

EXECUTIVE  
REPORT

FOR FIRST TIME  
IN PERU

4 TO 8  
OCTOBER, 2023  
Lima - Perú



THE BEST  
FAIR OF THE  
WORLD  
COMES TO  
PERU

FERIAS EN PERU

2.2.2023 / 3044

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# THE BEST FAIR OF THE WORLD COMES TO PERU



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**MÉXICO**  
In addition to his unmistakable hat, one of their flag products is the chile, a vegetable recognized for its classic spicy flavor that has gained followers through Mexican gastronomy. As the calaca, a figure of a skull or human skeleton represented as a reason of joy.

## AFRICA

AFRICA



Algeria  
Egypt  
Morocco  
South Africa

## AMERICA

AMERICA



**FROM NORTH**  
Canada  
USA

**CENTER**  
Costa Rica  
Cuba  
Dominican Republic  
El Salvador  
Guatemala  
Honduras  
Mexico  
Nicaragua  
Panama

**FROM THE SOUTH**  
Argentina  
Bolivia  
Brazil  
Chile  
Colombia  
Ecuador  
Paraguay  
Uruguay  
Venezuela

## ASIA

ASIA



China  
India  
Indonesia  
Israel  
Japan  
Palestine  
Qatar  
Saudi Arabia  
Singapore  
South Korea  
Syrian lebanese  
Thailand  
Taiwan  
Vietnam

## EUROPE

EUROPE



Armenia  
Austria  
Belgium  
Croatia  
Czech Republic  
Finland  
France  
Germany  
Greece  
Holland  
Hungary  
Italy  
Norway  
Poland  
Portugal  
Romania  
Russia  
Spain  
Sweden  
Switzerland  
Turkey  
United Kingdom

## OCEANIA

OCEANIA



Australia  
New Zeland



FAIR OF  
NATIONS  
AND COMMUNITIES  
CINO NATION FIRM

INTEGRATES EVERYONE WITH  
THE BEST OF EACH  
ONE

# INVITED COUNTRIES



# THE BEST FAIR OF THE WORLD COMES TO PERU



## COLOMBIA

This South American country is known throughout the world for its production of coffee, flowers and emeralds. Undoubtedly, the nation of cumbia, vallenato, its tropical forests and its coasts on the two oceans, is one of the richest places, both for its biodiversity and for its inexhaustible cultural heritage.



### "Commitment" Auditorium

So that children and students learn about the experiences of experts and activities on caring for the planet: success stories, anecdotes and advice. Associations, and representatives NGOs of Peru are involved here.



### Food and Drink

4 continental patios (Europe, America, Asia and others for the tasting and consumption of food and drinks).



### Continental Pavilions

Stands for the promotion of art, culture, tourism, commerce and gastronomy of each country, through its embassy, cameras, associations, unions, companies, communities and entrepreneurs.



### Nations Avenue

Totems over participating countries, in the manner of a museum, foreigners and/or regionals can immigration; history, demography, geography, tourism, art, culture.



### Business Center

Care center for press, authorities and foreign visitors.



### "Culture" Courtyard

Area for open chats, cultural exhibitions, commercial and experiential.



### Continental Patios

Special indoor and outdoor spaces for food and drinks, depending on each continent: there will be 4 areas: South America, Europe, America, Asia and the rest of the world.



### Business Conference

Visitors Offices planned to strengthen commercial ties with businessmen and entrepreneurs.



### Peruvian Food Roots

Dissemination of Peruvian cuisine from various regions: Lima, coast, mountains and jungle.



### International Stage

Multicultural activities, great diversity of artistic musical shows of the participating countries and regions of Peru.



### National Stage

Groups of dances, storytellers, plays, new talents and a national musical offer will be completed.



FAIR OF NATIONS AND COMMUNITIES  
COPACABANA 2014

INTEGRATES EVERYONE WITH THE BEST OF EACH ONE

## SECTORS OF THE FAIR

+

## FAIR PLAN OVER 35,000 M<sup>2</sup> TOTAL AREA

**THE BEST FAIR OF THE WORLD COMES TO PERU**

FOR FIRST TIME IN PERU



**CHINA**  
 Discovering the philosophy, music and art of this oriental country is fascinating. The Great Wall is one of its most prestigious attractions. Chifa, a cuisine adapted to the Peruvian palate by Chinese immigrants, is a sample of the vast cultural influence of China in Peru.

