

Agreement with the International Trade Association of Malaysia



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In this context, the entity attached to the Ministry of Agriculture and Irrigation, becomes the strategic partner of the companies in Malaysia, an Asian country that annually receives 32 million tourists. In the framework of Expoalimentaria 2017, Sierra and Selva Exportadora signed a Framework Agreement yesterday with the **SME International Trade Association of Malaysia (SMITA)**, whose objective is to develop the promotion and dissemination of Peruvian Amazonian Andean products in that Asian country that annually receives 32 million tourists.

Velasquez Tuesta said. As of today, he said, "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," said the official. He added that his institution intervening in the jungle, you can visualize "our industries, our productive growth and our cities growing at the pace and momentum of the metropolises of Malaysia," he said. That is why Velásquez explained that in the development of Expoalimentaria, the most important foreign trade platform in Latin America, "We decided to show the potential of business opportunities that Peru has, with the purpose of articulating or associating with foreign entrepreneurs." For his part, the ambassador of Peru in Malaysia,

"There are many benefits that Peru will have with this agreement, since Malaysia with a population similar to ours, but with 32 million tourists who visit it a year there are great possibilities for our Peruvian products, to put them in supermarkets or in the breakfasts and lunches of the large number of five-star hotels in Malaysia, 'explained

the diplomat. He said that today purely Peruvian products such as quinoa in all its varieties and colors, maca, yacon and fresh products - by saving certain sanitary barriers - have a great commercial opportunity because of their great demand in Malaysia that is located in Southeast Asia.

Source: <http://www.foodnewlatam.com/paises/7391-convenio-con-la-asociacion-de-comercio-internacional-de-malasia.html>