

# EXPO AMAZÓNICA

LORETO 2019

PROMOTING THE DEVELOPMENT AND  
SUSTAINABILITY OF OUR AMAZON

From August 15<sup>th</sup> – 18<sup>th</sup>  
Iquitos





The logo for Expo Amazonica Loreto 2019 is centered in the upper half of the image. It features the word "EXPO" in a stylized font where the letters are composed of various geometric shapes and patterns in green, yellow, and red. Below it, the word "AMAZONICA" is written in a larger, bold font, with each letter filled with a different vibrant color and pattern, including geometric shapes and organic forms. To the right of "AMAZONICA", the text "LORETO 2019" is written in a smaller, plain, black sans-serif font. The background of the entire image is a lush green forest landscape under a clear blue sky with some light clouds. The forest is dense and covers rolling hills, with some trees visible in the foreground on the left and right sides.

# EXPO AMAZONICA LORETO 2019

## GENERAL INFORMATION

**Date** : From August 15<sup>th</sup> to 18<sup>th</sup>  
**Location** : Colegio Mariscal Oscar R. Benavides-Iquitos  
**Visitors** : More than 50,000 people  
**Stands** : More than 400 stands.

**Organizer:**



**Co-organizers:**



**Officialized  
by:**



## Sponsor:



## Institutional Collaborator:





## Regional Governments (CIAM):



**GOBIERNO REGIONAL HUANUCO**  
*una gestión responsable*



## 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

## 4 ENVIRONMENT AND SUSTAINABILITY

Sustainable Amazon  
Forum  
Biomatch.

## 6 TRADITION AND INTERCULTURALITY

Interculturality Forum  
Exhibition of natives  
communities

## 5 GASTRONOMY

Restaurants  
Kitchen Demo  
Guinness record

# PRODUCTIVE OFFER

## EXHIBITION OF PRODUCTS AND SERVICES OF THE AMAZON

- More than 400 stands for producers of the Peruvian Amazon.

## INTERNATIONAL BUSINESS WHEELS AND NATIONAL

- More than 35 international buyers participate and 40 national buyers

## TECHNOLOGY AND INNOVATION IN THE AMAZON

- Exhibition of machinery, equipment, supplies, raw materials for the development of the Amazon industry



# 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 bio-businesses.



# **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

# **TRADITION AND INTERCULTURALITY**

## **INTERCULTURAL AMAZON FORUM PRODUCTIVE ALLIANCES WITH THE NATIVE COMMUNITIES!**

- Sustainable use of community forest resources
- Regional policies that generate resources for communities

# INTEGRATION PERU-BRAZIL-COLOMBIA

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







**GUINNESS RECORD**

**THE GREATEST PAICHE TASTING  
OF THE WORLD!**



# 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



**EXPO**  
**AMAZÓNICA**  
LORETO 2019



ENTRY

EXPO  
AMAZÓNICA  
LORETO 2019



# MACHINERY AREA

**EXPO  
AMAZÓNICA**  
LORETO 2019





# ENTRANCE STANDS





# PRODUCER STANDS



# ENTRANCE AUDITORIUM





# MAIN AUDITORIUM



# GASTRONOMIC AREA





# REST ZONE





# CULTURE STAGE







**It's waiting for  
you!**