

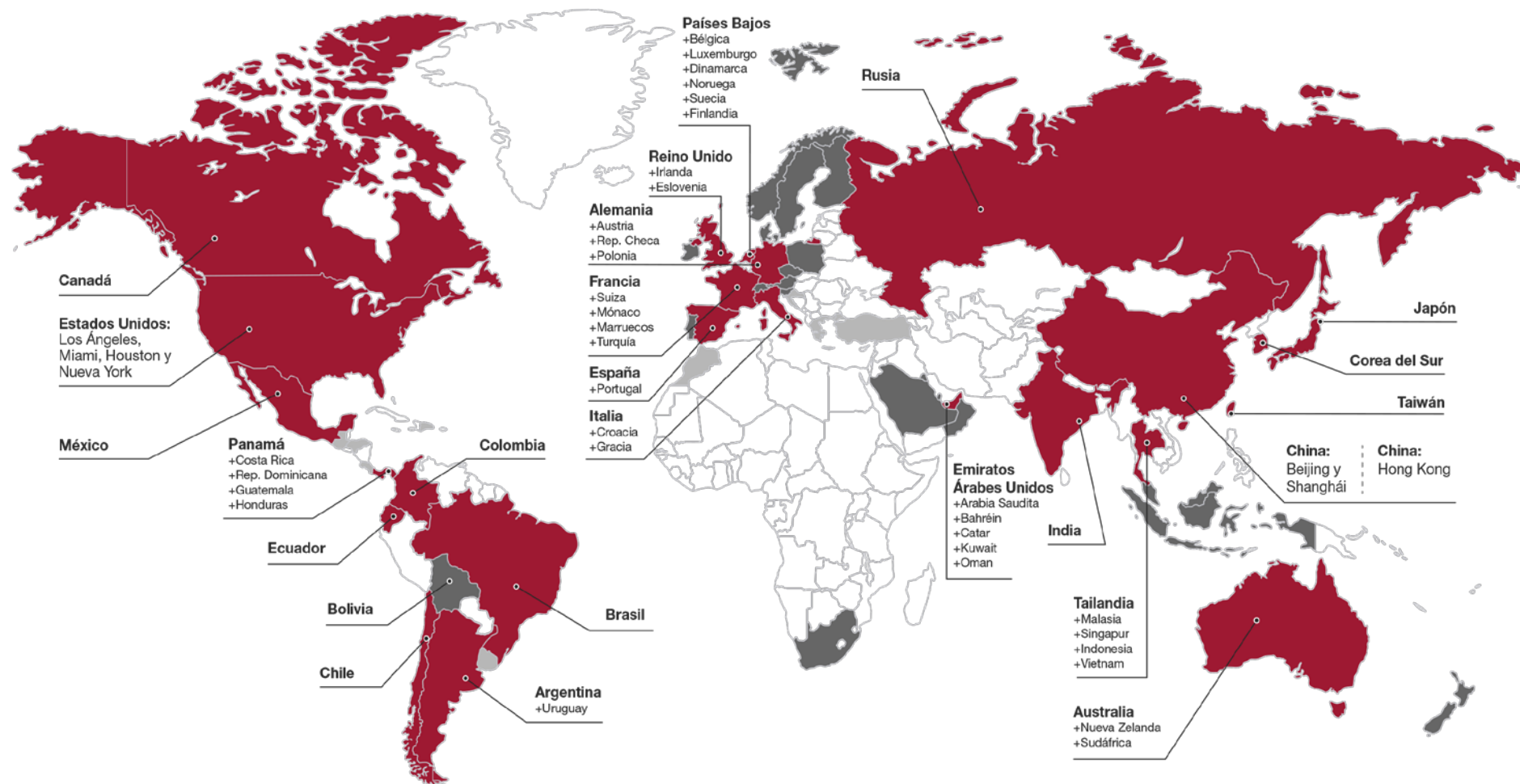


# PERU AND ASEAN: AFL and Market Development

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**June 2025**

# PROMPERÚ Offices Worldwide

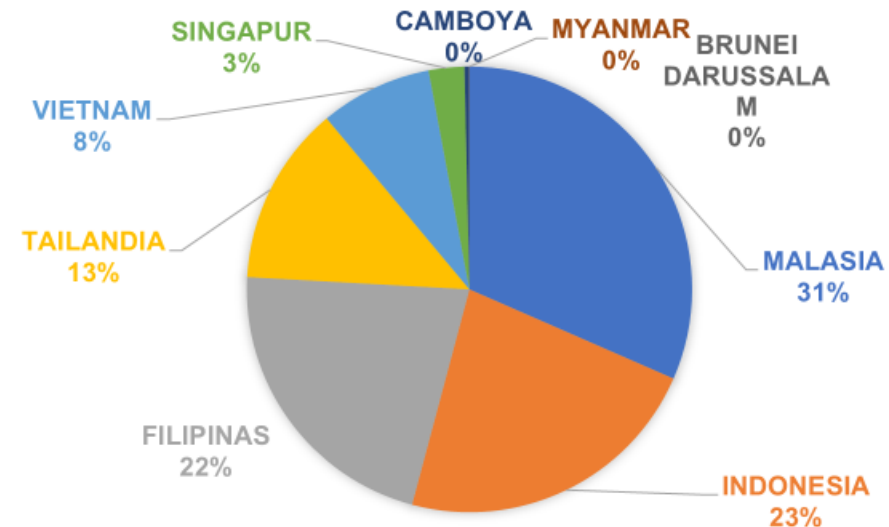


# ¿Did you know?

**Malaysia & Indonesia**, are the largest ASEAN trading partners with Peru, representing **31% & 23%** respectively followed by Philippines (22%) and Thailand (13%)

The ASEAN region is the **newest region** as