

Peruvian Super Food products attract Chinese and Taiwanese importers.

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The Ministry of Foreign Trade and Tourism of Peru (MINCETUR) announced the results of the visit to China and Taiwan of the Peruvian trade delegation that received considerable attention from importers of both places, especially the country's Super Food, because of its diversity and high nutritional value. MINCETUR stated that the objective of the visit to the People's Republic of China and Taiwan of the

Peruvian delegation is to exhibit the important food products of Peru to importers of both countries, such as quinoa in the form of cookies, noodles, pizza and cereals, chocolate, sacha inchi oil, snacks and flour etc.

The delegation arrived in Beijing as the first destination where they participated in various activities such as business seminars, cooking class in Casa Perú store, Super Food exhibition booths in Glory department stores, and trade networking activities. In business seminars, the Peruvian delegation had a chance to meet with 31 representatives from Chinese companies and have made 92 appointments for business negotiations within a single day.

The Peruvian culinary class was held in the Casa Perú store, supported by the Pachapapi, a Peruvian restaurant in Beijing. Recipe of various dishes from Super Food products were promoted, such as quinoa salad, quinoa, quinoa cookies, lucuma and chocolate mousse, and soft drinks made of mousse made of mango, cherry and lucuma.

In addition, there was a food stall in Glory department stores to display food products of the participating companies, and publicize about the benefits of Super Food. Also, they paid a visit to various department stores, supermarkets and specialized stores where this type of food products is sold in Beijing.

Taiwan

After completing the mission in Beijing, the delegation traveled to Taiwan to participate in the Food Taipei 2019, where Peru exhibited a variety of food products in 12 stands within the healthy food section.

During the exhibition, Peru has received interests from Taiwanese importers in a wide variety of products such as coffee, cuttlefish, sacha inchi, quinoa, chocolate, grape liquor (Pisco), Huanarpo Macho powder and solution, etc.

The Commercial Office of Peru in Taiwan (OCEX Taipei) has arranged more than 400 appointments for business negotiations within a period of 4 days, which generated a trade value between the Peruvian and Taiwanese companies of 500,000 US dollars.

Food Taipei is the biggest food exhibition in the region, where participated, in addition to Peru, countries such as Brazil, Colombia, the United States, Canada, South Korea and Japan, etc.

Source: <https://agraria.pe/noticias/super-foods-de-peru-atraen-la-atencion-de-compradores-chinos-19376>

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