



COMMERCIAL MISSION SPIRIT OF PERU 2019

Lima, November 20th - 22nd 2019

Objectives

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



Profile of international buyer

- PROMPERU is inviting 10 buyers from EUROPE.

Requirements:

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



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PISCO
SPIRIT OF PERU



Benefits of buyer

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

CONDITIONS

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



PROGRAM

Tuesday – Nov.19th	Wednesday – Nov. 20th	Thursday - Nov. 21st	Friday – Nov. 22nd
	<p>FULL DAY 06:00 hrs – Departure to ICA</p> <p>Visit of vineyards & cellars</p>	<p>MORNING 9:30 hrs: Inauguration of program</p> <p>10:00 hrs: Exposition “Discovering Pisco” – ()</p> <p>11:00 hrs: “PISCO COLLEGE”</p> <p>12:00 hrs: Welcome brindis</p> <p>13:00 hrs: Lunch</p>	<p>MORNING 9:30 – 13:00 hrs B2B meetings with Pisco companies</p> <p>(City tour for bartenders)</p> <p>13:00 hrs - Lunch</p>
<p>16:00 – 20:00 hrs – Arrival of buyers & bartenders</p>	<p>EVENING</p> <p>19:00 hrs – Return to Lima</p>	<p>AFTERNOON 15:00 hrs – 19:00 hrs: Tasting & Cocktail sessions/Cooking Show At CENFOTUR</p> <p>EVENING 19:00 hrs – 21:30 hrs Bar Tour</p> <ul style="list-style-type: none"> - Ayahuasca - Pitahaya - Pisco Bar 	<p>TARDE 14:30 – 18:00 hrs: B2B meetings with Pisco companies</p> <p>19:00 hrs – Cocktail party “SPIRIT OF PERU”</p>

REGISTRATIONS



Link Ingles:

https://match.promperu.gob.pe/EventosPublicos/InicioRegistroExportador?id_evento=22253

Perú

LIMA - 2019

