Doing Business in Peru
Dear students and professors,

We have the pleasure to invite you to participate in our intensive one-week immersion program “Doing Business in Peru” to take place at CENTRUM Católica, Lima, Peru. You will also have the option to travel to Cusco and visit Machu Picchu, one of today’s seven wonders of the world.

Lima, Peru’s capital, is a bustling metropolitan city known as one of Latin America’s largest financial hubs. You will immerse yourselves in the culture as you visit Peruvian companies, participate in seminars, and converse with local professionals.

“Doing Business in Peru” offers an opportunity for you not only to experience the big city, but also to explore the Inca culture in the mountains of Peru, where ancient ruins cover the terrain. The heartland of the Sacred Valley can be found in Cusco, where just outside, lies the legendary Inca Kingdom, Machu Picchu.

“Doing Business in Peru” captures the full Peruvian experience as detailed below:

• Five days in Lima–company visits, culture immersions, and seminars at CENTRUM Católica designated to expand your awareness of Peruvian and Latin American business practices.

• Option to travel to Machu Picchu (located in Cusco) before or after the scheduled event.

CENTRUM Católica offers this unique program to provide you with the opportunity to experience the Peruvian culture and understand the industries behind this thriving Latin American country. You will return to your home countries with a piece of Peru and an enhanced vision of the global economy.

We hope to see you soon!

Sincerely,

Fernando D’Alessio Ipinza
Director General
Rich Culture
Peru has a rich cultural heritage dating back thousands of years. Contemporary Peru is a result of the fusion of the Inca and Spanish cultures enriched with divine arts, literature, historical ruins, and cultivated traditions.

Geographic Advantage
With 28 of the world’s 32 climate zones, Peru’s diversity is its most important economic resource. This allows the country to be the world’s largest producer of silver, wheat, alpaca fiber and fish oil, in addition to the world’s largest exporter of asparagus and paprika. (Proinversion, 1999).

Sustainable Economic Growth
Peru has tripled its Gross Domestic Product (GDP), converting into a medium to medium-high income economy (MEF, 2012). In 2012, the GDP is expected to grow 5.2% (IMF, 2011). Also, according to The Economist (2012), Peru is one of the countries with high capacity to adjust its fiscal and monetary policy when facing an international crisis.

Foreign Investments
Foreign investments are permitted without restrictions in the majority of economic activities. From 1997 to 2010 foreign direct investment (FDI) increased from 7.4 billion to $20.7 billion (Forbes, Proinversión 2011).

High Growth Sectors
Sectors with the highest growth potential are eco-business, energy, telecommunications, tourism, infrastructure and mining.

Facts About Peru
- Population: 29,797,694.
- Peru is the fourth most populated country in South America.
- Peru’s GDP grew at 7% (est.) in 2011 (MEF, Jan 2012).
- Lima’s airport Jorge Chavez is ranked, for the 3rd consecutive year, the best airport in South America (The World Travel Awards, 2011).
Peru is ranked 41 among 183 economies on the ease of doing business (Doing Business, Economy Rankings, 2011).

In 2011, Peru has been ranked 2nd out of 32 countries in Latin America & Caribbean region to improve the ease of doing business (Doing Business, Economy Rankings, 2011).

CENTRUM Católica is the only business school in Peru accredited by the three most prestigious accreditations for business schools in the world: AACSB, EQUIS and AMBA. An international faculty and diverse students are joined to create a global environment within every classroom. State of the art infrastructure and modern technology used in the classrooms allow the students to continually be up to date on world trends and global business practices.

CENTRUM Católica is not just a business school, but an entire educational experience. “Doing Business in Peru” at CENTRUM Católica will open eyes to a new culture and way of life, while preparing the participants to create business opportunities and be competitive business people in Peru and Latin America.

The commercial trust continues to grow in Peru, as its businesses increment revenues and profits (2011, abril. América Economía).

Peru has improved eight positions in the ranking of the British Euromoney, the leading journal of business and finance in Europe, as the safest destination for investment, making it the most advanced country in Latin America (Perú subió 8 posiciones en ranking como mejor destino seguro para invertir, 2011, octubre. El Comercio.pe.).
Lima: “The City of Kings”
- Lima is the industrial and financial center of the country.
- A metropolis of nearly 9,000,000 inhabitants, encompassing one third of the entire country’s total population.
- Founded in 1535 by Francisco Pizarro, Lima was considered the most important city in South America during its first centuries of existence.
- Awarded the “Gastronomical Capital of Latin America” at the annual Madrid Fusión event in 2006.
- Declared in 1991 by UNESCO as a Cultural Heritage of Humanity.

Tourist Attractions
- Lima city tour
- Plaza de Armas – main square of downtown Lima
- National Museum – collections of art and historic artifacts of Peru
- Gold Museum – famous displays of pre-Hispanic gold, Paracas textiles, and ceramics
- Folkloric dance shows from different regions of Peru
- Archeological sites within the city borders
- Pacific beach coast
- Paragliding

Cusco: “The Rome of America”
- Cusco has been referred as “The Rome of America” for its infinite amount of ruins and ancient artifacts.
- City of 350,000 inhabitants nestled in Andes mountains of southeastern Peru.
- Known as the historical capital of Peru and the heart of the Inca Empire.
- Machu Picchu is one of today’s seven wonders of the world.
- Machu Picchu was declared by UNESCO as a world heritage site in 1983.

