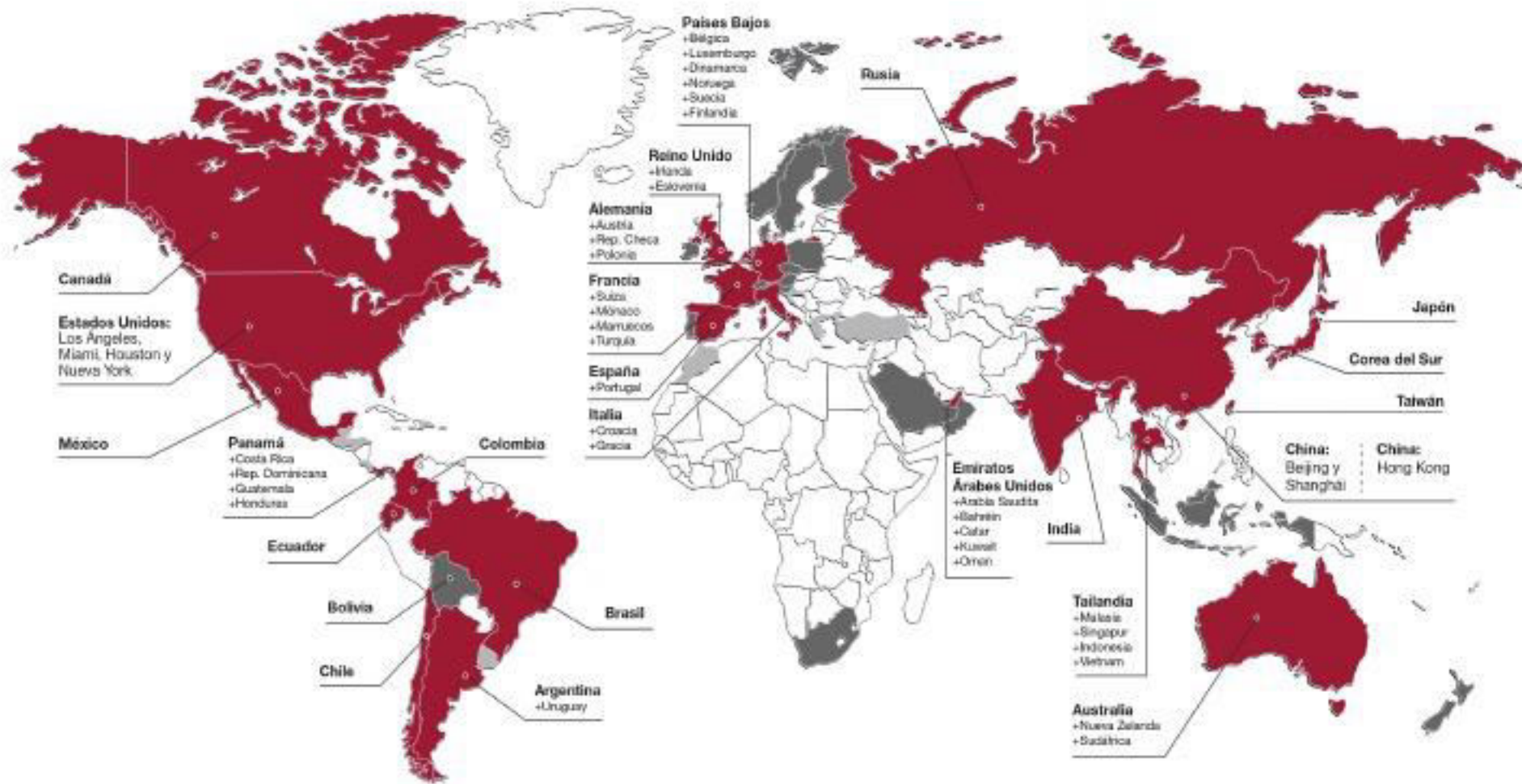




PERU AND ASEAN: Malaysia

March 2024

PROMPERÚ Offices Worldwide





WELCOME TO ASEAN

ASEAN and PERU



Trade Agreements - 2023

- ✓ *Asia Pacific Economic Cooperation APEC*
- ✓ Perú – Singapore (Pacific Alliance)
- ✓ Early Harvest Agreement Perú – Thailand
- ✓ The Comprehensive and Progressive Agreement for Trans-Pacific Partnership CPTTP

