

# Florida Foreign Trade Review



A monthly publication of the Florida Foreign Trade Association

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## Trade Prospects with Peru

By Evelyn Benson, Editor

Looking for new markets and customers for your products or services? Are you trying to establish or expand export or import operations? Consider Peru.

As South America's third largest country, it has a population of over 26 million and an annual GDP of over \$67 billion. Key industries include mining, oil and gas, agribusiness, safety and security, food processing and packaging, pharmaceuticals, airport equipment, and tourism. Leading exports include copper, gold, fishmeal, zinc, petroleum, textiles/apparel, asparagus and coffee.

Peru completed negotiations with the United States of a Trade Promotion Agreement (TPA) in December 2005.

"In 2005, exports of U.S. goods to Peru reached \$2.3 billion and through the implementation of this Agreement we expect our exports to rise signifi-



Evelyn Benson

cantly," stated Everett Eissenstat, Assistant U.S. Trade Representative for the Americas, in a testimony before the House Committee on Ways and Means, U.S. Congress on July 12, 2006.

"While the benefits of this Agreement will accrue for a broad range of U.S. exporters across the country, states with the largest volume of exports to Peru – Texas, Florida, California, Louisiana, and Illinois – will gain even more export opportunities through the implementation of the Agreement. According to the International Trade Commission, our industrial and agricultural exports to Peru are expected to increase annually by as much as \$1.1 billion once the Agreement is fully implemented. To date, it is the best agricultural deal we have ever negotiated in terms of access for U.S. farmers and ranchers to other markets."

According to the Miami-Peru Annual Report by WorldCity on July 16, 2006, it ranked no. 16 among the top 100 trade partners, with \$1.3 billion in bilateral commerce in 2005. South Florida's

What: Trade USA Inbound Trade Mission, Peru to South Florida

When: October 2- 6, 2006

Where: Crowne Plaza Hotel  
950 Le Jeune Road, Miami,  
Florida 33126

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exports to Peru grew 20 percent, ending the year at \$850.5 million. Imports from Peru reached \$446.5 million, reflecting a 10 percent gain from 2004 trade results. Asparagus was the most valuable product imported through the Miami Customs District valued at more than \$96 million in 2005. South Florida also imported nearly \$9 million in peas and beans, up 85 percent from 2004. U.S. imports of apparel including men's shirts, sweaters, pullovers and T-shirts were valued at \$55 million.

In an effort to facilitate access for Florida businesses to various trade opportunities, the Florida Foreign Trade Association (FFTA) is organizing a Trade USA Peru-Florida reverse trade mission. Local businesses are invited to meet buyers, sellers, manufacturers, distributors and end users from Peru.

"A reverse trade mission allows businesses from a foreign country interested in doing business with Florida to tour Florida facilities and meet with U.S. companies. For the U.S. businessman, it is a chance to become acquainted with the foreign companies, at a minimal expense, minus the air fare, hotel," said Ralph Puga, FFTA president. "This helps form the initial personal contacts and foreign delegates become more familiar with American culture while seeking U.S. counterparts."

## The "voice" of the international trade industry

Interested in making a difference for the industry? If you're reading this as a shipper, exporter, importer, carrier, or service provider – you are a stakeholder, and a vital part of the international trade industry.

You are cordially invited to submit articles, comments or insights about international trade and help develop our newsletter's content. However, we reserve the right to

edit any submission for style, grammar, spelling, clarity, length, or focus.

One of my goals as Editor is to develop the Florida Foreign Trade Review as the "voice" of the international trade community. To share significant or relevant information with our readers, please contact me at [evelynbenson2@aol.com](mailto:evelynbenson2@aol.com), or tel. (305) 772 5857.



"There is no cost for American companies for face-to-face meetings or matchmaking appointments with the Peruvian delegates. We urge them to seize this opportunity and learn from the briefings and how to do business workshops."

