



prom
perú





Country Brand

A tool for promoting Peru



✦ Country Brand



What is a Country Brand?

A tool for enabling a set of values to be associated with a country.



Why?

TO COMPETE: To stand out from other countries and attract tourists, buyers and investors.



✦ Why a country brand?



A country brand is a lot stronger than a standard commercial brand.

It is the sum of experiences of countless generations.

It represents the feelings, hopes and desires of a nation, the past, present and future of an entire country.



It is presented to the world as a tourist destination that is rich in history and ancestral culture.

Perú

Together with many other aspects which are vital for the image of a developing nation.

Perú



✦ The three pillars



Multifaceted

variety / quantity



Specialist

depth / quality

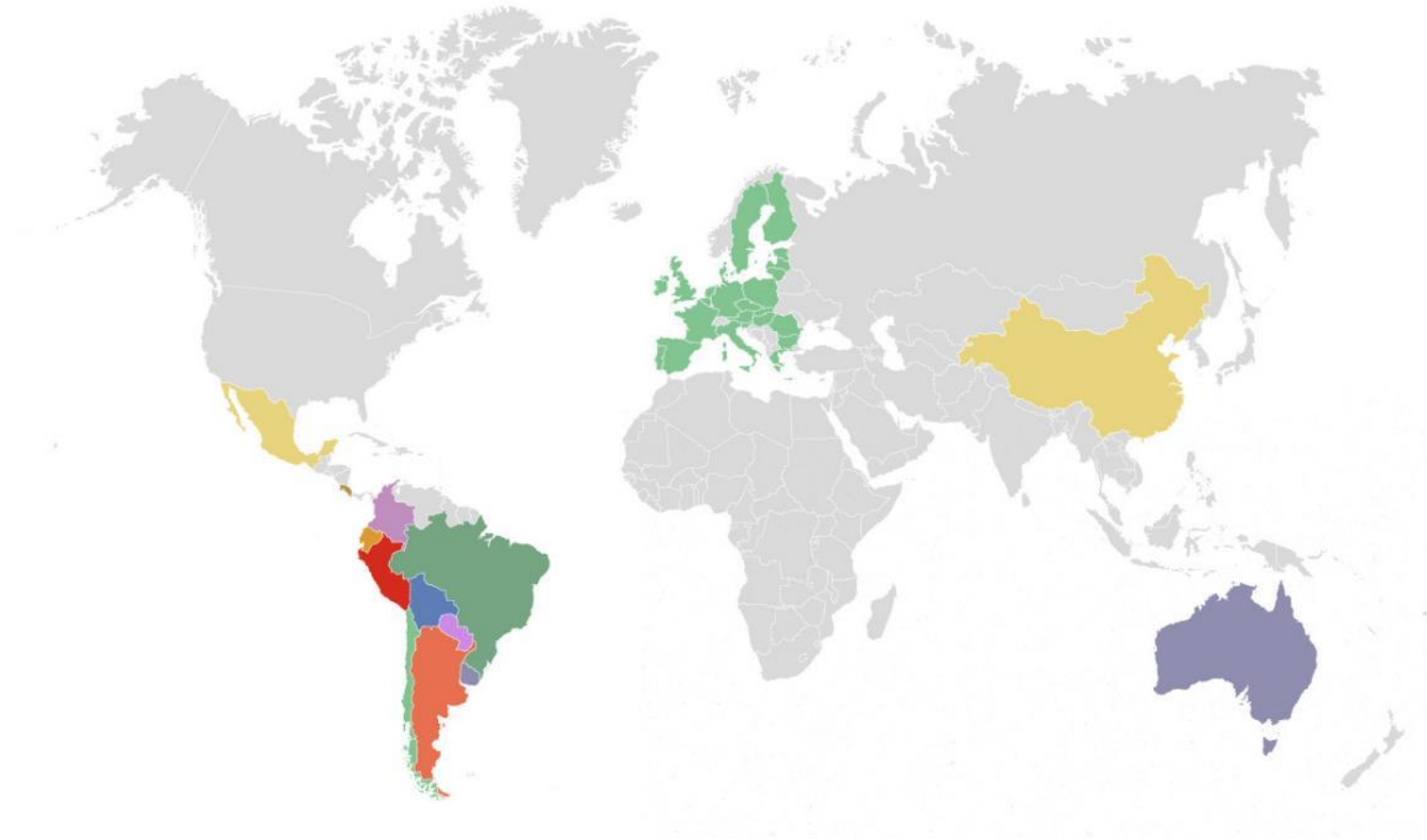


Captivating

outcome / effect



✦ Protection of the Peru country brand



The Peru brand is protected nationwide in the 45 categories of the International Classification of Goods and Services - NICE Classification. And in 40 countries in the categories: 25, 29, 30, 31, 33, 35, 39, 41, 42 and 43.