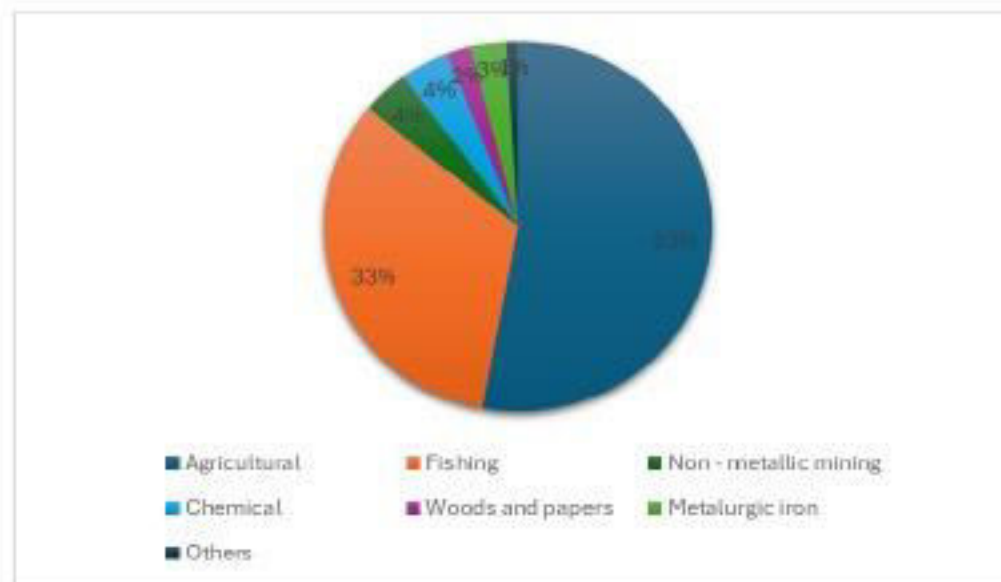
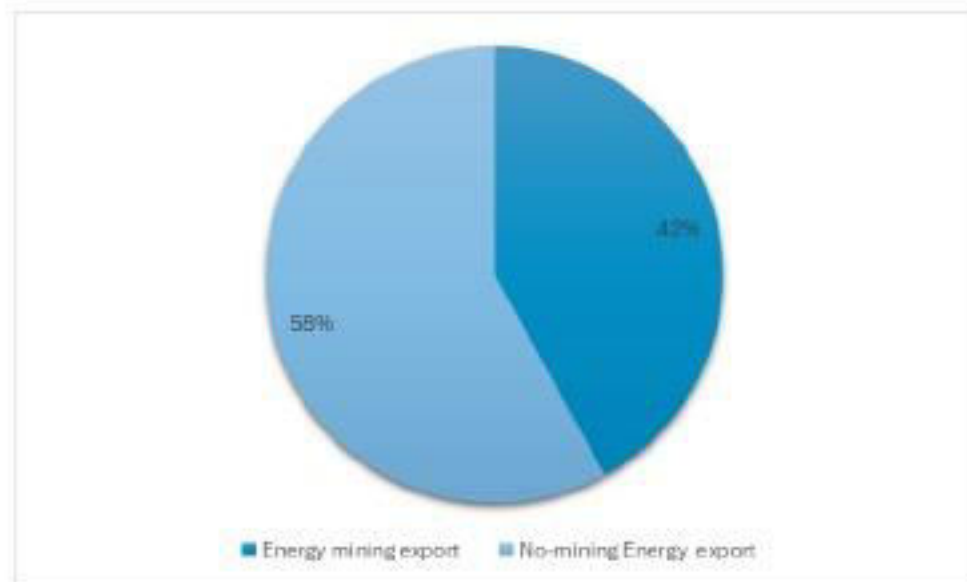


Peruvian Exports to ASEAN markets 2022/23

In 2023, non mining/energy exports from Perú to ASEAN totaled **US \$286 million, representing 58% of total exports to the region.** Non mining/energy exports from Perú grew **0,35%** in comparison to 2022.

Of the non mining/energy sectors **Fruits/Vegetables** lead the way with 39% of the total US \$150 million, followed by the **Fisheries** sector with US \$95 million (combined growth 33.2%).

Peruvian Exports to ASEAN 2023





High Potential Sectors (non mining/energy)

2023: Fruits & Vegetables and Fisheries lead exports to Asean

Sectors No tradicional	2022	2023	Var % 23/22
Fruits/Vegetables	103.65	148.190	42.97
Textile	1.22	1.68	37.7
Fisheries	75.53	86.91	14.62
Chemicals	10.88	10.08	-0.1
Machinery	2.86	2.07	-27.6
Iron	9.26	6.58	-28.9
No metal mining	28.69	11.15	61.1
Wood and paper	10.93	5.98	45.2
Various (inc. jewellery)	2.64	2.57	2.65
Total	245.66	275.25	12.04

Primary products



COCOA BEANS



BLUEBERRIES



AVOCADO



GRAPES



ASPARAGUS

Fishery



FROZEN SQUID AND SHELLFISH



FROZEN FISH (NOT TILAPIA)