Speakers include Brian Dean, executive director, Florida Free Trade Area of the Americas (FTAA); Manny Mencia, vice president, Enterprise Florida; Fernando Albareda, trade commissioner of Peru in Miami; Luis Cuervo, manager, Latin America and Caribbean Region, Enterprise Florida; Maria Gutierrez, Export-Import Bank; and Mario Suarez, TransExpress.

Sponsors and supporting organizations are American Chamber of Commerce-Peru, Peruvian Trade Commissioner's Office-Miami, U.S. Commercial Service of the Department

of Commerce; U.S. Export Assistance center, Enterprise Florida, Port of Miami, Miami International Airport, ANEW Broadband and Florida Shipper magazine.

Companies from Peru include MG ROCSA, TECNIFOTO, M & H IMPORT EXPORT, MAJA JOYAS, MANGOS VALLA EIRL, and ENVASES Y ENVOLTURAS. Some delegates are interested to buy food products, digital cameras and parts, beans and fresh produce. Other delegates are looking for buyers of fine jewelry, thermo-shrink labels and wrapping products for US manufacturers, and mangoes.

Activities during the trade mission include workshops on how to do business in the USA and Peru, marketing advice, shipping and credit issues, networking with government officials, trade representatives and local busi-

ness community, to site visits to the Port of Miami, Miami International Airport, Miami Free Zone, and one-on-one matchmaking business appointments with pre-screened companies.

For more information about trade missions, please visit the FFTA website at [www.ffa.com](http://www.ffa.com), or contact Evelyn Benson, FFTA public relations and government affairs director, tel. no. (305) 772-- 5857, email at [evelynbenson2@aol.com](mailto:evelynbenson2@aol.com).

## PROFILE: PERU

### Capital City

Lima

### Other Cities

Arequipa, Trujillo

### Government:

Constitutional republic

### Geography

Western South America, bordering the South Pacific Ocean, between Chile and Ecuador

### Area

1.28 million sq. km. (496,225 sq. mi.); third-largest country in South America

### Population

28 million

### Languages

Spanish is the principal language. Quechua, Aymara and other indigenous languages also have official status.

### Natural resources

Copper, silver, gold, petroleum, timber, fish, iron ore, coal, phosphate, potash, hydropower, natural gas.

### Agricultural products

Coffee, cotton, sugarcane, rice, potatoes, corn, plantains, grapes, oranges, coca; poultry, beef, dairy products; fish.

### Industries

Mining and refining of minerals and metals, petroleum extraction and refining, natural gas, fishing and fish processing, textiles, clothing, food processing, steel, metal fabrication.

### Exports partners

USA 29.5%, China 9.8%, UK 8%, Chile 5.3%, Japan 4.7%, Switzerland 4.4% (2004)

### Imports partners

USA 29.2%, Spain 8.5%, Chile 6.9%, Brazil 5.6%, Colombia 5.2%, China 4% (2004)

### Currency

Nuevo Sol (PEN)

### Source:

<http://www.nationsonline.org/oneworld/peru.htm>

## Florida as a springboard to expand into the international marketplace

Enterprise Florida Enterprise Florida, Inc. (EFI) is the public-private partnership responsible for leading Florida's statewide economic development efforts. It's mission is to support business growth and assist companies in the creation of jobs by coordinating the State of Florida's economic development and international trade programs and by promoting Florida as a competitive global business center.



Manny Mencia

Manuel (Manny) A. Mencia, is Sr. Vice President and Chief Operating Officer of the International Trade and Business Development unit of EFI. The unit is headquartered in Miami and maintains offices

in six Florida cities as well as fourteen countries around the world.

EFI can help companies interested in Florida as a springboard to expand into the international marketplace by:

- Offering export counseling and advice
- Making available on the [eflora.com](http://eflora.com) website quarterly analyses of international trade trends and detailed import/export reports
- Organizing and executing overseas trade missions and shows
- Supplying trade leads through an on-line database
- Assisting Florida companies market their products and services overseas
- Offering financial assistance for export transactions to small- and medium-sized Florida companies.

For details, visit the Enterprise Florida website at [www.eflora.com](http://www.eflora.com)