Guidelines



PROMPERU - BANNER (1.19 m de ancho x 2.52 m de alto) Escala

Super Foods Peru

Discover our captivating flavours

Visit us at **Biofach**
February 12-15
Hall 2, Booth 421

Quinoa noodles with asparagus

www.superfoods-peru.pe

Peru

8

85 x 200

Especialidad

Peru

Café de Perú



Pantone® 1925c

CO M97 Y50 K0
R230 G23 B83



Pantone® 377c

C50 M1 Y100 K20
R122 G154 B1



Pantone® 151c

CO M60 Y100 K0
R255 G130 B0



Pantone® 1545c

C20 M76 Y100 K70
R101 G56 B25





☀ Guidelines

Perú

Dicen que hay un Perú para cada quien

Polifacético
Especialista
Cautivador

Ofrece propuestas singulares a la medida de los intereses particulares.

Perú es un país que estimula

Bree Perú

Títulos

Subtítulos, bajadas y copy

destacados ajenos
al cuerpo de texto

Clan OT

Clan OFFC

Cuerpos de textos,
aclaraciones y notas

Tablas con números
Información anexa



Formas y ondas
irregulares

Paquete gráfico principal, debe ser la primera opción en la realización de piezas gráficas.



Cierres

Elementos de transición en composiciones largas o como remates de fotografías.



Elementos
complementarios

Su uso no es relevante en las piezas, pero puede aportar para dar dinamismo a las mismas.

Licensing Program





Goal

- To promote the best of Peru by joining the efforts of the public and private sectors.
- To enhance awareness of Peru and its sectoral attributes on a national and international level.
- To enable companies to become a part of the good name of the Peru country brand and to wear it with pride.



✦ Brands to be licensed





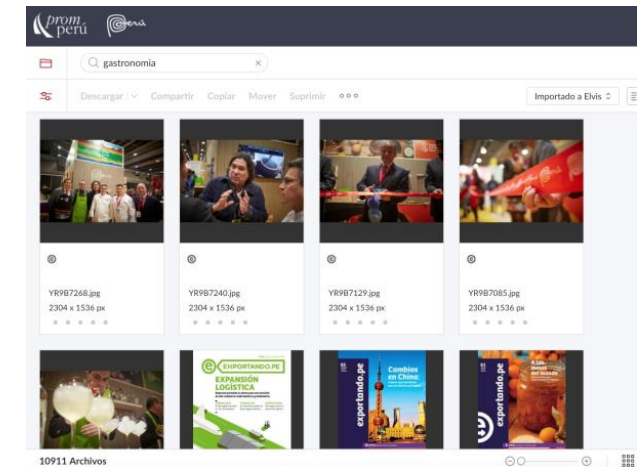
Benefits



Certification for the license of Use of the Peru Country Brand and the sectoral brands.



Become part of the **directory of companies** licensed by the Peru brand and the sectoral brands.



Access PROMPERÚ's **image and video database**.



