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**Report Highlights:**

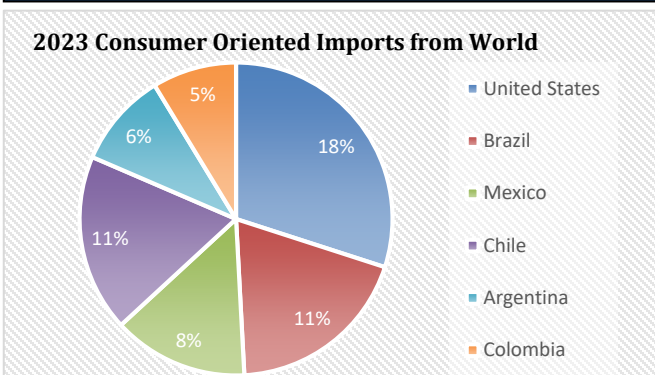
Peru is an internationally recognized gastronomic hub with opportunities for imported complementary food products. The strong recovery and strategic investment in Peru's Hotel, Restaurant, and Institutional sector are creating a high-value market for U.S. consumer-oriented food products. The increase in tourism and dining traffic-backed by significant public and private investment in accommodation directly fuels demand for premium, consistent, and specialized ingredients. This report provides a road map for exporters wishing to enter the Peruvian foodservice market and how to understand the key distribution channels for foods and beverages destined for food service.

## Market Fact Sheet: PERU

### Executive Summary

Despite political upheaval and high inflation during the past year, Peru's economy remains stable. Agriculture accounts for approximately five percent of Peru's GDP, but employs around 28 percent of the population. The U.S.-Peru Trade Promotion Agreement, which entered into force in February 2009, has increased bilateral trade of agricultural products from \$1.46 billion in 2009 to \$5.0 billion in 2023, an increase of 166 percent. The United States was the second largest agricultural product supplier to Peru in 2023, accounting for 21 percent of market share.

### Imports of Consumer-Oriented Products



Peru's consumer-oriented imports from the world reached US\$ 1.9 billion in 2023. Peru offers excellent opportunities for U.S. exporters of consumer-oriented agricultural products, but there are some challenges. The successful introduction of new food products depends on knowledge of the market. Exporters should review Peru's food laws, packaging and labeling requirements, business practices, and rely on experienced distribution partners. Getting to know the potential importer and the local distribution system is crucial.

### Food Processing Industry

Peru's food processing industry is a dynamic sector of the national economy. The food industry in Peru accounts for almost 27 percent of industrial GDP. Its growth is directly linked to the development of the food retail and food service sectors. Food product manufacturers source both domestic and imported product ingredients. Local processed food products cover 70 percent of the market demand.

### Food Retail Industry

There are three main supermarket chains in Peru: Cencosud (Wong and Metro), Saga Fallabella (Tottus), and Supermercados Peruanos (Vivanda, Plaza Vea, Makro, and Mass). The market includes 319 conventional supermarkets and superstores (196 in Lima), 810 hard discount stores, and 1,000 convenience stores. The sector is comprised of both conventional supermarkets and traditional channels, made up of wet markets and independent stores. Different categories of food products appear to perform better between the two formats. Top products include snack foods, dairy, edible oils, confectionaries, bread, and cookies.

### Quick Facts CY 2023

**Imports of Consumer-Oriented Products: \$1.9Bn**

#### Top 10 Food Processing Ingredients for Growth in Peru

1. Powdered Milk	7. Food Preparations
2. Almonds	8. Edible mixtures of animal or plant oils or fats
3. Pork meat cuts	9. Vegetable saps and extracts.
4. Animal & Vegetable fats and oils.	10. Vegetables fats and oils
5. Dextrines	
6. Wheat	

**Food Industry Gross Value Added: \$8.0 billion**

Food Industry by Channels
1. Food Exports: \$13.8 billion
2. Food Imports: \$7.0 billion
3. Retail: \$20 billion
4. Food Service: \$7.1 billion
5. Wet markets: \$19 billion

#### GDP/Population

Population (Millions): 33

GDP (Billions USD): 444

GDP Per-capita (USD): \$6,750

#### Top 10 Host Country Retailers

1. Supermercados Peruanos S.A.
2. Cencosud Retail Peru
3. Hipermercados Tottus S.A.

### Strengths/Weakness – Opportunities/Challenge

Strengths	Weakness
Strong demand for consumer food products	Low penetration of modern food retail throughout the country.
Opportunities	Challenges
Growing middle class	Stiff competition from other countries.