it relates to the promotion and arrival of Peru's non mining/energy exports (**We are JUST beginning!**)

Exports from Perú to ASEAN markets 2024



# Trade Agreements - 2024

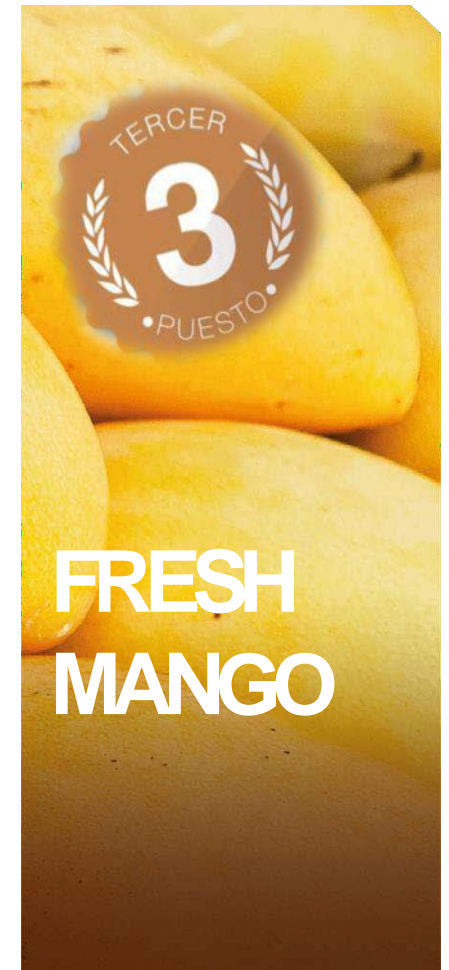
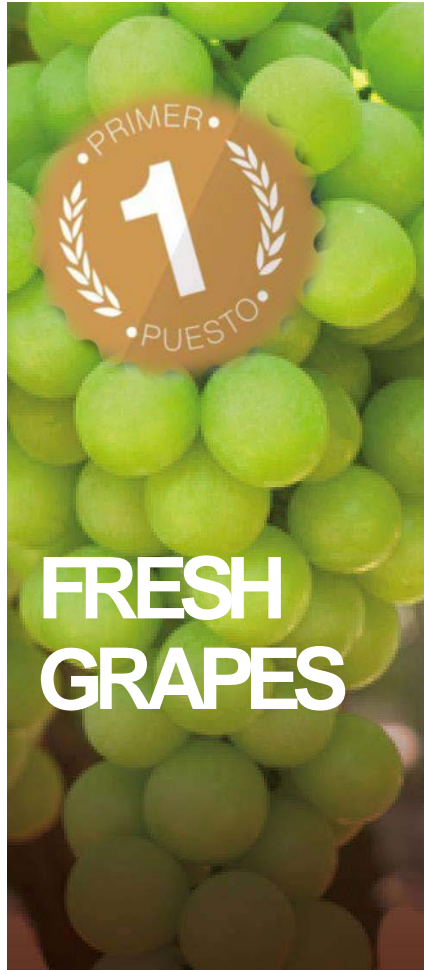
- ✓ \*Asia Pacific Economic Cooperation APEC\*
- ✓ Perú – Singapore (Pacific Alliance)
- ✓ Early Harvest Agreement Perú – Thailand
- ✓ The Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTTP)