2.2.2023 / 3044



Universidad Científica del Sur



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#### GERMANY

Beer, the natural accompaniment to some dishes of its gastronomy, is a tradition in this country. One of the biggest brewers in the world. Likewise, its sausage industry, which is highly admired worldwide, will be present at the fair to the delight of its millions of admirers.

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## PRICES

ACCESSIBLE FOR EVERYONE

● Full Portion  
● Half Portion



## 5 FOOD COURTS

Europe, South America, Central America, Asia, the Rest of the World and Peru, which will turn the fair into a melting pot of flavors: from Asian to Mediterranean food and lots of fusion cuisine in a 5-day festival.

The restaurants and food and beverage outlets that represent each country will be selected by the organizing committee of the event.

There will be one food stand per country, except in exceptional cases of large communities established in Peru, in which case there will be an additional stand.

#### — 4 MEAT CUTS —



(Invited Countries)



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**FRANCE**

France houses the Eiffel Tower, the most visited monument in the world, the Louvre Museum and other renowned places. It is also internationally known for the quality and diversity of its gastronomy registered as a Unesco cultural heritage, in addition to its exquisite range of perfumes and liquors.



**PRICES**  
ACCESSIBLE FOR EVERYONE

Full Portion  
Half Portion



**OFFER OF  
RESTAURANTS  
FOR ALL  
TASTES**

One of the main aspects of the Nations and Communities Fair will be its gastronomic offer, with the presentation of 40 representative restaurants from each country.

In this way, visitors will be able to taste menus from the best establishments in the world, obtain advice and learn anecdotes from renowned chefs.

**FISH**



(Invited Countries)

2023/3044

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## PRICES

ACCESSIBLE FOR EVERYONE

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## THE PLACE AND THE TASTE WILL BE THE BEST

The size of each stand will be subject to the offer of each exhibitor: 25 m2 (5x5), 20 m2 (4x5) and 15 m2 (3x5).

The gastronomic exhibitors will be in charge of developing their own decoration, with the support of the organization.

Modulation area, fabrics and melamine panels, energy, frieze that identifies the restaurant and the country, ceiling and high-traffic plastic carpet will be delivered.

Visitors can buy their food tickets at one of the 2 ticket offices that will be set up inside the fair.

PASTA



(Invited Countries)

2023/3044  
**UNITED STATES**  
Thanks to photographs, movies and songs. The United States is present in everyone's collective imagination. It is a country of immigrants, with a great diversity of people, cultures and food. Every American town, suburb, or city presents unique lifestyles.

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## URUGUAY

This small South American nation is famous for its mate, considered the national drink, its traditional barbecue, candombe, declared a cultural heritage by Unesco, the carnival (the longest in the world) and the peninsular city of Punta del Este, famous for its beaches, casinos and tourist life.

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These totems will have four informative sides, which will present on each of their faces: history of the country.

Tourist maps highlighting its flora, fauna and main cities.

Achievements in art, science, culture and sports.

Demographic data. X-ray of your industry and outstanding figures.

In the upper part, a symbolic element of color and/or

volume that visually represents the country will stand out.

Each totem will be sponsored by a company identified with



## NATIONS AVENUE INSTITUTIONAL TOTEMS OF IMPACT

The main street of the fair will have an original, urban and representative touch of the participating nations.

This avenue will be decorated with dozens of specially designed totem poles with distinctive scenery inspired by the soul of each nation.



# THE BEST FAIR OF THE WORLD COMES TO PERU



## CHILE

The longest and thinnest country in the world presents beautiful festivals such as the Fiesta de la Tirana, as well as myths and legends on Easter Island. The country of the Pacific cueca preserves the essence of an ancestral past and proudly displays its Atacama Desert and its Patagonian glaciers.

### A-side | Totem

#### Contents

Country numerical information: Population, details by gender and age; prevailing economic activities. Balance of trade. Main development projects.

### B-side | Totem

#### Contents

Scientific, social, cultural and sports activities. Review of its most recognized figures (Nobel laureates, sports, movie or music stars).

### C-side | Totem

#### Contents

Tourist attractions. Detail of its most emblematic places. Outstanding mention of those that have been designated as a World Heritage Site by Unesco or deserving of similar recognition.