## Section I: Market Summary

Peru's food service sector is gaining ground based on strong economic indicators. In its September 2025 inflation report, the Central Reserve Bank of Peru (BCRP) revised its 2025 GDP growth forecast to 3.2 percent from 3.1. The upward adjustment reflects a heightened dynamism in private consumption and investment during the second half of the year, underscoring Peru's position as one of the region's strong-performing economies.

The Peruvian National Institute of Statistics (INEI) reported continuous growth of the accommodation and restaurant sector throughout the January – September period, resulting in 1.7 percent increase compared to the same period in 2024. In the third quarter, this sector now represents 2.7 percent of total GDP.

The favorable performance of the restaurant segment was driven by increased consumer traffic at both independent and chain establishments across a range of formats, as well as a rise in gastronomic events during this period. The accommodation segment grew by 1.5 percent, supported by a higher influx of international visitors, with arrival numbers nearing pre-pandemic levels. The Ministry of Foreign Trade and Tourism (MINCETUR) reported 2.8 million international visitors through October 2025, a 5 percent increase over the same period in 2024. MINCETUR also noted that tourism revenue grew 11 percent during the second half of 2025, surpassing pre-pandemic levels.

Public and private investment are also rebounding in 2025. The government plans to invest nearly \$700 million in infrastructure development across various provinces to enhance tourism corridors. At the same time, 29 new hotels are under construction representing an additional \$650 million private investment and nearly 6,000 new beds.

MINCETUR's strategy is closely tied to the culinary sector. Over the past decade, Peru has consolidated its reputation as a leading cultural and gastronomic destination and has been consistently recognized as the "World's Leading Culinary Destination" by the World Travel Awards since 2012 (excluding 2020). In Addition, 'Latin America's 50 Best Restaurants in 2025' ranked three Peruvian restaurants among the top ten.

The strong recovery and strategic investment in Peru's Hotel, Restaurant, and Institutional sector are creating a high-value market for U.S. consumer-oriented food products. The increase in tourism and dining traffic-backed by significant public and private investment in accommodation directly fuels demand for premium, consistent, and specialized ingredients. As Peru's top-tier gastronomy continues to expand and gain global recognition, high-end independent and chain operators require dependable supplies of U.S. products such as meats, dairy, wine, spirits, and unique processed food ingredients. This sector serves as a powerful channel for introducing and validating high quality U.S. goods among both Peruvian consumers and international visitors, positioning it as dynamic engine for U.S. export growth.

**Table 1: Advantages and Challenges of Peru’s HRI Sector.**

Advantages	Challenges
<ul style="list-style-type: none"> <li>• Recognition of U.S. food quality and an appreciation for U.S. culture</li> <li>• Food service products benefit from the Peru – U.S. Trade Promotion Agreement (PTPA) with low or no tariffs.</li> <li>• Fast food chains are expanding the number of locales in Lima and its suburbs, as well as in major cities such as Arequipa, Trujillo, Chiclayo, and Piura</li> <li>• Peru is actively promoting tourism.</li> <li>• With culinary tastes increasing in sophistication, demand for high-quality food products is growing.</li> <li>• Strong foreign franchise investment interest in Peru’s HRI sector</li> <li>• Market opportunities for healthy food products</li> <li>• Peru is a world-renown culinary destination</li> </ul>	<ul style="list-style-type: none"> <li>• Less favorable economic conditions continue to weigh on domestic economic activity, leading to a considerable short-term slowdown in growth.</li> <li>• Cultural misperception about the healthiness of frozen products</li> <li>• Peruvians prefer meals made using fresh products.</li> <li>• The limited number of five-star hotels hinders U.S. product market penetration.</li> <li>• U.S. exporters need to tailor products and ingredients to local tastes and expectations.</li> <li>• Limited infrastructure coupled with low quality service discourages tourists from staying longer or repeat visits.</li> <li>• Peru is opening its market to rival foreign food service product providers.</li> <li>• Stiff competition from the region and other countries through multiple trade agreements</li> </ul>