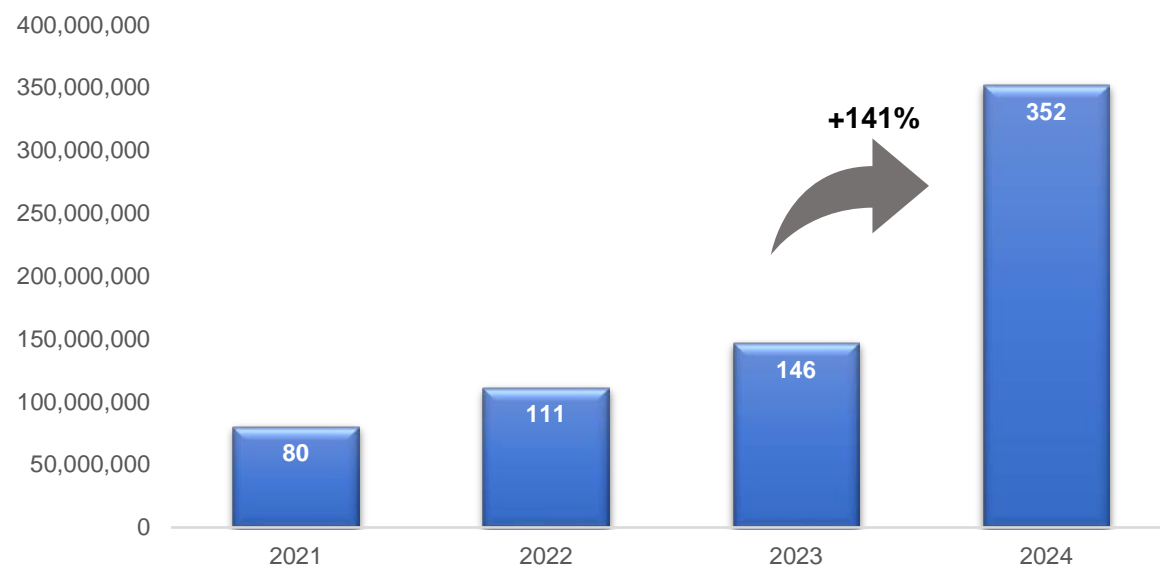
**AGRO and AFL = Realizing High Potential**

