

in**PERÚ**



Bringing
Peru to
the World

/ About inPERU /

inPERU is a non-profit organization whose main purpose is to promote the development of national financial and capital markets that are decentralized and inclusive, both locally and internationally, positioning Peru as a potential destination for financial and direct investment.

/ OUR STRUCTURE /



/ WHY INVEST IN PERU? /

Peru is currently positioned on the international stage as an attractive destination for investment, offering significant business and investment opportunities. **inPERU** partners with the country's leading companies across sectors of high interest to global investors. As part of its efforts, **inPERU** offers its members strong brand visibility by inviting them to participate in both national and international Roadshow events—key platforms designed to highlight the many benefits and opportunities Peru has to offer as an investment destination.

ROAD SHOWS

2012 - 2024

INTERNATIONAL



2012

**London
Asia**
China, Singapore

2013



USA
New York, Chicago,
San Francisco
United Arab Emirates
Abu Dhabi, Dubai

Europe

Frankfurt, London



2014

**New York
Europe**
Madrid, Zurich, London

2015



**Sao Paulo
Asia**
Tokyo, Seoul, Beijing



2016

**New York
Europe**
Madrid, London

2017



North America
New York, Toronto
Europe
Madrid, London



2018

NNorth America
New York, Toronto

2019



Europe
Madrid, London



2023

International Visit
Washington ,Bogota,
Madrid, London

2024



USA
New York

NATIONAL

2023

inPERU en Perú
Cusco, Junín

International Events

Since 2012, inPERU has carried out Roadshows in more than 20 international markets, providing a valuable opportunity for global brand exposure to its members, partners, collaborators, and sponsors. These events have enabled **inPERU** to present Peru's diverse, multi-sector economy to over 9,000 investors. In doing so, the organization has contributed to business development and investment promotion, highlighting the country's favorable investment policies.

These high-level events feature the participation of key leaders from both the public and private sectors, demonstrating that Peru offers outstanding investment opportunities.

Key activities typically included in the Roadshows are:

- High-level press conferences
- Events with local partners
- Networking receptions with leaders
- One-on-one meetings
- Sectoral roundtables
- Open Market Ceremony (Opening of the trading day at the stock exchange of the host city)

National Events

inPERU in Peru

From May 31 to June 2, 2023, **inPERU** held its first Investment Forum in Peru, hosted in the city of Cusco. The second edition took place from November 25 to 28 in the city of Huancaayo. These initiatives showcased the potential of Peru's regions by promoting and positioning private investment, with the aim of supporting economic recovery, fostering business values, strengthening entrepreneurship, and catalyzing investment.

BECOME A SPONSOR OF inPERU

/ Sponsorship Benefits Include: /



Arrangement of one-on-one meetings with members of the delegation and companies in the destination countries.



Networking opportunities with members of the delegation.



Participation in various forums and social events organized during the Roadshow.



Accompaniment by bankers and service firms who are often highly active in organizing meetings with the delegation.



Access to Peruvian media outlets traveling with the delegation (El Comercio, Gestión, and RPP confirmed).



/ BECOME A MEMBER FIRST: /

/ Option One

The interested company is affiliated with one of the founding institutions.

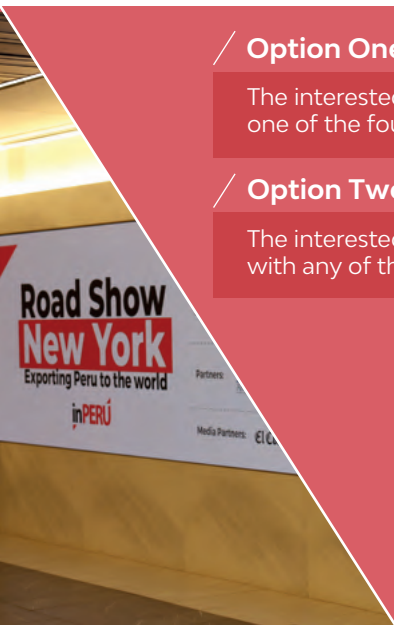
*** Annual Contribution:**
USD 3,000

/ Option Two

The interested company is not affiliated with any of the founding institutions.

*** Annual Contribution:**
USD 4,000

- ▷ **Phase One:** Submit a letter of application to the Board of Directors requesting membership. Complete a registration form with the required information (Company Name, Tax ID, and others), and sign the Code of Ethics and Internal Conduct Guidelines.
- ▷ **Phase Two:** Once the Board of Directors has responded with approval, the corresponding annual membership fee must be paid to inPERU (this amount is exempt from VAT).



/ HOW TO PARTICIPATE: /

Annual membership:*

An annual contribution of US\$4,000, which grants access to a range of benefits, including participation as a member of the official delegation in the Road Shows conducted during the current calendar year.

Sponsorship:

A range of benefits is available through three participation categories***:

CATEGORIES

Platinum

US\$ 40,000

Gold

US\$ 25,000

Silver

US\$ 15,000

* Members are the only representatives of the Peruvian private sector eligible to join inPERU's official delegation abroad.

** The annual fee is USD 3,000 if the interested company is affiliated with one of the founding institutions.

*** It is also possible to participate as a sponsor by supporting activities such as cocktail receptions, luncheons, and official breakfasts. Each sponsorship category offers specific benefits for the company representatives participating in the Roadshow and the official delegation.



Platinum benefits

Platinum

US\$ 40,000

Pre Road Show

- Brand presence in all advertising pieces, landing page and communications until the day of the event.
- Brand presence in digital communications and invitations to all **inPERU** members and potential local and international attendees.
- Your logo featured on the **inPERU** website based on sponsorship tier.

During the Road Show

- Recognition/mention in the Opening Session of the press conference and seminar.
- Ad placement in the brochure targeted at investors for the destination city.
- Number of representatives of your company as part of the delegation.
(4 representatives)
- Logo on roll up banner of the event according to the sponsorship category.
- Priority in the selection of delegates for private social activities or one-on-one meetings.

Post Road Show

- Logo included in the event recap video.
- Official photography of the event and recognition for the company's participation





Gold benefits

Gold

US\$ 25,000

Pre Road Show

- Brand presence in all advertising pieces, landing page and communications until the day of the event.
- Brand presence in digital communications and invitations to all **inPERU** members and potential local and international attendees.
- Your logo featured on the **inPERU** website based on sponsorship tier.

During the Road Show

- Ad placement in the brochure targeted at investors for the destination city.
- Logo on roll up banner of the event according to the sponsorship category.
- Number of representatives of your company as part of the delegation.
(3 representatives)

Post Road Show

- Logo included in the event recap video.
- Official photography of the event and recognition for the company's participation.



Silver benefits

Silver

US\$ 15,000

Pre Road Show

- Brand presence in all advertising pieces, landing page and communications until the day of the event.
- Brand presence in digital communications and invitations to all **inPERU** members and potential local and international attendees.
- Your logo featured on the **inPERU** website based on sponsorship tier.

During the Road Show

- Ad placement in the brochure targeted at investors for the destination city.
- Logo on roll up banner of the event according to the sponsorship category.
- Number of representatives of your company as part of the delegation.
(3 representatives)

Post Road Show

- Logo included in the event recap video.
- Official photography of the event and recognition for the company's participation.





JOIN US IN PROMOTING PERU WORLDWIDE

For more information on how to become a Supporting Member
and benefit from our global network:

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