

Peru Day: Peruvian-British alliance will generate business opportunities for entrepreneurs from both countries

The Peru Export and Tourism Promotion Commission – PROMPERU in partnership with the UK Department for International Trade and the British Embassy in Peru are organising the first 'Peru Day' Multisector Investment Forum, scheduled for 30-31 March.

The event will showcase the high level of commitment between the governments of Peru and the UK to strengthen trade and position Peru as an attractive and safe destination for British investment.

Peru Day is an innovative virtual space to promote and increase business between British and Peruvian companies, where they will have the opportunity to get in touch, present their investment projects and evaluate future business possibilities.

British Ambassador to Peru Kate Harrisson said:

Peru Day is a sign of our commitment to bring us closer together, especially in the year of Peru's Bicentenary. Not only between governments, but also through the private sector. I am delighted to see the reception it has from British business people and their growing interest in Peru.

Meanwhile, Mario Ocharán, Director of Business Investment Promotion at Promperu stated:

The Peru Day forum will allow us to show the recovery and the attractive portfolio of investment projects in the sectors prioritised in the current context, showing us as a resilient country that works closely with different sectors and national and international institutions for the development of the country. In this way, we are committed to becoming a reliable and strategic destination for foreign investors.

The forum will feature presentations by leading specialists in their respective fields, as well as a round of networking, bringing Peruvian and British businessmen closer to future opportunities for collaboration.

Peruvian entrepreneurs from the high-tech, textile, agro-industry, metal-mechanical, fishing for human consumption, manufacturing and mining services sectors who wish to participate in the forum can do so by [registering here](#).

It is worth noting that the UK is one of the main foreign investors in Peru, as well as an important trading partner. During the 'Peru Day', Peruvian companies will come into contact with British companies, which will learn about infrastructure projects to be developed in Peru, as well as new investment and export opportunities in search of investors, which will increase trade.

Peru-United Kingdom relationship

The United Kingdom and Peru have a good political and commercial relationship that dates back many years. The United Kingdom is an important ally in the infrastructure sector, providing support in the development of the National Infrastructure Plan, as well as advice on major projects for the benefit of Peru, such as: the Pan American Games Lima 2019, the agreement for reconstruction signed with the Authority for Reconstruction with Change.

Recently, the Trade Agreement between the two countries came into force, whereby British investments and exports to Peru and vice versa have no additional tariffs or barriers.

In the last 15 years (2006 – 2020) a total of 40 Foreign Direct Investment (FDI) projects have been registered from the UK to Peru. These projects have represented a total capital investment of USD 2,079.7 billion, with an average investment per project of USD 52 million. Of the 40 projects that were announced, 31 are new investments ("Greenfield").

The sectors that received the most FDI from the UK were food industries (USD 503.9 million), tourism (USD 58 million) and real estate (USD 56.6 million). This allowed the creation of 5,937 jobs in Peru in the last 15 years thanks to British FDI.

In this same period (2006 – 2020), Lima registered the largest amount of capital invested, representing 32.3% of total UK investments. In second place is Cusco with 13.0%.