✦ Types of license





PROGRAMA DE LICENCIATARIOS
DE LA MARCA PERU Y LAS MARCAS SECTORIALES



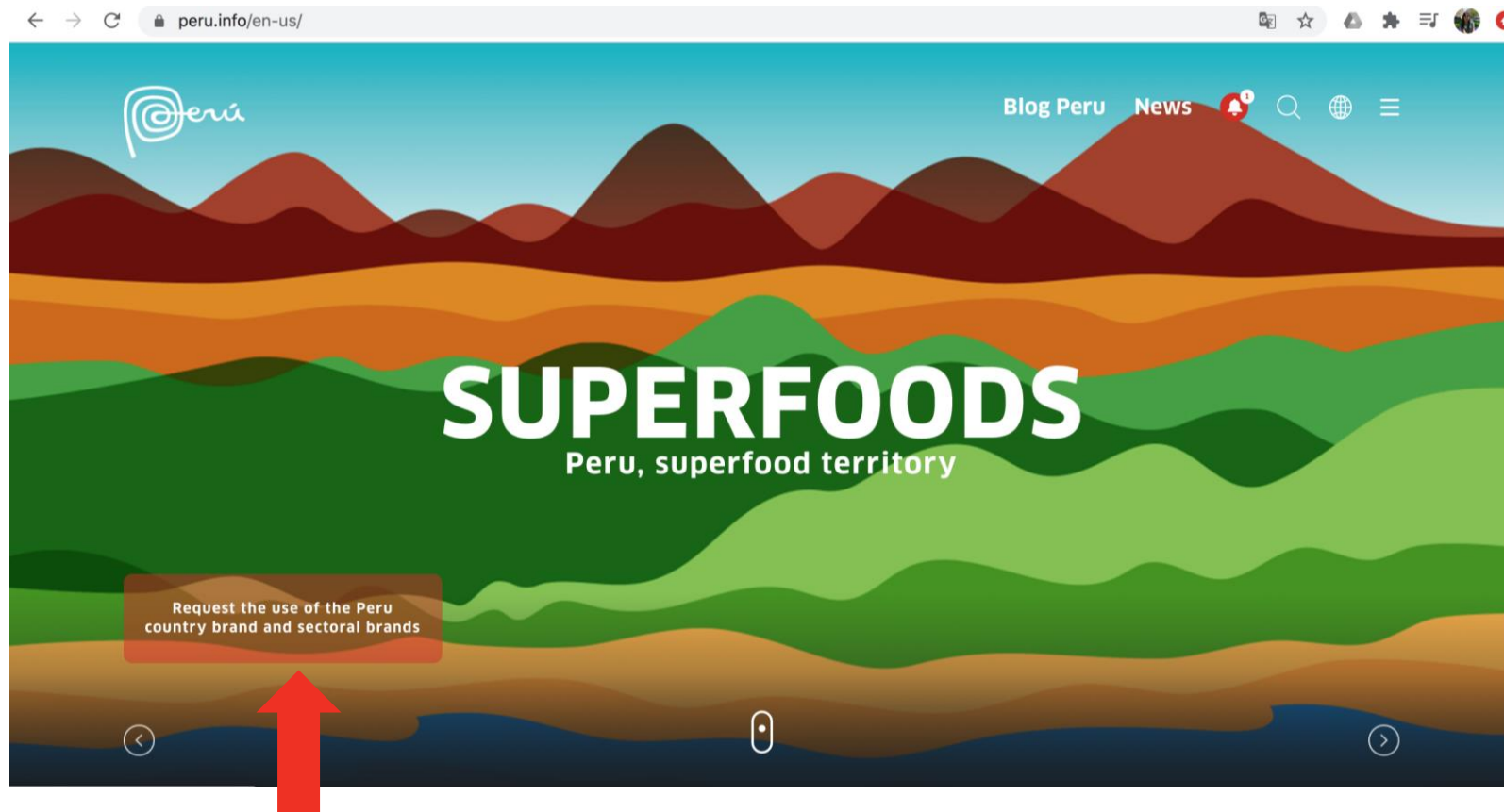
**How to apply for
the Peru country brand
and the sectoral brands**



✦ How to apply for the license of use

Step 1

www.peru.info








✦ How to apply for the license of use

Step 2

www.peru.info

 [Reglamento de uso](#) [Tipos de licencia](#) [Iniciar sesión](#) 

Programa de Licenciarios



¿Qué es La marca Perú?

Desde el año 2002, PromPerú ha usado distintos medios y herramientas para impulsar el turismo y la inversión en Perú. En el año 2011 junto con Ministerio de Comercio Exterior y Turismo crean la Marca Perú en asociación con distintas empresas y startups peruanas que colaboran entre sí con el objetivo de mejorar la imagen del Perú en el mundo.

El 10 de marzo del año 2011 se anunció el lanzamiento de la nueva Marca Perú, y que fue presentada ante el mundo durante la feria ITB de Berlín, y la Bolsa de Valores de Nueva York.

