



PROMPERU and TFO Canada to promote export development of women-led SMEs

- Both are signing a technical collaborative agreement to pave the way to the Women in Trade for an Inclusive and Sustainable Growth project.
- Selected companies will be part of three trade missions, including a virtual trade mission, that will allow them to promote their products in the Canadian market.

Lima, Peru (September 23rd, 2021) – Today, the Commission for Promotion of Exports and Tourism in Peru (PROMPERU) and the Trade Facilitation Office Canada (TFO Canada) signed a technical cooperation agreement that will enable the development of the Women in Trade for Inclusive and Sustainable Growth project, aimed at strengthening the capacities and internationalization of more than 100 Peruvian companies in the agribusiness sector, including those led by women. This initiative is undertaken with the financial support of the Government of Canada provided through Global Affairs Canada.

This project implementation will involve a technical resource contribution of CAN \$327 598 (more than USD \$259 759), with a development outlook for the next three years. Additionally, the selected SMEs will participate in the SIAL 2022 and CPMA 2023 trade fairs; as well as in a virtual trade mission that will allow them to promote their products in the Canadian market.

This project seeks to promote a more equitable participation of women in decision-making and leadership of institutions linked to the export process. PROMPERU's strategy also aims to strengthen the capacities of exporting companies in the prioritized subsectors that wish to do business and generate commercial allies in the Canadian market.

“This partnership with PROMPERU represents TFO Canada’s continued commitment in supporting small and medium enterprises in Peru. With a mission of improving lives through the creation of sustainable trade



partnerships for exporters from developing countries with Canadian and foreign buyers, our new initiative lines up nicely with the need to promote greater inclusive trade between our two countries. Investing in people, particularly women-led SMEs, reinforces TFO Canada’s contributions to the economic development in Peru” indicated Steven Tipman, Executive Director of TFO Canada.

In this regard, and aligned with the gender equality and social inclusion policies encouraged by the Peruvian government, the focus is on selecting companies led by Peruvian women; and the process will obtain financial support from Global Affairs Canada, which is going to facilitate reinforcing and widening the trade frontiers of such a vital sector for the country’s development.

It is of importance to point out that the Women in Trade for an Inclusive and Sustainable Growth project is directed to the agri-food sector (specialty coffee, processed foods, and fresh fruits and vegetables), aiming at overcoming the challenges that businesswomen experience in training and promoting their participation in international trade.

About TFO Canada: Trade Facilitation Office (TFO) Canada is a non-profit organization whose mission is to improve lives through the creation of sustainable trade partnerships for exporters from developing countries with Canadian and foreign buyers. TFO Canada has been working and creating alliances with different organizations from many countries in Asia, Europe, Middle East, Africa, Latin America, and the Caribbean.

About PROMPERU: The Commission for Promotion of Peru for Exports and Tourism (PROMPERU) is a governmental agency that connects both public and private initiatives and whose mission is to promote a competitive and diversified offer of products and services with the highest quality standards adapted to international markets. PROMPERU supports a wide range of activities related to the promotion of trade and tourism, focusing on those related to the expansion of business in foreign markets, in order to generate



job opportunities and disseminate the image of Peru as an exporting and attractive country for investment and tourist destination.