Tourist Attractions
- Cusco city tour
- Visit the famous Cusco Cathedral
- Discover the Sacred Valley of the Incas
- Shop at the handicraft Pisac Market
- Visit Machu Picchu, located just a few hours outside of Cusco city.
The “Doing Business in Peru” program offers a unique experience, including:

- Twelve hours of business seminars at CENTRUM Católica in English
- Two company visits
- Cultural visits
- Trip to Cusco (optional)

**Highlights**
- Seminars attendance which will provide students with a new approach for doing business in Peru.
- Being part of a multicultural event with the opportunity to meet students and teachers from around the world.
- Visits to top Peruvian companies within a wide range of industries and sectors.
- Experience the Peruvian culture, traditions, fine dining, and folklore.
- Enjoy the cultural richness of the sacred city of Cusco and Machu Picchu.

**Who will attend?**
Post graduate students from top business schools worldwide.

**What will participants be doing?**
Students will partake in an intensive “Doing Business” program designed by CENTRUM Católica to provide the participants with a preliminary assessment of Peruvian and Latin American business practices.

**Learning Outcomes**
The “Doing Business in Peru” program offers students a stimulating multi-cultural learning experience focused on the dynamics of Peruvian and Latin American business practices.

**Business Seminars**
Twelve hours of business seminars in entrepreneurship, marketing, corporate social responsibility, strategy, and innovation focused on Peruvian and Latin American businesses.

Seminars taught by world-class faculty members from CENTRUM Católica.
Language: English.
Students will also have the option to participate in Spanish-speaking seminars.

**Company Visits**
The program includes company visits to internationally recognized Peruvian companies. Participants will learn about the companies’ managerial strategies and competitive advantages that have positioned their products and services in the international market.

**List of Prospect Companies to Visit:**
- Movistar (telecommunications industry)
- Backus, Ajeper S.A., Gloria Alcorg S.A. (food and beverage industry)
- Topy Top (manufacturing industry)
- BCP - Banco de Crédito (banking industry)
- BBVA - Banco Continental (banking industry)
- MiBanco (banking industry)
- SIMA (naval industry)
- Villa Salvador Industrial Park (industrial cluster)
- Frío Aéreo (service sector)
- Cementos Lima (construction industry)
The program includes the following cultural activities:

**Cultural Activities while in Lima**
- Downtown Lima city tour
- Folkloric dance show at Brisas del Titicaca restaurant where guests will watch dances from the different regions of Peru.
- Cultural visit to Gold Museum which displays an extraordinary selection of pre-Hispanic gold work collections and other pottery, stone, shell, wood and textile archeological objects. These hand-made metal artifacts, sacred to the indigenous cultures, are a reflection to the way of life and cultural beliefs of the native people that inhabited Peru thousands of years ago.

**Cultural Visits while in Cusco**
- Cusco city tour: Cathedral of Cusco, Qoricancha, the Temples, the Sacsayhuaman fortress, the Q’enqo Amphiteatre, Tambomachay, and Pucapucara.
- Machu Picchu Citadel, an important archeological site, considered one of the seven wonders of the world. The Citadel was built in the 15th century by the Inca Pachacutec.
- Excursion to the Sacred Valley of the Incas: visit to the typical towns of the Valley, and the famous handicraft market of Pisac.

---

**Program Details**

**Duration:** Five days (not including optional trip to Cusco); program departs twice a year.

**Dates:** September 9 – September 13, 2012* (Cusco trip not included)

**Location:** CENTRUM Católica Business School - Lima, Peru and Cusco, Peru

**Price:** 1,200 USD/person

* Students will have the opportunity to take part in CENTRUM Católica’s VII Annual International Week. Participants will expand their global networks, as seminars will be diverse with international professors and students.
The program includes:
- Material for business seminars
- Certificate of participation from CENTRUM Católica
- All activities (seminars, company and cultural visits in Lima)
- Transportation to and from CENTRUM Católica, company and cultural visits, hotel and airport
- Coffee breaks at CENTRUM Católica
- Hotel accommodations in Lima (Breakfast included)
- One farewell dinner
- Pre-travel advice and support

The program does not include:
- Personal transportation and miscellaneous expenses during stay
- Healthcare insurance
- International flights to and from home country
- Flight to and from Cusco (optional)
- Airport taxes in Lima and Cusco
- Visa application fees
- Travel insurance
- Bank transfer fees
- Trip to Cusco with accommodations and tours (optional)

Payment: International transfer

Participant profile: MBA, Ph.D. students and graduates & guests

Min. participants required: 20

Dates and Registration Deadlines

Dates: September 9 – September 13, 2012
Registration deadline: July 20, 2012

International Relations Coordinators:
Christine Duncan: cduncan@pucp.pe
Gisella Butrón: gisella.butron@pucp.pe

See the brochure online:
www.centrum.pucp.edu.pe/doingbusinessinperu

CENTRUM Católica
Jr. Daniel Alomía Robles, 125-129
Urbanización Los Álamos de Monterrico - Surco
Lima 33, Lima - Peru
Tel: +511 626-7100
Fax: +511 313-3428

The program does not include:
- Personal transportation and miscellaneous expenses during stay
- Healthcare insurance
- International flights to and from home country
- Flight to and from Cusco (optional)
- Airport taxes in Lima and Cusco
- Visa application fees
- Travel insurance
- Bank transfer fees
- Trip to Cusco with accommodations and tours (optional)