















#### Organizer:



#### Co-organizers:







# Officialized by:





#### Sponsor:















#### **Institutional Collaborator:**







#### **Regional Governments (CIAM):**











#### **OBJECTIVE:**



- ✓ Promote our productive and service potentials of the Amazonian regions to the national and international market.
- ✓ Promote the development of the Amazon under the Tourism, Productive and Commercial focus
- ✓ Promote the strengthening of human and institutional capacities in order to seek the development of communities and their institutions.
- ✓ Promote the processes of technological innovation in the Peruvian Amazon.
- ✓ Promote the Peru-Brazil-Colombia integration.
- ✓ Mitigate the effects of climate change.

# **STRATEGY**

#### 1 PRODUCTIVE OFFER

Exhibition Business Wheels International and National Technology.

#### **2 PROMOTION OF INVESTMENTS**

Road shows
Amazon Invests Forum
Inventory of projects

# 3 PROMOTION OF TOURISM

Fam trip Tourism Exchange

And what do you plan?



# 7 INTEGRATION PERU - BRAZIL - COLOMBIA

Work tables
Offer exhibition
Contact wheel



#### **6 TRADITION AND**

#### INTERCULTURALITY

Interculturality Forum
Exhibition of natives
communities



Restaurants
Kitchen Demo
Guinness record

# 4 ENVIRONMENT AND SUSTAINABILITY

Sustainable Amazon Forum Biomatch.





#### **INVESTMENT PROMOTION**

INVESTMENT FORUM IN THE AMAZON: AMAZON INVESTS

PROMOTION ROADSHOW
OF INVESTMENTS
Coordinated with OPIPS

#### **INVENTORY OF INVESTMENT PROJECTS**

Looking to present investment projects around the main axes of the region.



#### **PROMOTION OF TOURISM**

# BAG OF TOURISM

Contact meetings in which the main national and international tour operators participate.

## **FAM TRIP**

It will contribute to the development of the tourist offer of the Peruvian Amazon.

# ... AND WHAT DO YOU PLAN?

Encourage the visit of national and foreign tourists for the days of EXPOAMAZÓNICA to the city of Iquitos.



#### **ENVIRONMENT AND SUSTAINABILITY**

## SUSTAINABLE AMAZON FORUM

With content that promotes and encourages the sustainable development of the Amazon, projects that seek the sustainable use of resources will be presented:

- In timber and non-timber forest,
- The promotion of the use of carbon credits,
- Ecotourism
- Environmental Protection

# **BIOMATCH WHEEL**

The Biomatch wheel seeks to link research institutions with businessmen, organizations and professionals related to the development of biobusinesses.



#### **GASTRONOMY**

# **EXHIBITION** of emblematic restaurants of the Peruvian Amazon. **KITCHEN DEMO:**

Classes of preparation of culinary dishes of the Amazon by renowned national and international chefs

#### **GUINNESS RECORD**

Carry out an activity based on the paiche product to achieve the Guinness Record

#### **EXPOAMAZÓNICA CLEANS:**

Use of biodegradable utensils, made with resins from Amazonian plants





#### **INTEGRATION PERU-BRAZIL-COLOMBIA**

- Work tables.
- Exhibition of offer, technology, services of Brazil and Colombia.
- Contact wheel.
- Declaration of TRIPARTITE Integration.









#### **PROJECTIONS**

BUSINESS	AMOUNT S/
Business Wheels	70,000,000
Tourist Bag	5,000,000
Sales from fair	4,000,000
Economic movement in cities	4,000,000
Presence in media	2,000,000
TOTAL	85,000,000

# **GENERAL PLAN**



# ENTRY



**LORETO 2019** 



# **MACHINERY AREA**





# **ENTRANCE STANDS**



**LORETO 2019** 



# **PRODUCER STANDS**





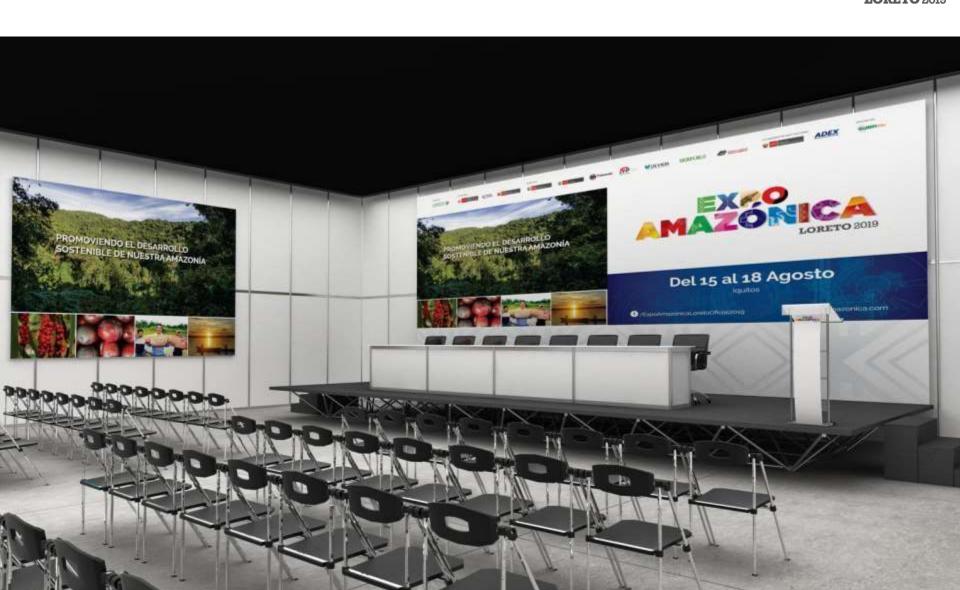
# **ENTRANCE AUDITORIUM**





### **MAIN AUDITORIUM**





# **GASTRONOMIC AREA**





# **REST ZONE**





# **CULTURE STAGE**







# It's waiting for you!