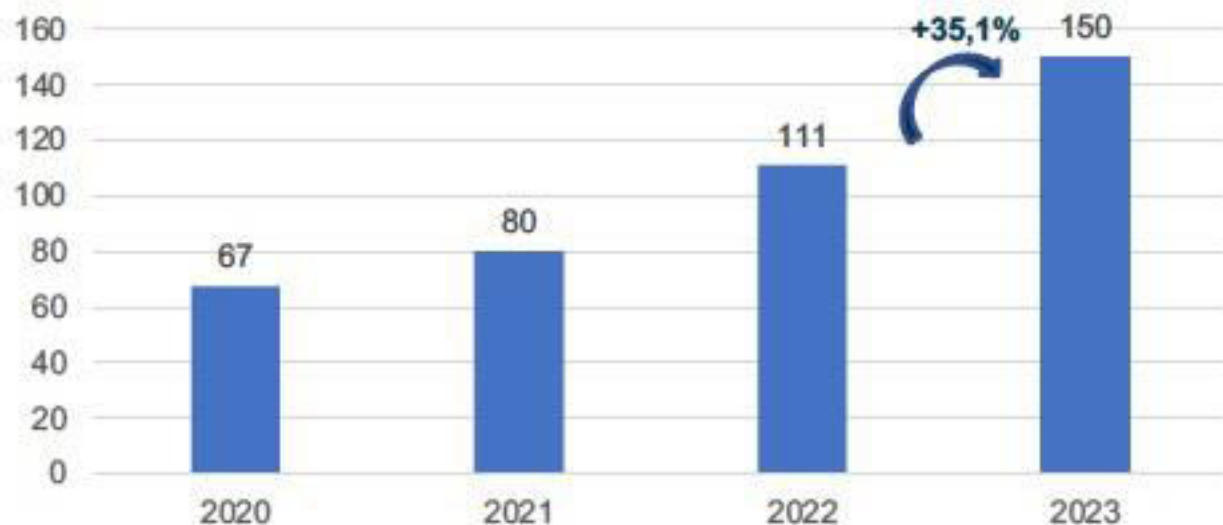
SHARK FIN



FROZEN SHRIMP

AGRO- ASEAN

Exports USD Million \$



166
Exporters



91 Products

Primary products 2023



Cocoa Beans
USD 104 million



