andes of southern Peru, this river receives different names until it reaches the Peruvian jungle and joins the river Marañón: at this point it is known as the "downstream Amazon". The most representative and fascinating city of the Peruvian jungle is located near here: Iquitos, the pearl of the Amazon.

You can sail on a cruise ship on the longest river in the world and enjoy the exotic local cuisine on board. Part of the route comprises one of the areas with the greatest diversity of endemic flora and fauna in the world: the Pacaya Samiria National Park. This place, located in the region of Loreto, has provided valuable information about animals and vegetation in the wild.

From Puerto Maldonado, in the Madre de Dios region, you can set out on a wonderful experience in Peru's southern Amazon, reaching National Parks and Natural Reserves like Manu and Tambopata. The latter is a reserve with accommodations that allow unique contact with the rainforest and the native communities that are masters of ancestral knowledge regarding the medicinal use of plants. The best way to penetrate the immense trees in the area is to sail along the surrounding river, also called Tambopata.



d. Peru, a destination for hosting major events.

Peru has gradually positioned itself as a competitive meetings destination. International business meetings are most common, mainly in Lima, which enjoys excellent regional air connectivity and a first class offer for this segment.

Events held in previous years such as the Boards of Governors of the IMF and the World Bank or the COP20 climate change are some examples that Peru is ready to host world-class events, providing infrastructure and security.

Lima has ideal facilities for incentive travel. It has more than two dozen air-conditioned hotels for meetings of small, medium or large groups, innumerable museums and attractions aimed at strengthening the relations of executives with their companies and their organizational culture.

Three other cities also meet the conditions to receive incentive trips. These are Paracas, located about 250 kilometers south of Lima; Arequipa, the second most important city of Peru, and Cusco and its Sacred Valley, cradle of the Inca civilization and full of history.

Paracas in particular is a destination that has been attracting visitors. It offers year-round sunshine and timeless dunes where you can go buggy riding or do sandboarding, or enjoy sophisticated picnics in the middle of the desert. Together with its vineyards and the Pacific waters that bathe it, it is a 'must-see' for this segment.

The International Association of Congresses and Conventions (ICCA) produces an annual ranking of the number of events taking place in cities and countries around the world. In its latest report, Lima ranked second in the Americas, while Peru ranked 39th worldwide. A sign that this country is an excellent alternative for meetings tourism.



5 reasons to choose Peru

1. A country that looks to the future. Its economy has grown steadily for 15 years. It has Free Trade Agreements with the main economies of the world, like the US, China and the EU.
2. Near everything. The strategic location of Peru connects it to the main destinations in the world with direct domestic and international flights from Lima.
3. Heritage cities. Lima, Arequipa and Cusco are Unesco World Heritage Sites.
4. World-famous cuisine. Peru is the best culinary destination in the world according to the World Travel Awards. In addition, three Peruvian restaurants are included in the list of the World's 50 Best Restaurants and nine are in the group of Latin America's 50 Best Restaurants.
5. Infrastructure and experience. Peru has a modern convention center, numerous international hotel chains, a total capacity of about 13,000 beds in Lima, Arequipa, Paracas and Cusco, and has organized events for more than 12,000 participants in recent years.

STAR PRODUCTS FROM PERU

Its varied geography, its ancient history, the preservation of traditions and the talent of the Peruvian people means that this country has products that are unique in the world in various fields, ranging from agricultural products and crafts to its gastronomy.

a. Alpaca

The Peruvian Andes provide us with exceptional flora and fauna that are increasingly present in various industries in our country. One of the most outstanding is the Peruvian alpaca, an animal whose fine hair is turned into a high value fiber; valued in the planet's most exclusive fashion markets.

Ever since ancient times the inhabitants of pre-Columbian cultures recognized the benefits of this fiber, dressing their highest-ranking figures with it, and not only distinguishing them with gold and feathers. Today, too, alpaca is synonymous with luxury and elegance; receiving the recognition it deserves in the fine hairs segment worldwide.

Alpaca are classified as South American camelids and are native to the Andes. They live at altitudes of between 3,500 and over 4,500 meters above sea level, regions where they withstand temperatures ranging from -20°C 30°C.





They grow to between 1.20 and 1.50 meters tall and reach a maximum of about 79 kg. They have a smaller and more curved figure than the llama. There are two types of alpaca:

- **Huacaya (Lama Pacos):** Represents 90% of the population of alpaca in Peru. Its fiber is short and curly, and has a great variety of natural tones.
- **Suri (Suri):** Its fiber is very long, bright and silky. They are white, beige and light brown.

There are between 3.5 and 4 million alpaca in South America and Peru has 95% of these. 80% of world alpaca production is in Peru and it competes with fine fibers like cashmere and mohair.

b. Cotton

The climate and natural conditions of Peru have allowed a particular type of cotton to be cultivated ever since pre-Hispanic times, representing a great power today in the world textile industry. Its long, soft fibers allow for yarns and fabrics that are very strong and uniform, resulting in garments of the highest quality that the world recognizes, admires and desires.