## Section II: Road Map for Market Entry

The HRI sector in Peru has grown steadily over the past 20 years, driven by a growing economy, stronger middle class, and a robust tourism sector. U.S. food products play an important role in the Peru HRI sector and have a reputation for high quality, reliable supply, and complementarity with Peruvian culinary preferences.

### 1. Entry Strategy

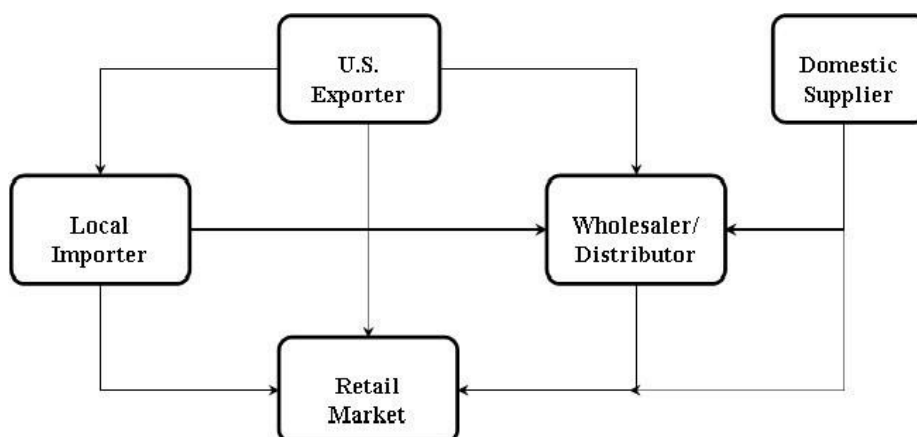
- Food service providers mainly rely on importers to source imported products.
- Determine if the product can be imported. The exporter must research food import regulations to facilitate the registration and import of food products and to minimize risk of detained shipments at port of entry. Check the latest [FAIRS Country Report – Peru 2025](#).
- Determine the product’s category and competitiveness with domestic and foreign alternatives.
- U.S. exporters can gain access to the Peruvian food service market through large importers, wholesalers/distributors, or specialized importers. Most food service companies buy imported goods from local intermediaries.
- It is recommended to hold initial virtual meetings and follow-up with travel to allow for face-to-face meetings with local partners. The import partner should be well known by the exporter before signing contractual agreements. Importers are responsible for facilitating customs clearance procedures.
- Exporters should provide support to food service customers by participating in technical seminars, product demonstrations, and local trade shows whenever possible.
- The import partner should be able to provide updated information on consumer trends, market developments, trade, and business practices.
- Contact the [FAS Lima office](#) for trade facilitation and market assistance.

### 2. Market Structure

- Food service institutions largely source domestic food ingredients. Peruvians prefer locally produced, affordably priced, fresh food products.

- There are importers that look for foodservice presentations to complement their portfolio. Just a few specialize in food service but also carry retail presentations.
- Food service businesses purchase through intermediaries.
- International franchises (e.g., KFC, Pizza Hut, Burger King, McDonalds, Starbucks, Chilis, Friday's, etc.) and local fast-food chains import some of their food ingredients directly.
- Local and imported products are distributed directly to foodservice outlets or through sub-distributors, a practice common in secondary cities.
- Most of the HRI business is developed in Lima. High value products are sold in provinces through hotel or restaurant chains but on a lower scale.

