

Foreign Ministry signs an agreement with the Consortium "Peru with the World" to promote the digitization and internationalization of SMEs

Informative note

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The Ministry of Foreign Relations and the Consortium "Peru with the World" signed an inter-institutional collaboration agreement that will allow the carrying out of joint activities in support of the internationalization of Peruvian SMEs, as well as for the promotion of trade, investments and tourism.

In this sense, both entities will promote the implementation of mechanisms and channels for the dissemination of business opportunities of small and medium-sized companies, gathering key information on the economic and financial news, main tax, legal, labor aspects, and the constitution of companies. in the country and abroad, as well as facilitating their participation in virtual fairs and

exhibitions. Likewise, business guides focused on destination markets will be disseminated and virtual road shows will be held to promote investment projects prioritized by Peru.

In this way, the Ministry of Foreign Affairs and the network of diplomatic missions of Peru abroad will have a virtual platform provided by the aforementioned Consortium, which will allow them to have a digital space aimed at supporting SMEs in Peru to place their products and services in international markets. In addition, Peruvian exporting SMEs may receive specialized technical advice to adapt to the use of this tool to promote their products.

It should be noted that the Consortium "Peru with the World" is made up of the companies We2Video, WWCalls Canada, X Quadra Media and the Llona and Bustamante Abogados law firm.

The signing of this agreement is part of the efforts of the Ministry of Foreign Affairs, together with its network of embassies and consulates in the world and decentralized offices in the different regions of Peru, to articulate the relevant public and private efforts in order to create synergies that allow us to position our products and services abroad and promote investment and tourism.