### D-side | Totem

#### Contents

History of the country in its relationship with Peru. Its migrant population. Their social activities in favor of causes of need that they could have developed or their plans for the future.



FAIR OF  
NATIONS  
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OF THE WORLD

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## RATES

## SPONSORS OF TOTEMS

US\$ **3,500** + TAX



2023/3044



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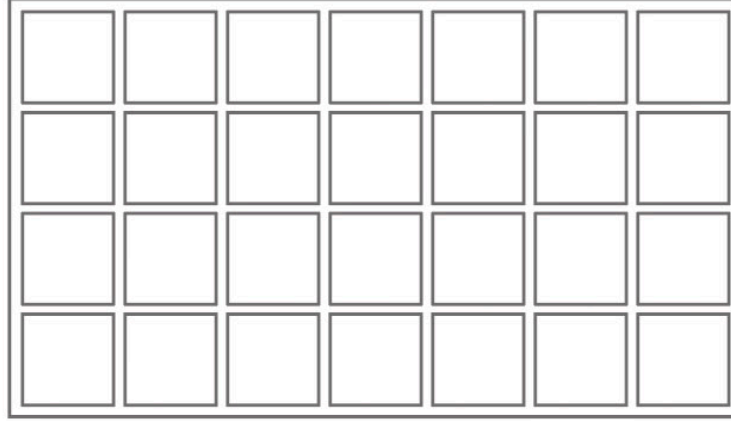


#### JAPAN

The cultural contribution of the country of the rising sun" to the world is great: the Suzuki method, bonsai, ikebana, origami and kokedama are just some manifestations of its age-old wisdom. In Peru, the culinary influence of Japan is evident in the exquisite Nikkei cuisine

### Plain 48 m<sup>2</sup>

AREAL VIEW



### Pre-decorated 48 m<sup>2</sup>

FRONT VIEW



FAIR OF  
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EXPO NATIONS PERU

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## RATES

### FOR EMBASSIES AND NATIONAL REPRESENTATIONS

Free area (without carpeting)

**US\$ 100 + TAX per m<sup>2</sup>**

Modular stand with melamine  
panels, lighting and frieze

**US\$ 150 + TAX per m<sup>2</sup>**

22.2023/3044



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## ARGENTINA

Its relationship with Peru has deep roots of brotherhood and solidarity, as well as large migratory flows between the two. Argentina has a lot to show in tourism, agricultural products, leathers, wines and a wide diversity of musical genres.



**48** m<sup>2</sup> (8x6)  
US\$ 7,800 +TAX



**24** m<sup>2</sup> (4x6)  
US\$ 4,250 + TAX



**12** m<sup>2</sup> (3x4)  
US\$ 2,250 + TAX



**9** m<sup>2</sup> (3x3)  
US\$ 1,750 + TAX

**6** m<sup>2</sup> (3x2)  
US\$ 1,250 + TAX

**4** m<sup>2</sup> (2x2)  
US\$ 800 + TAX



FAIR OF  
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EXPO NATIONS PERU

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## RATES

### STANDS FOR COMMERCIAL COMPANIES

Free area (without carpeting)  
**US\$ 160 + TAX per m<sup>2</sup>**

Modular stand with melamine  
panels, lighting and frieze  
**US\$ 200 + IGV per m<sup>2</sup>**

Minimum areas  
**4.00 m<sup>2</sup>**

2.2.2023/3044



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## ECUADOR

What this South American nation stands out in the world with is its production of bananas; its Galapagos Islands, with their unique biodiversity of flora and fauna; with Quito, the middle of the World city; and Guayaquil, a unique, original and photogenic place with a great diversity of tourist attractions.

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The specialized fairs that have the greatest global recognition are: Grafínca (21 editions). Expo Plast Peru (9), Pack Peru Expo (5), Gastromag (7), Textilínca (3).

Expo Sur Industrial (4) and ExpoEventos (2), among others.

Likewise, we elaborate the guides Perú Gráfico, GuiPlast Perú, Guía Pack Perú, Guía

Textilínca and Guía4 (gastronomy, hotels, hygiene and food) all in digital and printed versions.



## CORPORATE ORGANIZATION

This event is organized by Ferias en Perú, Grupo G-Trade and Evéntika, companies that have a history of more than 25 years in the organization of fairs, as well as in the (digital and printed) edition of sector guides, catalogs and newspapers.

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