**Graphic 1: Market Entry Circuit**



### 3. Sub-Sector Profiles

#### a. Hotels and Resorts

In 2024, the hotel occupancy rates in Peru improved, driven by domestic tourists gradually resuming travel throughout the year. Although demand was primarily concentrated in Lima, hotel occupancy in specific provinces rebounded to nearly pre-pandemic levels.

Peru boasts over 28,000 hotels with nearly 600,000 beds, representing year-on-year growth of 7 percent and 4 percent, respectively, compared to 2023. Approximately 30 percent of these hotels are in Lima, and only 16 percent are categorized by service level and property type. Higher-end restaurants and four- and five-star hotels serve high-value U.S. consumer-oriented products such as wines, cheese, beef, spices, condiments, and pork. Demand for U.S. food products and ingredients continues to benefit from the 2009 [U.S.-Peru Trade Promotion Agreement \(PTPA\)](#). Since the PTPA entered into force, U.S. agricultural and related product exports to Peru have experienced steady growth, reaching \$889 millions in calendar year 2024.

International tourist arrivals in 2024 increased by 28 percent with respect to 2023, totaling 3.3 million visitors. In 2025, arrivals are expected to reach 3.6 million which will have a notable impact on the restaurant industry, as food service accounts for up to 18 percent of total foreign tourist expenditures.

High-end hotels, specifically four- and five-star establishments, represent a niche but important market for U.S. food products. These hotels regularly feature imported food products, with imported food and

ingredients accounting for approximately 17 percent of the food served. It is worth noting that half of all Peruvian high-end hotels are in Lima. Hotels in Peru are actively developing strategic alliances with international chains and major investor groups. Beef, pork, wine, distilled spirits, and frozen products are potential categories for further development within this channel.

The Peruvian government has bolstered this sector by implementing tax incentives to stimulate infrastructure development. These efforts are expected to result in 29 new hotels across the country, increasing capacity by 6,000 beds. In parallel, the government is planning a substantial public investment of nearly \$700 million dedicated to developing infrastructure and enhancing corridors throughout various provinces.

**b. Restaurants**

The restaurant sector is undergoing strong reactivation and consolidation, driven by a diversified range, the return of gastronomic events and growing international recognition.

Before the pandemic, restaurants were one of the fastest-growing sectors in the economy. This growth was largely supported by the strong performance of specific segments, including fast food and stand-alone restaurants. High-end restaurants, casual dining eateries, coffee shops, and fast-food chains represent niche market opportunities for U.S. agrifood exporters. These establishments account for an estimated 15 to 25 percent of all imported food products. The most frequently imported food ingredients include sauces, meats, processed fruits and vegetables, cheeses, and specialty products such as beef, pork, wines, and spirits.

During the pandemic, restaurants adopted a series of practices that continue to support the sector’s recovery and are expected to drive further dynamism in the coming years. Stand-alone restaurants quickly adapted by implementing take-away services or enhancing their delivery systems, helping them maintain sales. The improvement of e-commerce channels and partnerships with delivery apps has been instrumental in increasing profitability. In addition, the rise of dark kitchens, already emerging before the pandemic, accelerated and proved to be a financially efficient business model during this time. Dark kitchens have become a key tool for reaching a wider audience through delivery services operated by specialized third-party companies via mobile applications.

The number of foodservice outlets in Peru is recovering after the sharp decline experienced during pandemic. While the opening of new locations was not widespread, some segments saw renewed growth in the second half of 2024. Full-service restaurants remain the largest segment within the sector. The expansion of shopping centers in Lima and other cities has played an important role in supporting new openings, particularly full-service restaurants, cafés, and bars. Retail venues account for 37 percent of total foodservice sales. Although retail penetration in Peru is still low compared to other countries in the region, growth in this environment is expected to continue.

