

10 December 2012

Empowering Peruvian Women Business Enterprises (WBE) in Alpaca to Enter the US Market

ITC – PERU/ALPACA PROJECT (PER/71/10A + INT/U1/61A)



(Photos from Mercedes Lamborelle, National Consultant)

The Women and Trade Programme of ITC is designed to bring greater economic benefits to women through increased participation in export trade. The aim of this project, part of ITC's W&T programme, is to generate growth for Women Business Enterprises (WBEs) producing alpaca garments by improving their capacity to sell to the US market.

What is it?

The project focuses on WBEs located in three main regions of the South of Peru with the strongest specialization in alpaca, namely Arequipa, Huancayo and Puno. During a previous phase of this technical cooperation project, a group of about 30 WBEs from these three regions have been selected on the basis of the relevance of their product designs and capacity to export. These WBEs are all ready to improve their designs according to market requirements, and looking for real export opportunities.

At the end of the project's life, the WBEs should have upgraded their capacity to export to the US market, and become able to secure orders with the support of their local trade support institutions (TSI).

The major product focus is on knitted and crochet alpaca garments for women, children and men, in particular tops such as sweaters, pullovers, ponchos, knit shirts jackets, coats, made out of alpaca fibers. In addition, hand-made toys out of alpaca fibers, as well as selected home textiles (rags, pillow cases, etc.) are also being targeted

The 18 month project started end of June 2011. It is planned to end on 31st December 2012.

By end of 2012, the project is expected to have achieved the following results:

- Peruvian institutions and WBEs will be well-versed on the requirements of the American market in terms of alpaca garments;
- Trained WBEs will have developed an exportable offer with competitive prices for the American market;
- Trained WBEs will have started working together to benefit from economies of scale in their buying operations, joint product marketing, or in other activities and;
- Trained WBEs will be able to take advantage of new market opportunities and to meet orders made by US buyers.

MILESTONES

End of 2010	Design of the project document, by Beatriz Rodriguez , ITC, with inputs from Matthias Knappe , ITC textile expert.
30 May 2011	Approval of the project by the Board of Directors of ITC.
27 June 2011	Actual start of the implementation of the project.
31 Dec 2012	Target date for the completion of the project.

PERU/ALPACA - PROGRAMME OF WORK FOR 2012

January- June	<u>Arequipa and Puno</u> - Design consultancies – The project helps Women Business Enterprises (WBEs) prepare their new collections and get ready to participate in the trade events planned for 2012.
12 – 15 February	<u>Las Vegas, USA</u> - “MAGIC Sourcing” trade show – The project funds 10 booths allowing the participation of 10 WBEs in alpaca, assisted by ITC’s textile specialist and a consultant based in the US. Promperu ensures coordination, stand decoration, promotion and contacts with US buyers.
29 March	<u>Puno-Arequipa</u> – Mission by the national project consultant, with visits to ISUR, Promperu, and DIRCETUR in Puno. Fashion show held in Puno to display the new collections prepared with ITC’s design consultant.
25 – 28 April	<u>Lima</u> – Project participation in “FORO TEXTIL and “PERU MODA”, the major international textile trade fair in Peru. Three fashion shows are organized by Promperu with support of the project, and most WBEs exhibit their collections.
21 – 22 June	<u>Arequipa</u> – SUREXPORTA event, a buyer/sellers meeting, with importers of alpaca garments from USA and Europe, with the participation of ITC consultants, including the Director of FBI (Los Angeles fashion institute).
22 – 28 June	<u>Arequipa</u> – Evening training courses for WBEs organized by the project at Instituto del Sur on <ul style="list-style-type: none"> - Textile design (ISUR + ITC design consultants) - Export management (ISUR + Promperu + ITC consultants).
2 – 4 July	<u>Puno</u> – Training courses for WBEs organized by the project at Dircetur, with sessions on <ul style="list-style-type: none"> - Textile design (ITC design consultants) - Export management (Promperu + ITC consultants).
14 – 16 November	<u>Huancayo</u> Design consultancies – The project helps Women Business Enterprises (WBEs) prepare their new collections.
October – November	<u>Arequipa – Puno – Huancayo</u> Coaching of WBEs in Arequipa, Puno and Huancayo by 2 National Consultants following up with US Market access requirements and negotiations with US buyers and distributors in the USA.
July – December	<ul style="list-style-type: none"> - Finalization of “Moda Alpaca Profiles of Peruvian Women Entrepreneurs” (collective project catalogue) - 3 Videos realized.
October – December	<u>Arequipa – Puno – Huancayo</u> <ul style="list-style-type: none"> - Encouraging WBEs working together (Output 3) - Encouraging participation of WBEs in “mesas textiles” - Providing project evaluation and follow-up proposals - Facilitating the planned launch of a new Textile Design Career at ISUR.