## 2024: Worldwide Leader in Fresh export



# AGRO- ASEAN

Exports USD Million \$



**185**  
**Exporters**



**84**  
**Products**

## PRIMARY PRODUCTS 2024



**Cocoa Beans**  
USD 289 million



**Table Grapes**  
USD 17.9 million



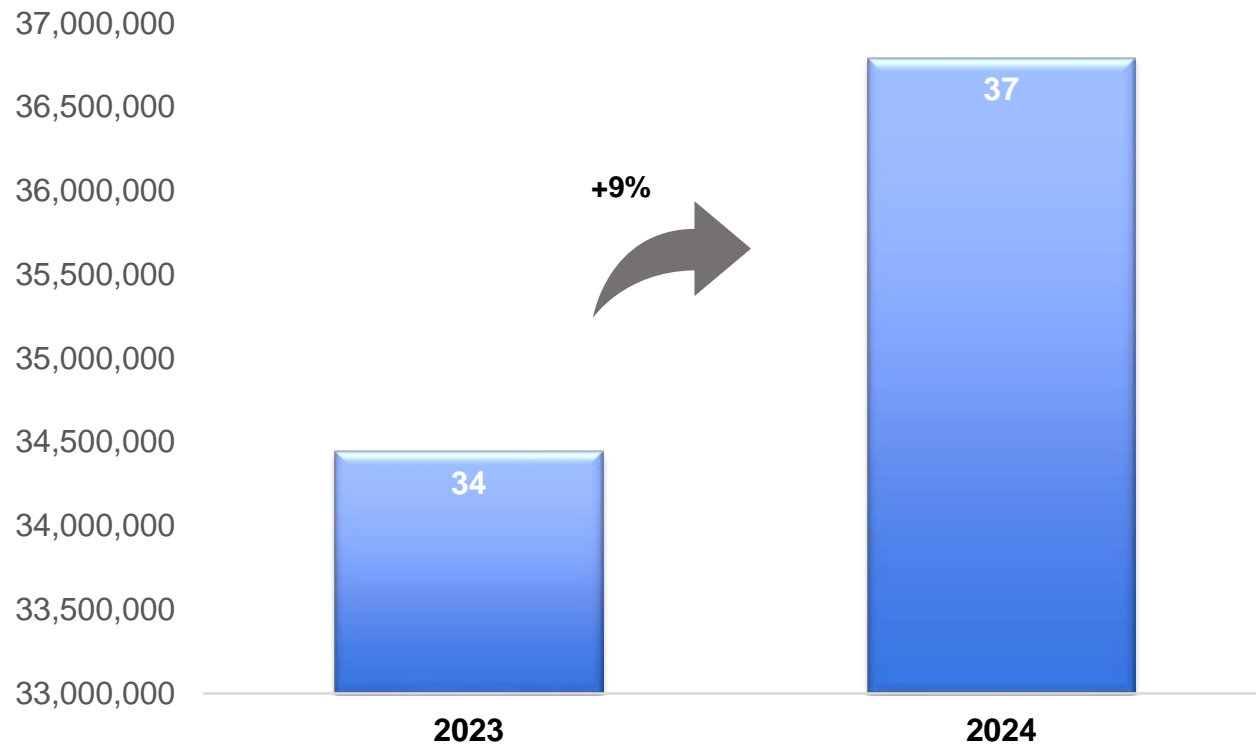
**Blueberry**  
USD 15.7 million



**Coffee Beans  
(unroasted)**  
USD 2.6 million

# AGRO (Fresh Only)- ASEAN

Exports USD Million \$



## TOP PRODUCTS 2024



**Table Grapes**  
USD 17.9 million



**Blueberry**  
USD 15.7 million



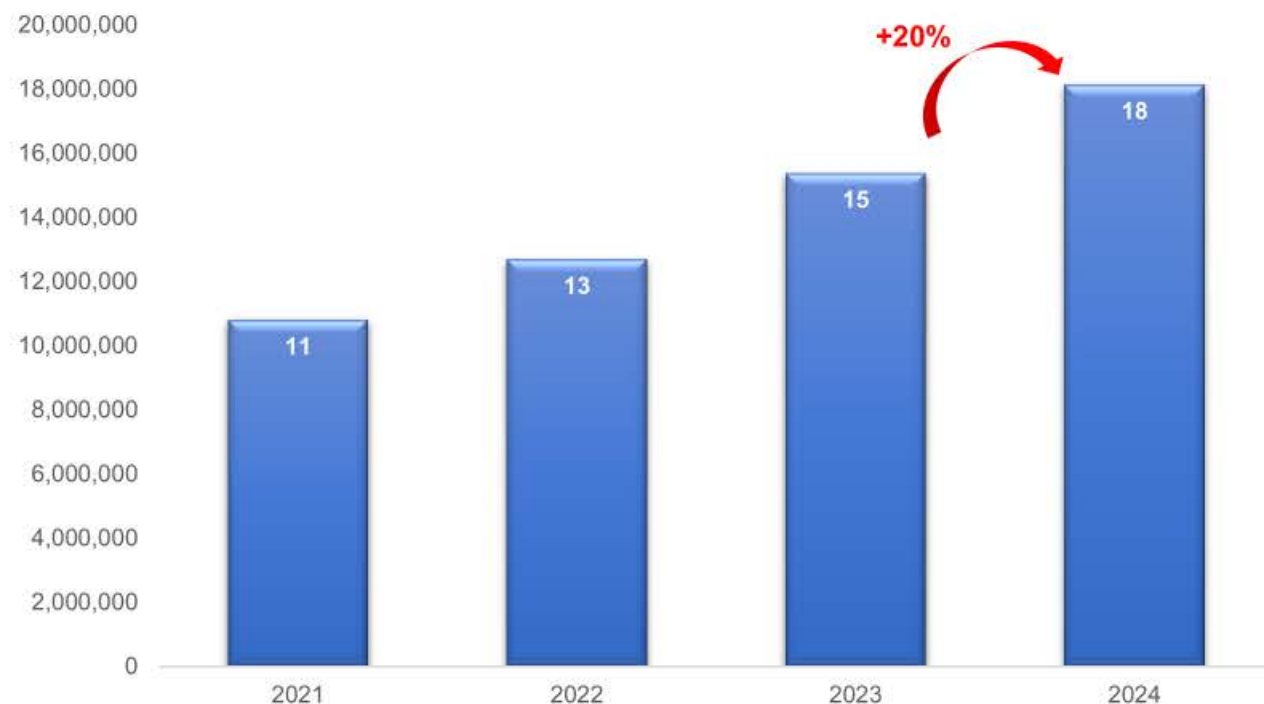
**Avocado**  
USD 1.3 million



**Asparagus**  
USD 0.6 million

# AGRO- Thailand

Exports USD Million \$



**73**  
Exporters



**40**  
Products

## Primary products 2024



**Blueberry**  
USD 8.7 million



**Table Grapes**  
USD 3.5 million



**Avocado**  
USD 1.3 million

# Where can I get Peruvian products?

## Indonesia

**What enters** - citrus, table grapes, chía, maca, tara and quinua

**Whats on the way** - blueberry and mango

## Singapore

**What enters** - “Everything”- citrus, table grapes, blueberry, avocados, mangos, asparagus, chía, maca, tara and quinoa amongst others