[Crear cuenta](#)

Ya tengo una cuenta

[Ingresar](#)

[¿Olvide mi contraseña?](#)

✦ How to apply for the license of use

Step 3

www.peru.info

The screenshot displays the 'Programa de Licenciarios' website interface. At the top, there is a navigation bar with the Peru logo on the left, and links for 'Reglamento de uso' and 'Tipos de licencia' in the center. On the right side of the navigation bar, there is a 'Iniciar sesión' link and a search icon. The main content area features a white form titled 'Crear una cuenta nueva' centered on a red background. The form includes a note: 'Se debe completar todos los campos obligatorios marcados con un asterisco (*)'. The form fields are arranged in two columns:

- Column 1 (left):
 - Nacional (dropdown)
 - Número de documento (*)
 - Apellido paterno (*)
 - Nombres (*)
 - Correo (*)
 - Web (*)
 - Giro 1 (*) (dropdown)
 - País (dropdown)
 - Provincia (dropdown)
 - Dirección (*)
 - Contraseña
 - ¿Cómo se llama mi libro favorito? (dropdown)
 - Ingresar tu respuesta
- Column 2 (right):
 - DNI (dropdown)
 - Tipo de contribuyente (dropdown)
 - Apellido materno (*)
 - Teléfono (*)
 - Licencia funcionamiento (*) (dropdown)
 - Giro 2 (dropdown)
 - Departamento (dropdown)
 - Distrito (dropdown)
 - Repetir contraseña

At the bottom of the form, there are three checkboxes for terms and conditions, privacy policy, and a CAPTCHA verification box.






Requirements

- 1 Be operating for at least two years following the initial launch of the company's activities.
- 2 Non-certified copy of the company's operating license.
- 3 Non-certified copy of the Peruvian residents' card or passport of the legal representative of the company.
- 4 Non-certified copy of the company's incorporation or equivalent document that proves that it is a legally established company in accordance with the laws of the country where its activities are carried out.
- 5 Non-certified copy of the current power of attorney granted to the company's legal representative or equivalent document in accordance with the laws of the country of origin.
- 6 Have a digital presence through a corporate website.



Requirements

-  Present a copy of at least two reference letters, acknowledgments, certifications or any other document related to the company's track record.
-  Non-certified copy of a letter or communication of reference via email issued by the Commercial Office of Peru Abroad or by the Peruvian Consulate in the country where the company's activities are carried out.
-  Affidavit of compliance with the legal framework, in accordance with the provisions of Annex V of these Regulations, duly completed and signed.



Additional requirements for restaurants / gastronomy

10

In the case of natural persons:

Provide evidence of having participated on at least two (2) platforms to promote Peruvian gastronomy at an international level.

For legal entities under private law:

- a) Provide evidence that the restaurant that will use the Peru Country Brand offers a menu with recipes that promote Peruvian gastronomy and ingredients of Peruvian origin.

- a) A non-certified copy of the certificate or recognition of the certificate attesting to the application of the General Principles of Hygiene (GHP) in force, issued by the competent authority, or an equivalent document issued by the competent authority in accordance with the laws of the country where the company carries out its activities.



Additional requirements for Travel and Tourism Agencies or Lodging Establishments

10

Provide evidence of registration with the official body that governs the tour operation in the country where the activities are carried out.



Additional requirements for sectoral brands



- Have direct sales of alpaca fiber products to the international market with a total FOB value greater than ten thousand US dollars (US\$ 10 000) in the fiscal year preceding the submission of the application. (This requirement applies only to companies domiciled in the country, no accreditation is required)
- Have at least two (2) reference letters, recognitions or any other document related to the applicant's track record or the quality of the products and/or services offered, issued by specialized entities linked to the marketing of alpaca fiber products.
- Have physical and/or virtual commercial information in the language of the country where the products are marketed.



especialidades
únicas



unique
specialties

- To have direct and/or indirect sales of specialty coffees to the international market with a total FOB value greater than three thousand US dollars (US\$ 3 000) in the fiscal year preceding the submission of the application. (This requirement applies only to companies domiciled in the country. In case of indirect sales, these must be duly accredited)
- Have a certification of its Management System that guarantees the safety of the product in the processing plant and in the warehouse. In the case of a company not domiciled in the country, the scope of the certification shall cover only the warehouse.
- Have physical and/or virtual commercial information in the language of the country where their products are marketed.



