

Sierra y Selva Exportadora signed an agreement with the Malaysian Trade Association

State entity becomes a strategic partner of companies in the Asian country

15:48. Lima, set. 29. Sierra y Selva Exportadora signed a Framework Agreement with the International Trade Association of Malaysia, whose objective is to develop the promotion and dissemination of Peruvian Amazonian Andean products in that Asian country.

The executive president of Sierra and Selva Exportadora, Alfonso Velásquez, stressed that Malaysia receives 32 million tourists a year.

The agreement also aims to establish synergies with potential businessmen and Malaysian buyers who demand the products promoted by Sierra and Selva Exportadora, an entity attached to the Ministry of Agriculture and Irrigation, to articulate the Peruvian producer with the different marketing channels.

The agreement was signed within the framework of Expoalimentaria 2017, by the executive president of Sierra and Selva Exportadora, Alfonso Velásquez, and the president of the **International Trade Association of Malaysia (its translation in Spanish), Megane SC Soo.**

"We are excited to sign this agreement because as of today we have become the strategic partner of Malaysian entrepreneurs, and with a commercial footing in this country towards the entire Asian continent," said Velásquez.

"From today our commercial relationship is not only based on a market to sell, but we will also have the opportunity to complement the technological and productive progress of Malaysia," he added.

Potential

Velásquez said that in the development of Expoalimentaria, the most important foreign trade platform in Latin America, it was decided to show the potential of business opportunities that Peru has in order to articulate small producers with foreign entrepreneurs.

For his part, the Ambassador of Peru in Malaysia, Guido Loayza, highlighted the work done by Sierra and Selva Exportadora in the search for a provisional future in trade, training and development of important areas such as the Andes and the jungle of the country.

"There are many benefits that Peru will have with this agreement, as Malaysia, with a population similar to ours, but with 32 million tourists who visit it a year, has great possibilities for our Peruvian products, to put them in supermarkets or in the large number of five-star hotels in the Asian country, "he said.

Loayza said that currently purely Peruvian products such as quinoa in all its varieties and colors, maca, yacon and fresh produce - bypassing certain sanitary barriers - have a great commercial opportunity because of their high demand in Malaysia, a country located southeast of Asia.

Published: 9/29/2017

Source: <http://www.andina.com.pe/agencia/seccion-economia-2.aspx/agencia/noticia-sierra-y-selva-exportadora-firmo-convenio-asociacion-comercionamalasia-684712.aspx>