Table Grapes
USD 24.1 million



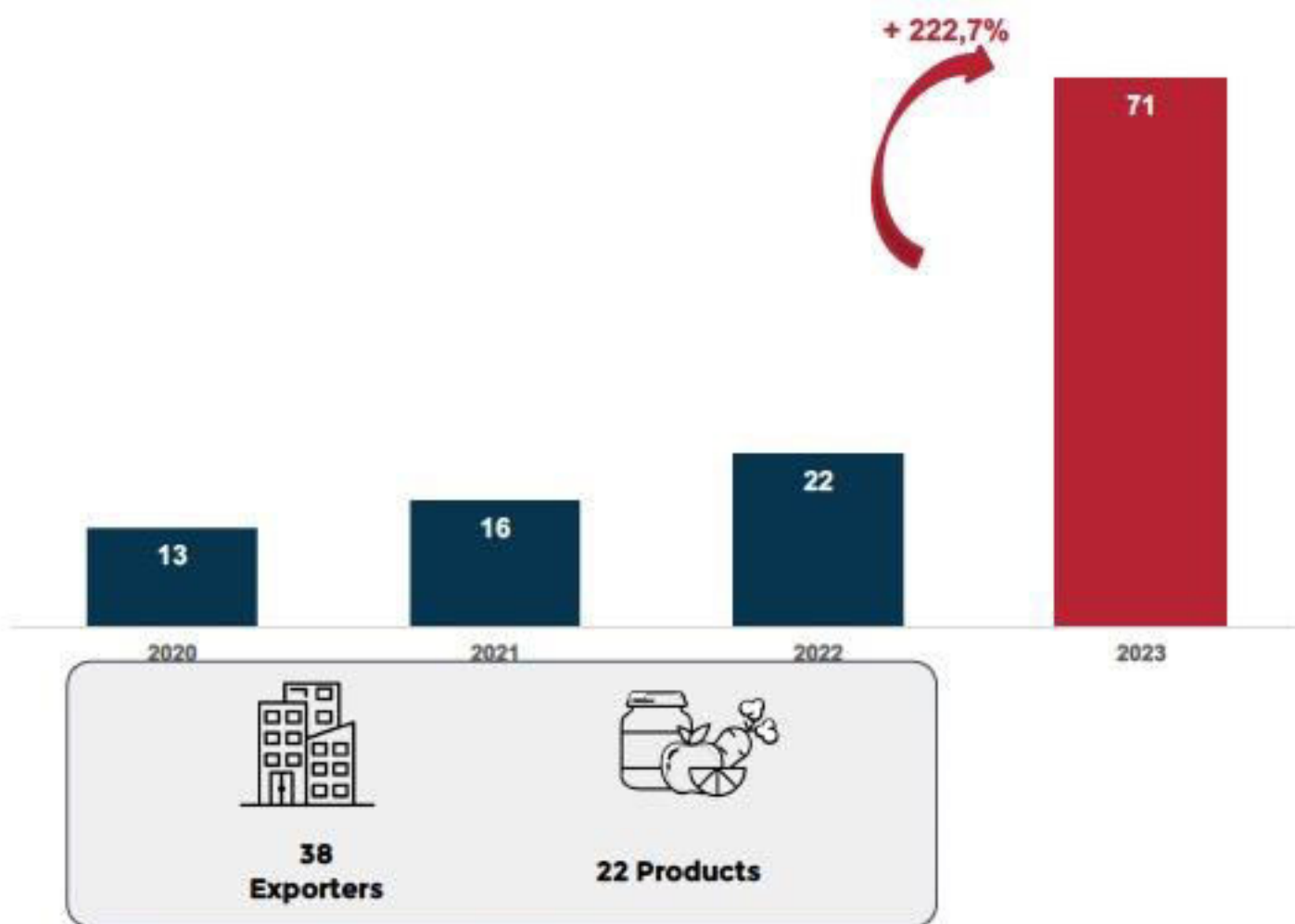
Blueberry
USD 8.5 million



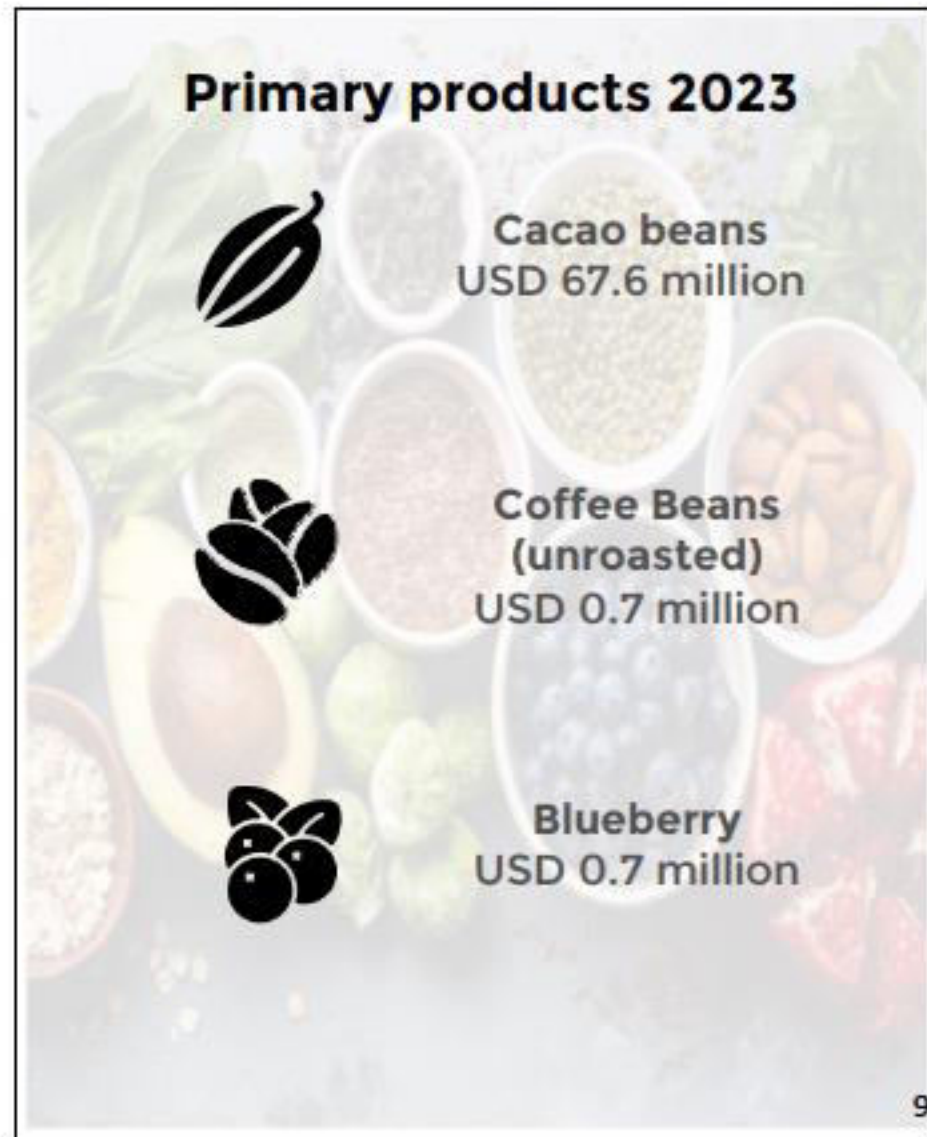
Coffee Beans (unroasted)
USD 2.1 million