Additional requirements for sectoral brands

The first batch of specialty coffee in which the sectoral brand is used must meet the following requirements:

- Comply with the Peruvian technical standard NTP 209.311 CAFÉS ESPECIALES (SPECIALTY COFFEES). Requirements, in force. (This requirement applies only to companies domiciled in the country and evidence is provided by way of the submission of an affidavit).
- Have a sensory evaluation with a minimum cup profile of 84 points according to SCA (Specialty Coffee Association) protocols (for sampling and cupping), duly certified by an Ad hoc Laboratory* and by a Q Grader cupper, using the SCA evaluation format;
- As an alternative to the above requirement, demonstrate that a national and/or international Quality Coffee award or recognition has been obtained, according to SCA protocols (for sampling and cupping), duly certified by a Q Grader cupper, using the SCA evaluation format.



(*) Laboratory accredited by SCA, or independent, or from the exporting company or organization.



Additional requirements for sectoral brands

- Have direct and/or indirect sales of coffee to the international market with a total FOB value greater than three thousand US dollars (US\$ 3 000) in the fiscal year preceding the submission of the application. (This requirement applies only to companies domiciled in the country. In case of indirect sales, these must be duly accredited).
- Have a certification of its Management System that guarantees the safety of the product in the processing plant and in the warehouse. In the case of a company not domiciled in the country, the scope of the certification shall cover only the warehouse.
- Have physical and/or virtual commercial information in the language of the country where their products are marketed.



The first batch of coffee in which the sector brand is used must meet the following requirements:

- Comply with the Peruvian technical standard NTP 209.027 CAFÉ (COFFEE). Café verde. Requirements, in force. (This requirement applies only to companies domiciled in the country and evidence is provided by way of the submission of an affidavit).
- Have a sensory evaluation with a minimum cup profile of 80 points according to SCA (Specialty Coffee Association) protocols (for sampling and cupping), duly certified by an Ad hoc Laboratory* and by a Q Grader cupper, using the SCA evaluation format;
- As an alternative to the above requirement, demonstrate that a national and/or international Quality Coffee award or recognition has been obtained, according to SCA protocols (for sampling and cupping), duly certified by a Q Grader cupper, using the SCA evaluation format.

(*) Laboratory accredited by SCA, or independent, or from the exporting company or organization.



Additional requirements for sectoral brands

For the agricultural sector

-To be exporting or selling at least one SUPER FOOD product.

Have direct sales to the international market with a total FOB value greater than ten thousand American dollars (US\$ 10 000) of SUPER FOODS products, in the fiscal year preceding the submission of the application. (This requirement applies only to companies domiciled in the country, no accreditation is required)

-Fresh produce companies should have at least one of the following documents: Health Authorization from SENASA, GLOBAL GAP Certification or International Certification of the Food Safety Management System.

-Processed product companies should have at least one of the following documents: Official technical validation of the HACCP Plan from DIGESA, HACCP Certification, or Food Safety Management System Certification (BRC, IFS, ISO 22000, FSSC 22000 or equivalent certificate).

-Where applicable, a certificate issued by the certifying body stating that the company has successfully passed the certification audit and that the certificate is in the process of being issued.

-Have physical and/or virtual commercial information in the language of the country where the products are marketed.

For the Fishing industry

-1st and 2nd bullet points from previous paragraph.

-The processing plant must have an HACCP certificate.





Additional requirements for sectoral brands




- Have direct sales of pisco to the international market with a total FOB value greater than four thousand US dollars (US\$ 4 000) in the fiscal year preceding the submission of the application. (This requirement applies only to companies domiciled in the country, no accreditation is required)
- Have at least one of the following documents: Official technical validation of the HACCP Plan from DIGESA, HACCP Certification, or Food Safety Management System Certification (BRC, IFS, ISO 22000, FSSC 22000 or equivalent certificate).
- Have the Authorization to use the Pisco Designation of Origin issued by INDECOPI.
- Have physical and/or virtual commercial information in the language of the country where the products are marketed.



Validity and cost



You can find all the information you need at **peru.info**



It is granted for a period of **2 years**, which can be renewed upon request and approval by PROMPERÚ.



The license of use application is **free**.



Thank you

www.peru.info
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