



PERÚ

Ministerio
de Comercio Exterior
y Turismo

Comisión de Promoción del
Perú para la Exportación y
el Turismo—PROMPERÚ

Dirección de Promoción de
las Exportaciones

*“Decenio de la Igualdad de Oportunidades para mujeres y hombres”
“Año de la Lucha contra la Corrupción y la Impunidad”*

Whereas

The Directorate for the Promotion of Exports of PROMPERÚ, within the framework for the implementation of the fourth strategy of the Bicentennial Plan 'Peru 2021', approved by Supreme Decree N^o 054-2011-PCM, establishes among its key actions the strengthening of the position of our 'country brand' at international level, based on Peruvian competitive advantages and flagship products;

The Peruvian Commission for the Promotion of Exports and Tourism - PROMPERÚ is a specialized technical body attached to the Ministry of Foreign Trade and Tourism, with powers to propose and implement plans and strategies for the promotion of export goods and services, as well as internal and receptive tourism, promoting and disseminating the image of Peru with regard to tourism and exports;

The Peruvian Commission for the Promotion of Exports and Tourism - PROMPERÚ promotes alpaca at the international level and, in this context, the 'Peruvian Alpaca' brand was presented in November 2014 with the aim of establishing the position of this Peruvian fiber in the global luxury market;

In accordance with Article 40 of the Regulations on the Organization and Functions of PROMPERÚ, approved through Supreme Decree No. 013-2013-MINCETUR, the Directorate for the Promotion of Exports is the body responsible for proposing the strategic and operational plan for promoting exports, in line with sectorial policies, guidelines, objectives and targets. In addition, it carries out and evaluates these plans through the application of the promotional instruments employed by the body;

The production chain of Peruvian alpaca is a production sector that has inherited an ancient tradition of coexistence with the alpaca, including respect, care and concern for the well-being of the animal, for which it has technical norms that regulate the handling of the animal and the fiber it produces, including NTP 231.370, which establishes good livestock practices for shearing and the handling of alpaca fleece; NTP 231:300 establishes the definitions, classification, requirements and labelling of alpaca fiber in fleece; NTP 231:301 includes definitions, classification by grades, requirements and labelling of the classified alpaca fiber; in this context, the International Alpaca Association - AIA and the Alpaca Civil Association of Peru - ASCALPE, in alliance with the Ministry of Agriculture and Irrigation - MINAGRI, have developed technical specifications, control points and criteria for the fulfilment of good practices in cattle and alpaca raising;

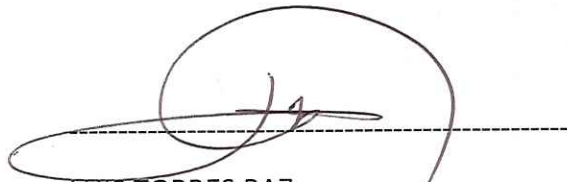
Alpaca is a flagship product that defines the strategic importance of the protection and promotion of the fiber value chain as well as the importance of communicating and showing that Peru has an industry which is completely friendly towards the animal and the environment, from the raising of the animals to the spinning of the fiber. The aim of the technical support is to protect the image of the alpaca fiber against any controversy

regarding the way the fiber is obtained and handled; and to promote alpaca fiber in the international market through the 'Peruvian Alpaca' brand.

The creation of the 'Peruvian Alpaca' brand has two expected impacts: at the level of image protection, it is hoped to consolidate the positive image of the alpaca fiber, and to ensure it is obtained and handled correctly during the processes of raising and shearing in Peru, which implies attention to the welfare and protection of the animal and the Andean ecosystem; secondly, at the level of commercial promotion, it is expected that exports and domestic sales will increase in volume and value, thereby contributing to the positioning of the alpaca fiber and its textile derivative products in the domestic and international markets through the promotion of the 'Peruvian Alpaca' brand.

It is resolved

To declare the strategic importance of the protection and promotion of the value chain of the alpaca fiber, in order to assure the sustainable livelihood of the thousands of families involved in an activity that is environmentally friendly and that prioritizes the protection of worker and animal welfare.

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LUIS TORRES PAZ

Director of the Promotion of Exports

PROMPERÚ