AGRO- Malasia

Exports USD Million \$

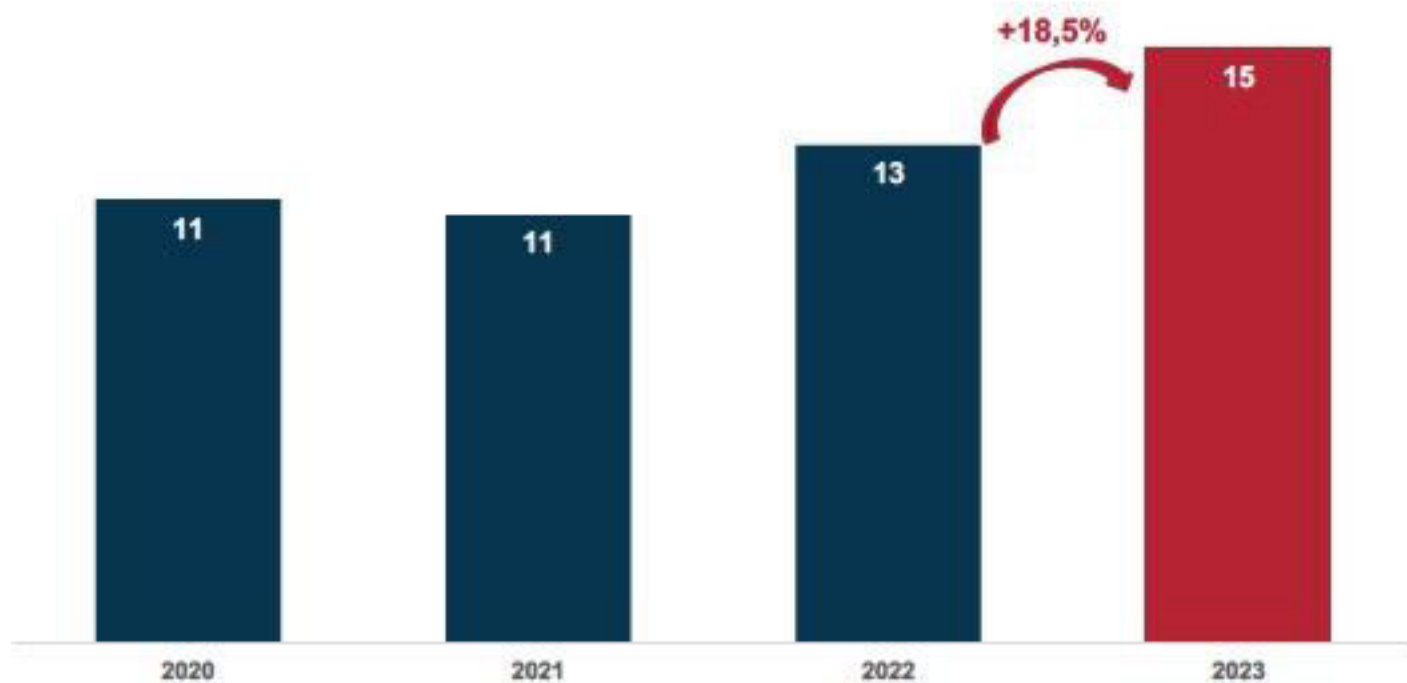


Fuente: SUNAT. Elaboración: Inteligencia de Mercados - PROMPERÚ



AGRO- Thailand

Exports USD Million \$







71 Exporters


40 Products

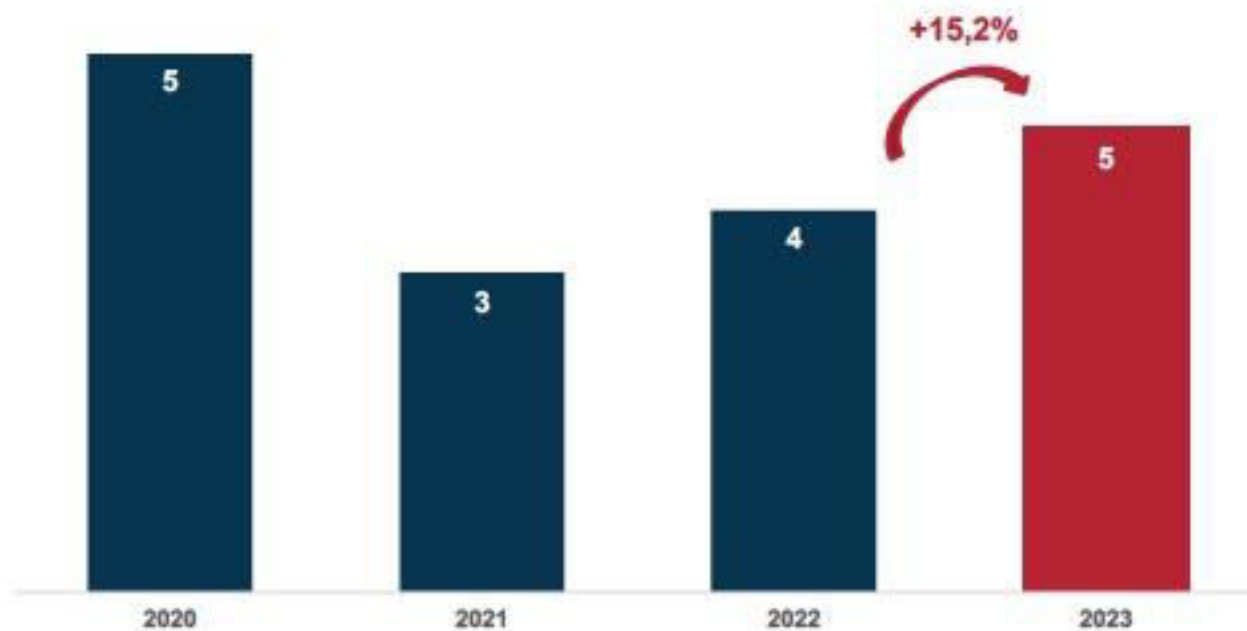
Fuente: SUNAT. Elaboración: Inteligencia de Mercados - PROMPERÚ

Primary products 2023

-  **Table Grapes**
USD 5.5 million
-  **Blueberry**
USD 5.4 million
-  **Avocado**
USD 1.3 million