**Table 2: Peru, Restaurant Company Profiles (2025)**

Company Name	Sales (\$million)	Brands	Location	Purchasing Agent
Grupo Norky’s	123	115 outlets	Lima, Trujillo, Huancayo, Huanuco, Ica, Arequipa, Pucallpa, Puno, Piura, Chiclayo, Cajamarca,	Local

DELOSI	97	KFC, Starbucks, Pizza Hut, Burger King, Pinkberry, Chili's, Madam Tusan	Lima, Trujillo, Arequipa, Chiclayo, Huancayo, Cuzco, Ica, Piura, Cuzco, Pucallpa,	Direct Importer
NG Restaurants S.A.	59	Bembos, Chinawok, Don Belisario, Popeyes, Dunkin Donuts, Papa Johns	Lima, Trujillo, Arequipa, Chiclayo, Huancayo, Cuzco, Ica, Piura, Cuzco, Pucallpa,	Direct Importer
Franquicias Pardo SAC	34	Pardo's Chicken, Planet Chicken	Lima, Trujillo, Chiclayo, Piura, Cuzco, Chile	Local
McDonald's	26	McDonald's (fast food) – 54 outlets	Lima, Trujillo, Arequipa, Chiclayo, Huancayo, Cuzco, Ica, Piura, Cuzco, Pucallpa,	Direct Importer
Grupo Roky's	56	97 outlets	Lima, Ica, Trujillo, Chiclayo, Piura	Local
Papa John's International	52	Papa John's	Lima, Callao, Trujillo, Piura, Chiclayo, Cuzco, Ica	Local
Negociaciones Dupont				
Cinco Millas S.A.C.	14	Astrid & Gaston, Chicha, La Mar, Panchita, Tanta, Papachos, El Bodegon, Barra Chalaca, Los Valientes	Lima, Arequipa, Cuzco,	Local
Grupo Civitano	9	Pescados Captales, La Nacional, Juicy Lucy, Chicken What, Cho, Santa Brasa, Burger Truck y Don Bife	Lima	Local

Source: FAS Lima office research.

Despite the economic headwinds, Peru's vibrant culinary scene is fueling significant growth in the high-end restaurant sector. The country's recognition as the World's Leading Culinary Destination in 2025, along with the inclusion of three Peruvian restaurants in Latin America's 50 Best Restaurants in 2025, has strengthened Peru's position as a premier food tourism destination in the region. In general, U.S. food and agricultural products are perceived to be of high quality and have found a niche market in high-end restaurants.

#### c. **Institutional**

The institutional sub-sector has closely tracked the broader economic recovery, posting positive results in 2025. This resurgence is primarily driven by heightened demand from a range of industrial activities including mining (the largest in terms of volume), electricity, construction, and both ground and air transportation.

The revival of domestic tourism has specifically boosted food service demand within the transportation sector. Furthermore, the industrial sector has secured new service contracts, with the large-scale requirements of the mining industry playing a particularly important role.

The strengthening of the market is reflected in overall segment performance. As of July 2025, catering food service in Peru posted remarkable growth of 26 percent compared to the previous year, highlighting the rapid expansion of professional food supply chains. This robust growth positions large industrial caterers, such as the market leaders SODEXO and APC Corporación S.A., as highly attractive potential buyers for U.S. food products. These caterers manage extensive, geographically dispersed contracts throughout the country, offering U.S. exporters a high-volume, reliable channel to penetrate Peru's industrial and remote site markets.

**Peruvian Government Programs:** To address child malnutrition in low-income families, the Government of Peru sponsors programs aimed at improving nutritional standards for children attending public schools. [Wasi Mikuna](#) (former Qaliwarma), is the national school feeding program that provides nutritionally balanced lunch supplements to approximately four million schoolchildren (ages 3 and up). The program is countrywide, reaching public schools in Peru's cities all the way to indigenous communities in the Amazonian area. This program is a private initiative that is co-managed by the Ministry of Development and Social Inclusion and the private sector.