**Whats on the way** - chicken

## Philippines

**What enters** - maca, quinua and cocoa

**Whats on the way** - avocado and table grapes, citrus

## Thailand

**What enters** - table grapes, blueberry, avocados asparagus, chía, maca, tara and quinua

**Whats on the way** - citrus and pomegranate

## Vietnam

**What enters** - table grapes, citrus, maca, and quinua

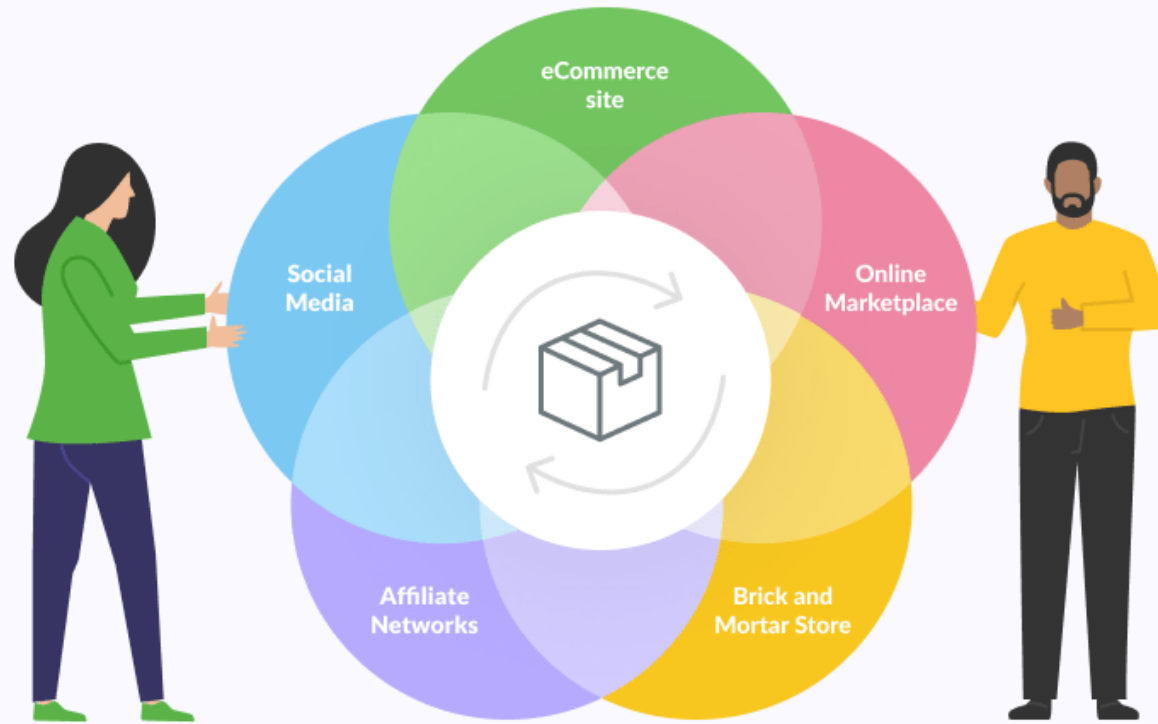
**Whats on the way** - blueberry, and avocado

## Malaysia

**What enters** - table grapes, citrus, blueberry, avocado, asparagus, chía, maca, cocoa and quinua

**Whats on the way** - pomegranate and mango





# Promotional Activities

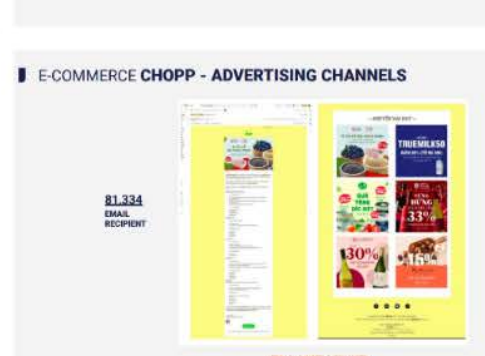
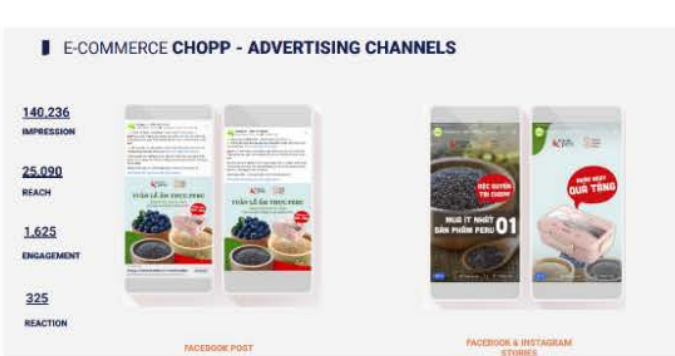
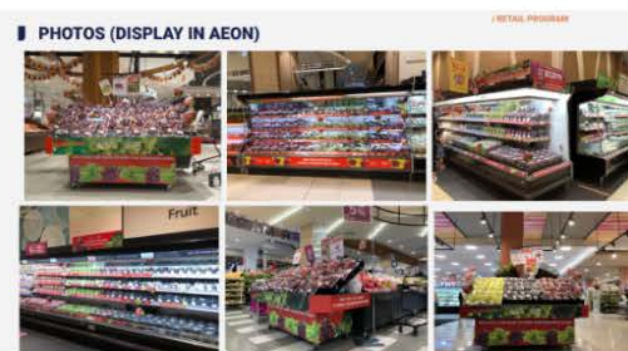
# Trade Fairs: Asia Fruit Logistica – Hong Kong 2024



# Superfoods Peru - Vietnam



Promo at Big C and Aeon supermarkets during the entire month of December, also included Chopp online.



