

Peru launches its first commercial platform for the sale of online products to the world

- *It is called Peru Marketplace and currently presents around 600 exporters.*
- *More than 2,000 quality products are being put on sale in the food, manufacturing, clothing, and decoration, among others sectors.*

Tuesday, August 25, 2020.- Peru today began a new era in the commercialization of its products to the world by launching the Peru Marketplace commercial platform, a fully interactive web page that has more than 2,000 products for sale from nearly 600 Peruvian exporters. Those interested should only visit www.perumarketplace.com

The Minister of Foreign Trade and Tourism, Rocío Barrios, pointed out that thanks to this page, managed by Promperú, buyers from all around the world will be able to get to know the best of our national production and purchase them in a direct, transparent and fast way.

Besides this, Peruvian entrepreneurs will also be able to establish business contacts. It is important to mention that this page is enabled in Spanish and English.

"We will continue to encourage the digital promotion of exporting companies and generate commercial opportunities that mainly benefit MSMEs throughout the country," said the head of Mincetur.

She added that through Mincetur and Promperú they will continue to support Peruvian entrepreneurs, endorsing the digitization and promotion of the Peruvian exportable offer to the world, taking advantage of the exponential growth of digital channels and the wide network of international contacts that the country has.

HOW DOES PERU MARKETPLACE WORK?

Peru Marketplace is a digital platform. Each registered exporter will be able to promote their virtual store in an easy and personalized way, arrange their commercial profile, publish catalogs of their products, add audiovisual material and provide contact information and brand identity.

Participation in the new platform is completely free. For this, Peruvian exporting companies only have to register at www.perumarketplace.com and apply through an evaluation process to guarantee a competitive exportable offer. They can also email perumarketplace@promperu.gob.pe for more information.

It is worth mentioning that, at this time, products from the agriculture, fishing, metalworking, clothing sectors, among others, are available. This list will increase as more companies register to the platform.

The minister indicated that Promperú will publicize Peru Marketplace through digital marketing campaigns, as well as virtual commercial rounds, agreements with well positioned digital platforms and wide-ranging digital activations. Likewise, the Commercial Offices abroad will constantly promote the platform among clients, network of commercial contacts and international buyers.

DATA

- The Ministry of Foreign Trade and Tourism through the VUCE platform and the Korea International Cooperation Agency (KOICA) began the development of the Trade Facilitation Project with



Information and Communication Technologies for Peruvian exporting SMEs and importers, now called Peru Marketplace.

- By 2021, the goal is to incorporate more than 2,000 exporting companies and 3,000 products from the food, manufacturing, clothing industry, handicrafts and services sectors, in a web and mobile version for buyers from 50 markets prioritized by the Trade Offices abroad.

Lauching video:

<https://www.facebook.com/watch/?extid=dnq4AyVjSkNrHF8L&v=1461680847356880>

Tutorial:

https://youtu.be/vdthXDa_QEM

Photos:

https://www.flickr.com/photos/mincetur_peru/albums/72157715636061672