AGRO- Singapore

Exports USD Million \$

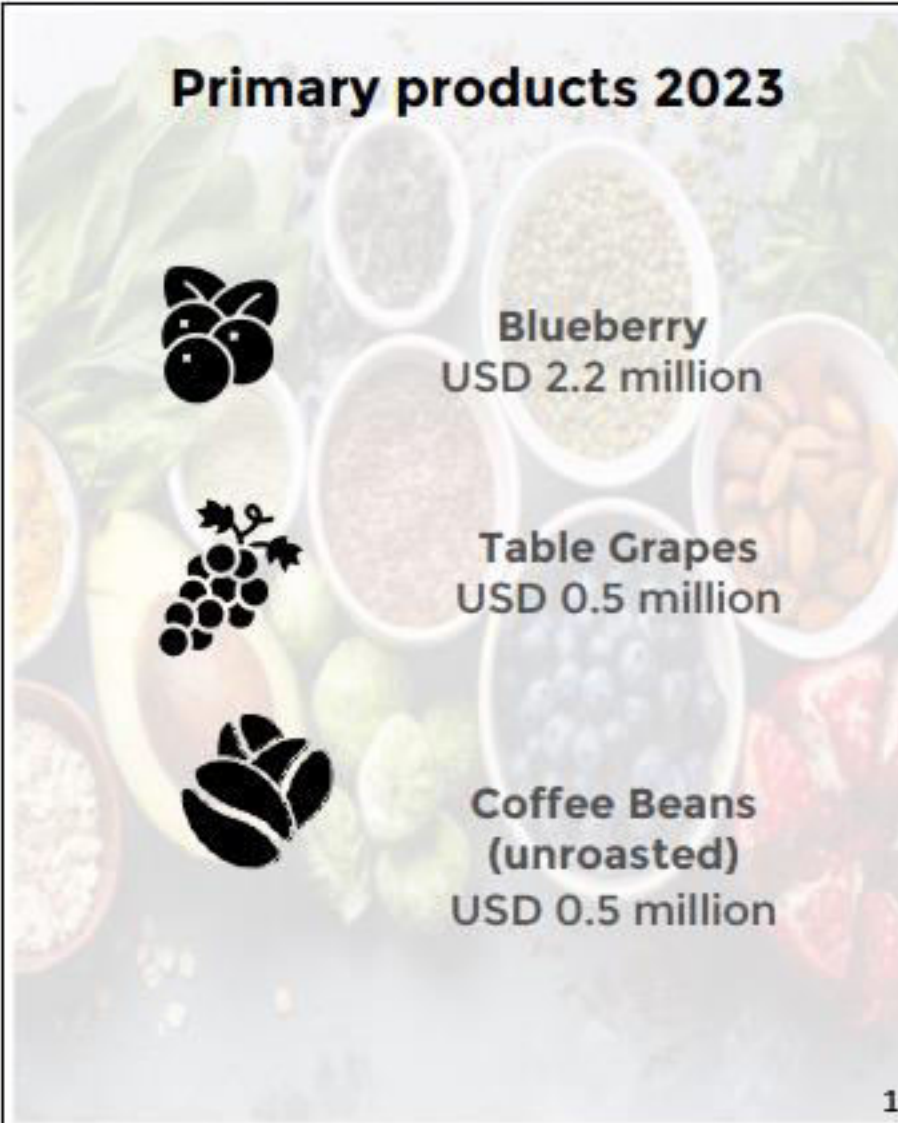






64 Exporters


46 Products

Fuente: SUNAT. Elaboración: Inteligencia de Mercados - PROMPERÚ

Primary products 2023



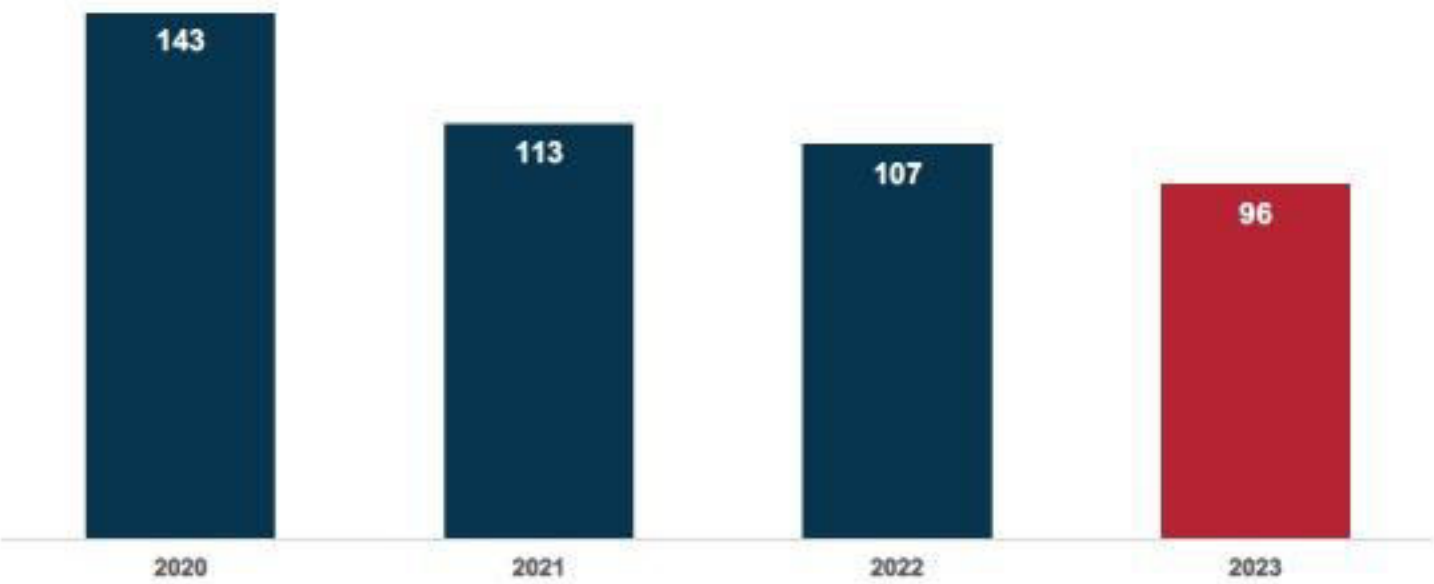
-  **Blueberry**
USD 2.2 million
-  **Table Grapes**
USD 0.5 million
-  **Coffee Beans (unroasted)**
USD 0.5 million


Lets go Fishing!