### **Section III: Competition**

The Government of Peru (GOP) has promoted greater integration into the global economy by signing several free trade agreements, including the United States - Peru Trade Promotion Agreement (PTPA), which entered into force in February 2009. The PTPA has been instrumental in boosting bilateral trade in food and agricultural products between the United States and Peru. From 2009 to 2024, U.S. exports of food and agricultural products to Peru grew from \$526 million to \$889 million. U.S. consumer-oriented product exports, at \$370 million, accounted for 42 percent of U.S. food exports to Peru in 2024. The PTPA enhances the competitiveness of U.S.-origin food and agricultural products in the Peruvian market and high-end consumers are increasingly familiar with their quality. FAS Lima foresees exports of U.S.-origin consumer-oriented products to Peru becoming nearly equal to U.S. bulk commodity exports to Peru in the next few years.

### **Section IV: Best Product Prospects**

#### **a. Products Present in the Market That Have Good Sales Potential**

- **Cheese:** U.S. cheeses are used in the three sectors: retail food, food-processing, and Hotel, Restaurant and Institutional (HRI). The United States is the main supplier with a market share of 31 percent. Argentina and Germany are the main competitors with 19 and 13 percent of the market share, respectively. Preferable types of cheese are edam, mozzarella, cheddar, and parmesan.
- **Beef and offal:** Rising consumer purchasing power is driving demand for high-quality U.S. beef, while also creating opportunities for more affordable cuts suited to the HRI sector. The United States holds a 21 percent share of Peru's imported beef market, including offals. In addition, the GOP's campaign against child anemia is generating favorable conditions for increased use of meat offal in nutrition-focused programs.
- **Poultry meat:** Peru is a major poultry consumer. In 2024, Peru's overall poultry meat imports grew by 19 percent reaching \$164 million. The United States cemented its position as the second-largest poultry supplier, capturing a 27 percent market share, though it still trails far behind Brazil, which holds a dominant 60 percent. U.S. poultry meat exports to Peru increased by 10 percent in 2024, largely due to stronger demand for chicken cuts from retailers and a recovering foodservice sector. U.S. chicken leg quarters were



a key driver of this growth, with exports reaching \$39 million. The HRI sector remains the primary market for these products, and its post-pandemic rebound has provided a significant boost.

- **Tree Nuts:** local importers recognize a higher quality of U.S. nuts and almonds. U.S. exports decreased 60 percent in 2024. U.S. processed nuts and almonds are by far the largest imported products. The United States is the largest supplier in this category, holding a 76 percent share of the import market.
- **Wine:** Peru's wine consumption is rising, reaching approximately 1.5 liters per capita. Given the international recognition of Peru's gastronomy, demand is growing for high-value products. The HRI sector has become the most important channel for premium wine, particularly in high-end restaurants and hotels that cater to both domestic and international diners.
- **Apples:** Chile holds 62 percent of Peru's imported apple market. In 2024, U.S. apple exports to Peru grew by 113 percent reaching nearly \$15 million, largely due to a contraction in Chilean supply and a favorable export window from November to February. U.S. apples are widely recognized in Peru for their high quality, supporting continued demand growth.
- **Sauces & Condiments:** consumption increased during the pandemic and remained strong throughout 2024, with imports from the United States growing by 40 percent compared to 2023. Peruvian consumers are increasingly seeking new and differentiated flavors. The United States is the largest supplier in this category, holding a 23 percent share of the import market. Retail outlets and fast-food chains remain the primary distribution channels for these products.
- **Pork meat:** The implementation of PTPA has been beneficial for U.S. pork exports to Peru. Importers increasingly seek both beef and pork cuts to supply food service channels, while the domestic market is demanding more economic and diverse cuts to serve a broader consumer base. In 2024, U.S. pork exports to Peru continued their upward trend, reaching US\$5 million—an 11-percent increase over 2023.
- **Distilled spirits:** In 2024, exports in this category from the United States reached \$2.3 million. Bartenders are increasingly interested in U.S. whiskeys, along with liqueurs, which are among the fastest-growing categories and hold a rising share of the market. U.S. whiskey exports to Peru grew by 82 percent in 2024 compared to 2023.
- **Citrus:** Despite strong local competition, the United States holds 91 percent of Peru's citrus import market. Total citrus imports increased by 31 percent in 2024, with U.S. orange exports reaching US\$3.1 million.

