



JORNADA PERUANA

FRIDAY, MARCH 8, 2013

13:00 – 19:00

AUDITORIUM 09-011

CLS-HSG



Universität St.Gallen



The Latin-American-Swiss Center of the University of St.Gallen would like to invite you to the *Jornada Peruana*

GROWTH: Considered one of the world's fastest-growing, very dynamic economies in 2011, particularly in the agricultural sector, Peru has experienced an economic boom in the last years. After several decades of stagnation, one of the lowest inflation rates in Latin America, its macroeconomic stability and a favorable external environment enabled an average GDP growth rate of 6.5% between 2002 and 2011. The steady growth has resulted in international co-operations which likewise affect the areas of governance and social programs.

INEQUALITY: Despite Peru's impressive economic prosperity over the past decade, the country still faces, as other emerging markets in Latin America, the problem of social inequality deriving partly from the historical discrimination against broad segments of the population. In 2011, while the poverty rate was only 18% in urban areas, it stood at 56.1% in rural zones. Further difficulties the country has to come to terms with are: lacking infrastructure (in spite of an increased public investment in water, sanitation and electric power), drug trafficking (estimated 17% of the country's gross domestic product in 2009) and the conflict between foreign investors exploiting natural resources through mining, with a wide range of minerals (58 % of Peru's exports), and rural residents and indigenous groups in the Amazon and Andean region who argue that exploitation will use up scarce water supplies, fail to lift them from poverty, and destroy their ancestral lands.

POLITICS: Although Ollanta Humala won the 2011 run-off of the presidential election his *Gana Perú* party holds only a minority position in the Congress which forced him to build a political alliance with former President Toledo's *Perú Posible* to avoid political deadlock.

BANKING AND BUSINESS OPPORTUNITIES: In spite of social problems, Peru offers many opportunities for business co-operations and investments, notably in agriculture for organic products and exports as well as in gastronomy. Swiss companies have thus profited from co-operations in mining. In addition, Peru has become a promising country for microfinance initiatives.

TOURISM: Thanks to its remarkable biodiversity and its cultural and archaeological wealth, Peru has a great range of tourism resources, and Peruvian cuisine is booming, also internationally.

If you are interested in learning more about the country's current prospects, join us at the *Jornada Peruana*. The Centro Latinoamericano-Suizo (CLS-HSG) has invited specialized researchers and experienced professionals to share their insights and experiences about the region and about <doing business in Peru>. The Forum promotes an open discussion between attendants and lecturers.