# Superfoods Peru - Singapore

At Fairprice supermarkets during the entire month of November.

Also a Superfoods Peru promo on RedMart during the entire month of October

## NTUC ANG MO KIO



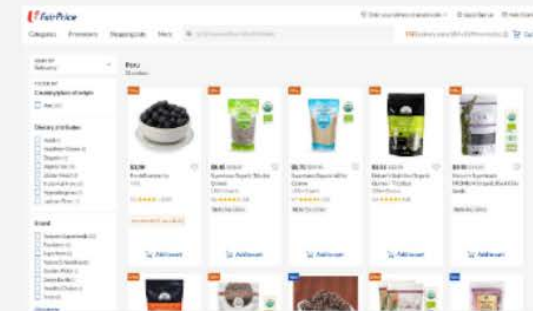
| EST PACKETS SAMPLED       | Weekend 1 | Weekend 2 | Weekend 3 | Weekend 4 |
|---------------------------|-----------|-----------|-----------|-----------|
| Organic Quinoa Puffs      | 4         | 3         | 4         | 3         |
| Sweet Raw Cacao Nibs      | 4         | 2         | 3         | 2         |
| Sacha Seeds               | 3         | 2         | 3         | 3         |
| Dried Inca Golden Berries | 2         | 3         | 2         | 2         |
| Estimate Cups Sampled     | 260       | 200       | 240       | 200       |

## NTUC PAYA LEBAR QUARTER



| EST PACKETS SAMPLED       | Weekend 1 | Weekend 2 | Weekend 3 | Weekend 4 |
|---------------------------|-----------|-----------|-----------|-----------|
| Organic Quinoa Puffs      | 2         | 3         | 2         | 3         |
| Sweet Raw Cacao Nibs      | 2         | 2         | 2         | 2         |
| Sacha Seeds               | 1         | 2         | 2         | 1         |
| Dried Inca Golden Berries | 2         | 1         | 1         | 2         |
| Estimate Cups Sampled     | 140       | 160       | 140       | 100       |

## NTUC EDM - Landing Page



## NTUC PARKWAY PARADE



| EST PACKETS SAMPLED       | Weekend 1 | Weekend 2 | Weekend 3 | Weekend 4 |
|---------------------------|-----------|-----------|-----------|-----------|
| Organic Quinoa Puffs      | 3         | 2         | 2         | 3         |
| Sweet Raw Cacao Nibs      | 4         | 2         | 3         | 2         |
| Sacha Seeds               | 2         | 2         | 2         | 3         |
| Dried Inca Golden Berries | 2         | 2         | 3         | 1         |
| Estimate Cups Sampled     | 220       | 160       | 200       | 180       |

## NTUC CLEMENTI MALL



| EST PACKETS SAMPLED       | Weekend 1 | Weekend 2 | Weekend 3 | Weekend 4 |
|---------------------------|-----------|-----------|-----------|-----------|
| Organic Quinoa Puffs      | 3         | 2         | 4         | 3         |
| Sweet Raw Cacao Nibs      | 2         | 2         | 3         | 2         |
| Sacha Seeds               | 2         | 2         | 2         | 1         |
| Dried Inca Golden Berries | 1         | 2         | 1         | 2         |
| Estimate Cups Sampled     | 100       | 100       | 200       | 100       |