**b. Products Not Present in Significant Quantities, but with Good Sales Potential**

- **Sausages:** Despite strong local competition, high-end gourmet segments offer the best opportunities for U.S. products. Fast-food restaurants remain the main distribution channel for this category.
  - **Peaches, Cherries, and Nectarines:** There is a growing interest in cherries/maraschinos for both foodservice and retail channels. However, Chile currently dominates this category, holding 99 percent of the import market share.
- Grapes, Raisins: Imports from all suppliers increased by 45 percent compared to 2023. Chile holds 63 percent of the import market share. There is an export window opportunity from September to December.
- **Processed Ham:** High-end gourmet segments offer the best possibilities for U.S. products.

- Beer: There is strong local competition, as Peruvian breweries both produce domestically and import new brands. Mexico is the leading foreign supplier, holding a 67-percent share of beer imports. However, there is a niche market opportunity for U.S. premium craft beers, particularly those that can be paired with Peru's evolving culinary scene.

c. **Top Consumer-Oriented Products Imported from World & U.S. in 2024, US\$ Million.**

**Table 3: Imports of Consumer-Oriented Products**

Imports from the World (\$MM) - 2024		Imports from the U.S. (\$MM) - 2024	
Food Preparations	268	Food Preparations	51
Chicken Cuts	127	Mlk/Crm,conc,Powd, Cont, weth or Not Sweet, Gran/Solids not Exc 1.5%	49
Mlk/Crm,conc,Powd. Cont, Not Sweet, Gran/Solids Exc 1.5%	102	Chicken Cuts	39
Mlk/Crm,conc,Powd, Cont, weth or Not Sweet, Gran/Solids not Exc 1.5%	66	Mlk/Crm,conc,Powd. Cont, Not Sweet, Gran/Solids Exc 1.5%	37
Sugar Confectionary	62	Cocoa Preparations	16
Cocoa Preparations	59	Almonds fresh	16
Coffee Extracts	53	Apples	15
Dog and Cat food	48	Dog and Cat Food	9
Food Prep Infant	46	Livers of Bovine	8
Bread, pastry, cakes, biscuits and similar	44	Meat of Bovine	8
Apples	42	Cheese	8

**Section V: Post Contacts and Further Information**

U.S. Embassy Lima – FAS Office of Agricultural Affairs

Street Address: Avda. La Encalada, Cuadra 17, Monterrico-Surco, Lima, Peru

Mailing Address: Unit 3785, DPO AA 34031

Phone: (511) 434-3042; Fax: (511) 434-3043; E-mail: [Aglima@usda.gov](mailto:Aglima@usda.gov)

For further information, see [www.fas.usda.gov](http://www.fas.usda.gov). See also FAS Lima's Exporter Guide and Food and Agricultural Import Regulations and Standards (FAIRS) reports.

Ministry of Foreign Trade and Tourism (MINCETUR) – Minister: Teresa Mera

Address: Calle Uno Oeste 050, Urb. Corpac, San Isidro, Lima 27

Phone: (511) 513-6100; Fax: (511) 224-3362; [www.mincetur.gob.pe](http://www.mincetur.gob.pe)

Hotel and Restaurant Association (AHORA) – President: Pablo Garcia

Address: Av. Benavides 881, Miraflores, Lima 18

Phone: (511) 444-4303; Fax: (511) 444-7825; E-mail: [ahora@ahora-peru.com](mailto:ahora@ahora-peru.com); [www.ahora-peru.com](http://www.ahora-peru.com)

American Chamber of Commerce Peru – Executive Director: Aldo Defilippi

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**Attachments:**

No Attachments