Fishery- ASEAN

Exports USD Million \$




99
Exporters


23
Products

Primary products 2023

 Frozen Squid
USD 72.1 million

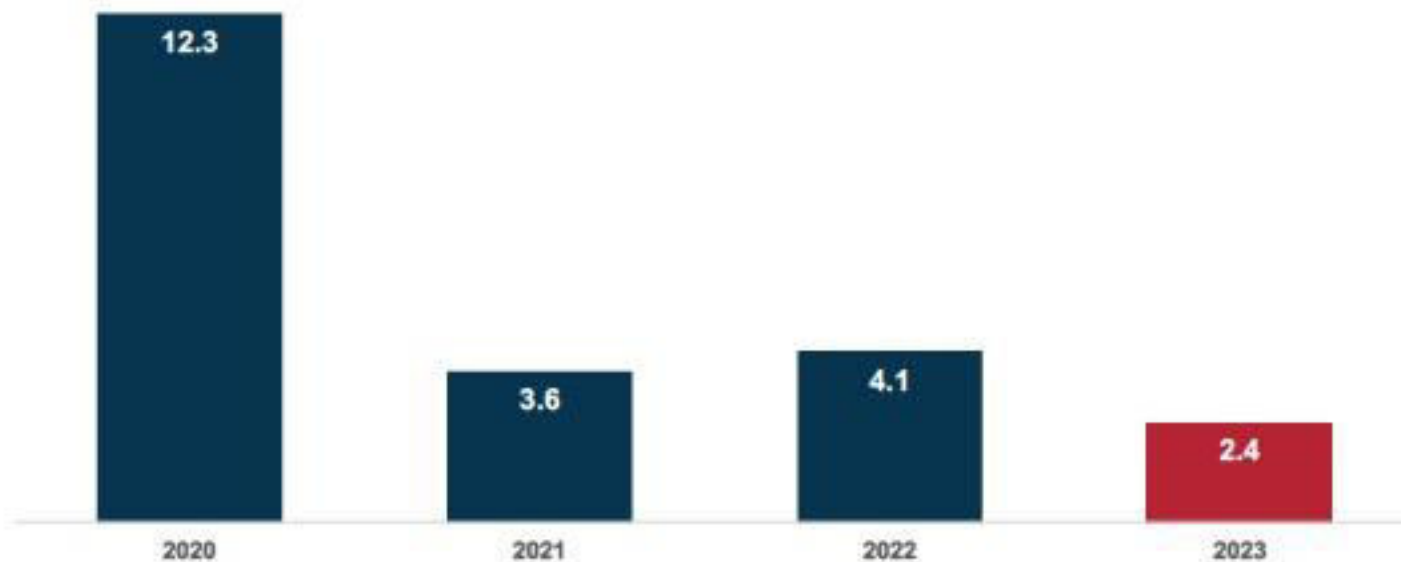
 Fish meal
USD 8.1 million

 Shark fin
USD 4.5 million

Fuente: SUNAT. Elaboración: Inteligencia de Mercados - PROMPERÚ

Fishery- Malaysia

Exports USD Million \$




10 Exporters

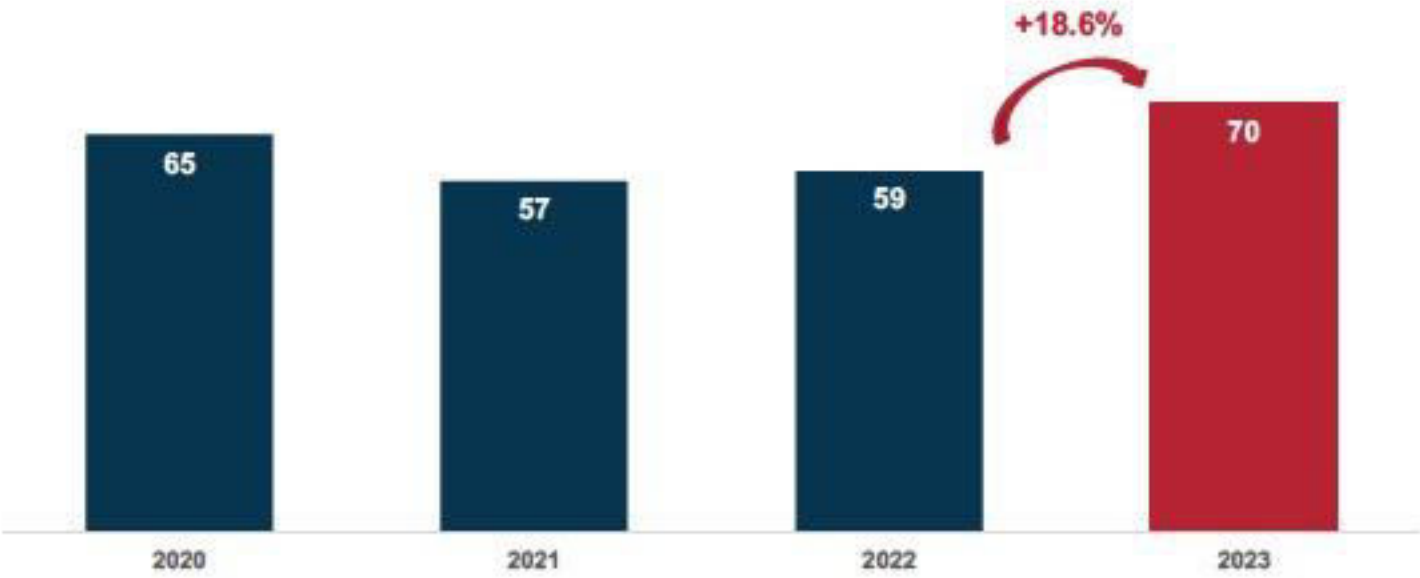

5 Products

Primary products 2023

-  Flying fish roe
USD 1.5 million
-  Frozen shrimp
USD 0.4 million
-  Frozen shrimp tails
USD >1 million