Gossypium barbadense is the scientific name that represents two of its most famous varieties: Pima cotton and Tangüis. These plants, which need a lot of sun, high humidity and rain, are originally from the north coast of Peru, where this land exists.

The very elaborate fabrics found in the Paracas and Nazca cultures are testimony to the presence of cotton in the coastal areas of our country since before 3000 years BC. According to history Christopher Columbus got to know about this plant in South America, taking it to the West Indies where it acclimated and was grown, Barbados being the first British colony that exported this fiber. Then, in 1670, part of its cultivation was transferred to the English



colonies of North America. This is where cotton acquired the name of Pima, in honor of the Pima Indians who helped to plant it and produce it in Arizona.

Peruvian cotton is highly resistant, up to 50% more so than most standard cotton varieties. It has the properties of durability, flexibility and delicacy. The type of seed found in Peru, the quality of the soil and climatic conditions allow the existence of this very fine cotton with the longest fiber in the world, which results in an incomparable softness, good drape, brightness and freshness.

Pima Cotton is perfect for sensitive skins due to its hypoallergenic properties. Its fiber length ranges from 39.10 to 41.27 millimeters, compared to other fibers that average between 20 and 32 mm. Purity starts as soon as it is collected, which is done by hand. Furthermore, Tangüis cotton, developed by the Puerto Rican engineer Fermín Tangüis, and grown between the central and southern areas of Peru, also strengthens the industry since its essential characteristics allow it to blend perfectly with wool or other synthetic fibers.

c. Coffee

In world trade, coffee represents the second most widely sold export after petroleum. In Peru, coffee is one of the two most important agricultural exports – along with asparagus – and represents half of the national agricultural exports. In the international market, Peruvian coffee has positioned itself favorably.

Coffee was introduced to Central America by French immigrants at the beginning of the 18th century. The Dutch subsequently extended its cultivation to South America. This allowed the agricultural frontier to expand to several American countries and was a determining factor for population growth on land that had little value.

Towards the end of the 19th century, coffee production in Peru was devoted to local consumption. The production area was situated in the high tropical jungle, in areas corresponding to Moyobamba, Jaén, Huánuco and Cusco. From 1850, the fertile valley of Chanchamayo acquired a constant coffee-growing pace. The increase in prices in 1887 made Peru a coffee exporter for the first time, its main markets being Chile, England and Germany.

After some ups and downs in the early part of the 20th century, Chanchamayo consolidated itself as a coffee-growing area in 1930. Companies formed by British capital tried to produce high quality coffee as a guaranteed way of selling at high prices. During the period from 1950 to 1960 coffee bean cultivation became firmly established, achieving international prestige. The agrarian reform of 1968 temporarily halted its boom and became a determining factor in the appearance of small coffee farmers, who currently make up the bulk of coffee producers in our country.



Coffee is grown from 600 to 1800 meters above sea level in almost all the geographic regions of Peru. However, 75% of coffee plantations are over 1000 meters above sea level. The types of coffee that are grown in our country are Typica (70%), Caturra (20%) and others (10%). They all belong to the Arabica coffee variety. The diverse combination of climates, soils, precipitation and sunlight represent a favorable scenario for its cultivation.

d. Peruvian Paso Horses

The Peruvian Paso Horse is one of the most outstanding horse breeds due to its ambling gait and its proportions. This breed, typical of the regions of northern Peru, is protected by Decree Law 25919, promulgated on November 28, 1992.

In order to determine its history it is necessary to go back to what is believed to have been its predecessor, the Spanish horse from Andalusia, introduced to Peru during the time of the Conquest and the first stage of the Colony. At first this breed was an indefatigable worker in the country, used as a work tool in agriculture and ranching. It served as a means of transport for riders on the haciendas of the northern coast of Peru. The subsequent stabilization of the breed took about four centuries, as a result of cross-breeding, selection and improvement.

Its morphology is characterized by being compact and muscular, wide and deep; elongated and strong limbs, a flat head and robust neck. Its height varies between 1.44 and 1.54 meters. The thing that makes this breed different from other types of horses is the type of gait it employs to move. This is undoubtedly the most fascinating aspect. Although there are no genetic arguments explaining the origin of this trait, we can say that this type of gait constitutes an inherent characteristic of the breed.

Most horses move diagonally. In the case of the Paso horse it has a lateral gait. Nevertheless, there are different rhythms and speeds that give rise to different types or gaits, such as the catlike gait, the ambling gait, the staccato gait or the pounding gait. In these gaits the horse has a single and exceptional horizontal balance, which makes it pleasant to ride. Its smooth gait is undoubtedly one of the fundamental and best appreciated virtues of this breed.