EVENTS AND ACTIVITIES IN 2011

May	Mission by project manager to <u>Lima and Arequipa</u> - Visit to the “Perú Moda” trade fair in Lima - Interviews with Promperu and AMCHAM in Lima - Interviews with Promperu and several institutions in Arequipa - Interviews with “Instituto del Sur”, Arequipa.
August	<u>Los Angeles</u> - Visit of ITC’s consultant Gabriela Ruiz Mavros to Fashion Institutes in California: FBI, FIDM, Woodbury University.
September	<u>Huancayo + Arequipa + Puno</u> : Training workshops on access to the U.S. market, by Omar Azañedo (from AMCHAM) and Maria Elena Alvarez, national consultant.
September	<u>Los Angeles</u> - Visit of 2 ISUR representatives to several Fashion Institutes in Los Angeles (FBI, FIDM, Woodbury University) accompanied by Matthias Knappe and Gabriela Ruiz Mavros.
October	PROMO <u>Arequipa</u> : Training sessions on access to the US market, with participation of Peruvian trade representatives based in the US and in Europe, and with the participation of buyers from U.S. and Europe; the event included a small buyer-seller meeting, and one-to-one business meetings, in parallel to the plenary training sessions.
October	<u>Arequipa</u> : Visit of 2 Directors of Californian fashion Institutes to Instituto del Sur (Frances Harder from FBI, and Ann Bennion from FIDM) to help ISUR progress in the design and preparation of the new textile design career. The two fashion specialists also visited individual WBEs, and participated in PROMO as lecturers.
October	<u>Puno</u> : Individual visits to WBEs in Puno, with Frances Harder of FBI, the project consultants, and the project manager. Plenary work session with Promperu, DIRCETUR, and local WBEs in alpaca.
October	<u>Arequipa</u> : Visit of AMCHAM to Arequipa, in order to study how to strengthen Promperu’s capacity to develop trade intelligence activities for WBEs. Formulation of a proposal.
November and December	<u>Arequipa and Puno</u> : design consultancies, by Peruvian designers, in Arequipa and Puno, in order to help WBEs prepare their collections according to the expectations of the US market. Similar consultancies were organized by Promperu in <u>Huancayo</u> , under a different project.
December	<u>Los Angeles</u> : “Training and Prospection Mission” in Los Angeles, California, with a selection of 9 WBEs, with regional representatives of Promperu, and with the Director of the Instituto del Sur. The week was organized with the help of the Fashion Business Incorporated (FBI), and included: - Training sessions by textile and fashion specialists - Visits to showrooms and to local textile companies - Meetings with potential buyers and distributors - Exhibit of alpaca collections at the FBI.

CONTACTS

PERSONNEL INVOLVED IN THE IMPLEMENTATION OF THE PROJECT

ITC personnel in Geneva	Bertrand J. Monrozier , Project Manager, DBIS-TS section Matthias Knappe , Textile Expert, DMD-SC section Matias Urrutigoity , Programme Officer, DCP-OLAC section Wendy Paratian , Business Generation Consultant, DBIS-TS section
Promperu Lima	Igor Rojas , Coordinador del Departamento de la Industria de la Vestimenta Monica Chavez , Specialist; Angela Reyes , Specialist
Promperu Arequipa	Ignacio Rivera , Coordinador de la Oficina Desconcentrada de Promperú en la Macro Región Sur Oeste; Mariela Chavez , Promotora
Promperu Cuzco/Puno	Maritza Bejarano , Promotora de la Oficina Desconcentrada de Promperú en la Macro Región Sur Este
Promperu Huancayo	Ximena Roman , Analista de la Oficina Desconcentrada de Promperú en la Región Centro
ITC alpaca project consultants	Gabriela Ruiz Mavros , International Consultant (San Antonio, USA) Frances Harder , International Consultant (Los Angeles, USA) Maria Elena Alvarez , National Consultant (Lima) Omar Azañedo , National Consultant, U.S. Market Access (Lima, Peru) Mariana Masias , National Consultant, Designer (Arequipa, Peru) Laura Sacchi , National Consultant, Designer (Lima, Peru) Amparo Mallorca Alvarez , National Consultant (Peru) Mercedes Lamborelle , National Consultant (Peru) Ana Lucia Cassapia , National Consultant (Peru) Daniela Huilca , National Consultant (Peru)

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