Fishery- Thailand

Exports USD Million \$





67 Exporters



9 Products

Primary products 2023



Frozen squid
USD 67.1 million



Fish oil
USD >1 million

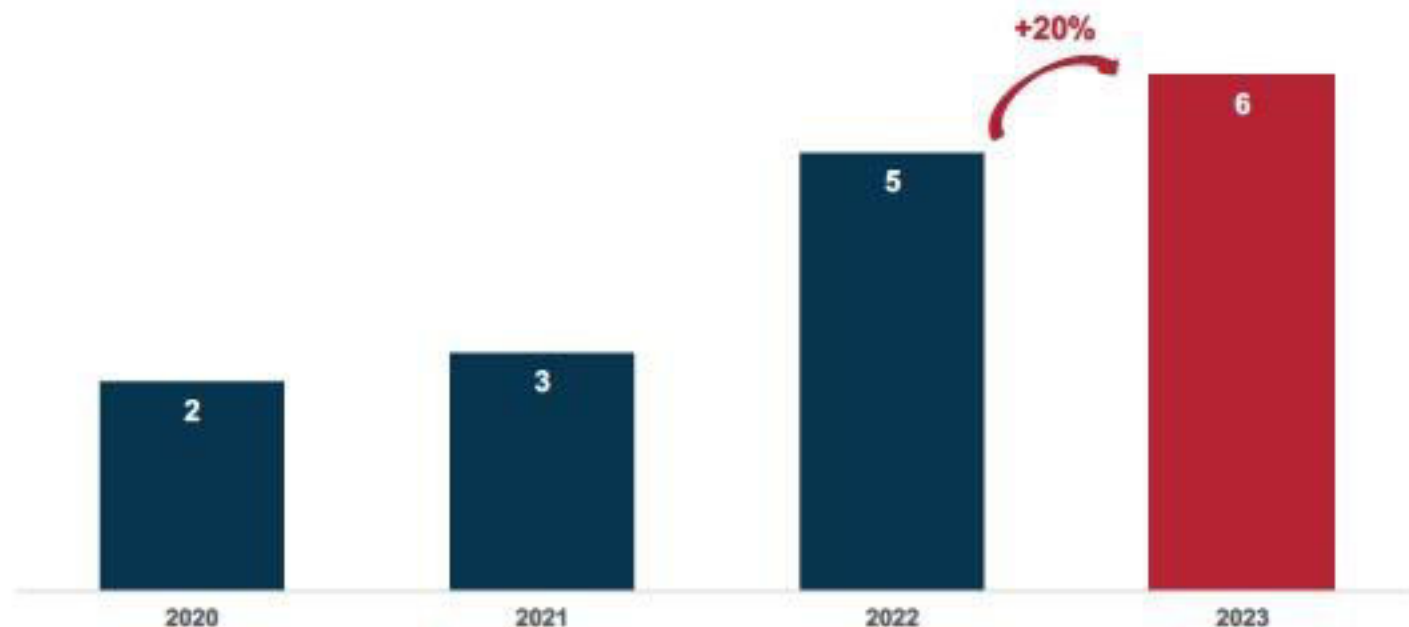



Fish Meal
USD > 1 million


Fuente: SUNAT. Elaboración: Inteligencia de Mercados - PROMPERÚ

Fishery- Singapore

Exports USD Million \$




10 Exporters


5 Products

Principales productos 2023

 Shark fin
USD 5.9 million

 Frozen squid
USD > 1 million

What Peruvian products can I get?

Indonesia

What enters- citrus, table grapes, chía, maca, tara and quinua

Whats on the way- blueberry and mango

Philippines

What enters- maca, quinua and cocoa

Whats on the way- avocado and table grapes, citrus

Vietnam

What enters- table grapes and avocados, maca, and quinua

Whats on the way- blueberry, citrus, avocado

Singapore

What enters- "Everything"- citrus, table grapes, blueberry, avocados, mangos, asparagus, chía, maca, tara and quinua amongst others

Whats on the way- chicken

Thailand

What enters- table grapes, blueberry, avocados asparagus, chía, maca, tara and quinua

Whats on the way- citrus and pomegranate

Malaysia

What enters- table grapes, blueberry, avocado, pomegranate, asparagus, chía, cocoa and quinua

Whats on the way- mango



Halal Certification in Perú

- In Peru, some of the institutions authorized to grant Halal certification are the Islamic Association of Peru and Halal Peru.
- One of the main benefits is a worldwide brand recognition, especially among the Muslim community.
- Peruvian shipments to the emerging economies that make up the Organization for Islamic Cooperation concentrate around 2% of our total exports.
- There is a pending agenda in order to take advantage of these opportunities, since it is a sophisticated market with significant growth. This condition must be created so that Peruvian products are attractive in the eyes of these consumers.





Promotion Activities in the ASEAN Market

Superfoods Peru - Vietnam

2021: Promo at Big C and Aeon supermarkets during the entire month of December, also included Chopp online.



Superfoods Peru - Singapore

2022: At Fairprice supermarkets during the entire month of November

Also in 2021 a Superfoods Peru promo on RedMart during the entire month of October

NTUC ANG MO KIO



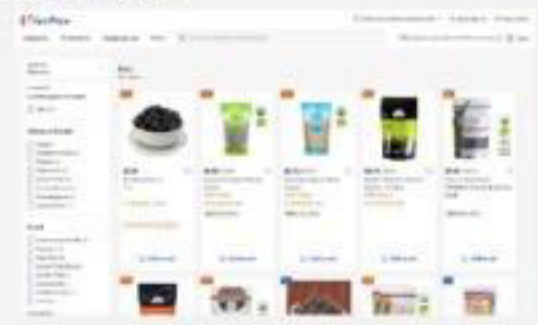
EST PACKETS SAMPLED	Weekend 1	Weekend 2	Weekend 3	Weekend 4
Organic Quinoa Flour	4	3	4	3
Organic Sweet Potato Flour	4	3	3	3
Banana Flour	3	3	3	3
Organic Sweet Potato Flour	3	3	3	3
Organic Sweet Potato Flour	100	100	100	100

NTUC PAYA LEBAR QUARTER



EST PACKETS SAMPLED	Weekend 1	Weekend 2	Weekend 3	Weekend 4
Organic Quinoa Flour	3	3	3	3
Organic Sweet Potato Flour	3	3	3	3
Banana Flour	1	3	3	1
Organic Sweet Potato Flour	3	1	1	3
Organic Sweet Potato Flour	100	100	100	100

NTUC EDM - Landing Page



NTUC PARKWAY PARADE



EST PACKETS SAMPLED	Weekend 1	Weekend 2	Weekend 3	Weekend 4
Organic Quinoa Flour	3	3	3	3
Organic Sweet Potato Flour	4	3	3	3
Banana Flour	3	3	3	3
Organic Sweet Potato Flour	3	3	3	3
Organic Sweet Potato Flour	100	100	100	100

NTUC CLEMENTI MALL



EST PACKETS SAMPLED	Weekend 1	Weekend 2	Weekend 3	Weekend 4
Organic Quinoa Flour	3	3	4	3
Organic Sweet Potato Flour	3	3	3	3
Banana Flour	3	3	3	3
Organic Sweet Potato Flour	1	3	1	3
Organic Sweet Potato Flour	100	100	100	100



Trade Fairs: Food & Hotel Asia (FHA)– Singapur 2023



Promotions



PROMPERÚ ASEAN



Thank You!!

PERU AND ASEAN: Malaysia

March 2024

Erick Aponte eaponte@promperu.gob.pe