The National Association of Peruvian Paso Breeders and Owners (ANCPCPP) is officially recognized nationally and internationally, responsible for the breeding, selection, evaluation, conservation and diffusion of our Paso horse. There are also departmental and even foreign associations, supported by the ANCPCPP that collaborate in the promotion of this flagship product.

e. **Gastronomy and pisco**

The geographical size and the different climates of the Peruvian ecological layers have provided an enormous gastronomic wealth in the development of ancient towns. Peruvian cuisine is captivating; using novel, native and natural products that the knowledge of successive waves of immigrants from four continents have made maximum use of. Peruvian gastronomy is currently a melting pot that integrates traditions and uses the best haute cuisine techniques worldwide.

Peru is a destination that is best discovered through the senses of smell and taste. It is a paradise of ingredients, added to the excellence of a creative and innovative cuisine, based on unique and original products, and which today triumphs throughout the world.

Succulent traditional Peruvian dishes contain the history and culture of the country:

- **Aguadito de mariscos:** a combination of fish and seafood accompanied by a green sauce.
- **Peruvian chicken and rice:** rice cooked “graneado” style with cilantro, vegetables and chicken or duck previously marinated with chicha de hora (fermented corn drink).
- **Ceviche:** a delicious combination of fish and seafood marinated in salt, lemon juice and limo chili pepper.
- **Lomo saltado:** pieces of meat sautéed with onion, tomato and soy sauce.
- **Jalea mixta:** all kinds of breaded seafood and fish.
- **Papa a la huancaína:** potato with cheese sauce and yellow chili pepper.
- **Stuffed rocoto peppers:** spicy rocotos are baked stuffed with a mixture of meat and dried raisins, covered by a slice of cheese.
- **Tacu Tacu:** a magnificent amalgam of beans and rice, whose flavor is normally combined with a juicy steak.

This fascinating gastronomy has the good fortune of having an exceptional drink: the traditional pisco. This is the “flagship beverage” of Peru and an essential ingredient in Peruvian cuisine. It is an elixir derived from distilled grapes and has various presentations: pure pisco (when it is made from a specific type of the different pisco varieties that



are divided into aromatic or non-aromatic categories), acholado (a blend of two or more grape varieties) and green must. It is only produced in the departments of Lima, Ica, Arequipa, Moquegua and Tacna.

This drink, with a denomination of origin, can be enjoyed pure or in the classic Pisco Sour, the Peruvian national drink, which combines pisco with sugar syrup, lemon, ice, a frothy egg-white top and a few drops of Angostura bitters. It may in addition be used as the basis of an addictive invention of unequalled freshness: the typical Chilcano, which only admits pisco (preferably aromatic), ice and ginger ale.

One of the best narrators of the history of the iconic drink of Peru is José Moquillaza, ambassador of the Peru Brand and a character who has written the best lines about pisco.

“In 1614, Felipe III decreed the prohibition of shipping wine from Peru to Castile. What could be done with the perishable wine? The answer was to distill massive amounts and millions of liters were therefore transported in pans and stills. There was a port in Ica, to the south of Lima, which specialized in receiving and dispatching these spirits. Its name: The Port of Pisco. Over the years the ‘spirits from Pisco’ gained fame and value until they ended up forming a single word: “pisco”, states Moquillaza resolutely. The origin is not disputed. And through the Peru Brand, history is defended and honored in various areas.

f. Super Foods Peru

Since February of this year, the Super Foods Peru brand has been seen at the most representative food events and fairs in the world in order to highlight and position the qualities of functionality and well-being in Peruvian products and the health benefits they provide.

But what does this brand mean? Besides the evident Peruvian origin of the products, for the consumer it represents the guarantee of a food of excellent quality that contains a part of our history, as well as an ancestral knowledge that was able to domesticate crops and, with the passage of time, to create a well-recognized gastronomy.

These superfoods are classified into **fruit and vegetables** (goldenberries, blueberries, artichokes, camu camu, cherimoya, asparagus, pomegranate, passion fruit, soursop, lucuma, tangerine, avocado and grapes), **grains and others** (carob, cocoa, chestnut, sweet potato, cañihua, chia, kiwicha, maca, purple corn, quinoa, sacha inchi, yacón and cassava) and **fish and seafood** (anchovy, eel, tuna, bonito, mackerel, squid, scallops, horse mackerel, prawns, mahi-mahi, hake, paiche, cuttlefish and trout).

The official launch of the brand was carried out by the Minister of Foreign Trade and Tourism, Eduardo Ferreyro Küppers, during the presentation of Peru at the Fruit Logistica trade fair in Germany in February, considered the major food event in the world.

The campaign continued in Germany in the presentation at Biofach, a fair specialized in organic products; followed by Seafood Expo North West and Natural Expo West, dedicated to the supply of fish and natural products, respectively. Both were held in the United States.

In April of this year, the brand appeared in Belgium at the Seafood Expo Global fair, dedicated to fish products and, in Latin America, it was at the largest supermarket event in the region held in Brazil; the APAS fair.

Asia has also been part of this launch, as in the case of the Soul Food fair, where it made its first appearance, as well as in September in Hong Kong, within the framework of the Asia Fruit Logistica trade fair.

So far, 180 Peruvian companies have participated in the various specialized trade shows in the world and deals exceeding 424 million dollars are planned in the next twelve months.





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