# Superfoods Peru - Thailand



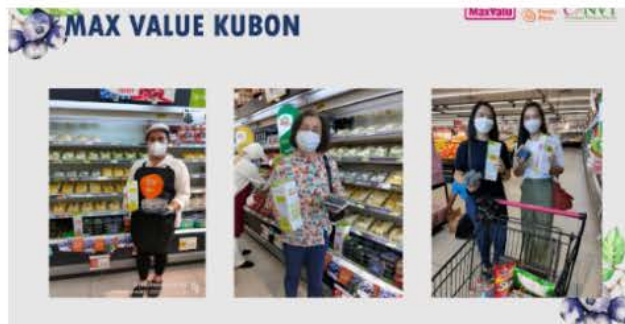
**2025:** Superfoods Peru Products Demonstration Session during **THAIFEX – Horec Asia 2025** and the event “**Discover the Wonder of Superfoods Peru**” at Phenix Food Wholesale Hub, featuring intriguing ingredients from Peru like **Frozen Avocado**. These Superfoods ingredients were deliberately created into special dishes by talent chefs from École Ducasse – Nai Lert and Luz Bangkok (INNSiDE by Melia)



# Superfoods Peru - Thailand

**2022:** Superfood campaign, which includes e-commerce. We collaborated with Navatan World Fruits in Thailand.

Max Value Super Market: Kubon, Nawamin, SKV71, Pattanakarn.



Tops Supermarket: CHIDLOM, CTW



Makro: SKV22 asimismo se conto con un Blogger Review: Facebook Page and Tiktok: กินข้าวกับญู.



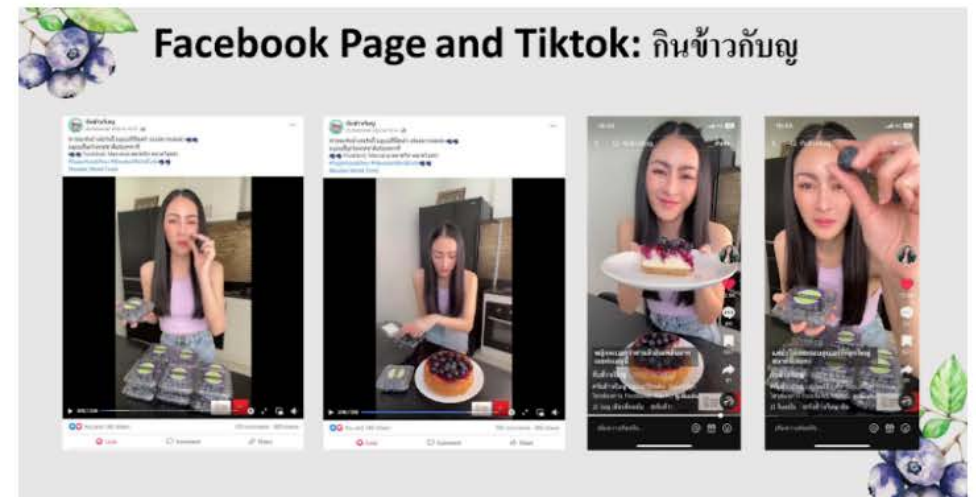
Foodland Supermarket: SRINAKARIN, RANINTHRA, LADPRAO, NAWAMIN, PATTAYA



The Mall Group ( Gourmet Market): The Mall Emporium, The Mall Em- Quartier, The Mall Siam Paragon, The Mall Terminal21



Facebook Page and Tiktok: กินข้าวกับญู



# Superfoods Peru - Thailand



**2024:** Collaborated with the Embassy of Peru in Thailand and City Fresh to organize Peruvian Fruits Promotional Activities from July to September, featuring display booth and sampling sessions of Peruvian fruits, Avocado and Blueberries.



# PERU: Official Partner Country for ASIA FRUIT LOGISTICA 2025



Peru has been named the Official Partner Country for ASIA FRUIT LOGISTICA 2025, underscoring its rising status as a leading global fresh produce exporter. The announcement was made at FRUIT LOGISTICA in Berlin.

## Upcoming PERU MEET UP 2025

On 28-29 October 2025 at Swissotel Lima, Peru





# Thank You!!

## PERU Thailand & AFL

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**June 2025**

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