



JUNE 19 AND 20  
XXV EXPOPYME

# FROM PERU TO THE WORLD

Global Business for Peruvians Pymes



**CCL** |  Gremio de la  
Pequeña Empresa  
Forjando el éxito empresarial  
CÁMARA DE COMERCIO DE LIMA

# What is EXPOPYME?

EXPOPYME is the most important event in Peru dedicated to small and medium-sized enterprises. Here, we explore economic, commercial, innovation, and technology topics that impact your daily life. Additionally, we present a special section highlighting the most influential entrepreneurs who were once startups, so you can be inspired by their success stories.

EXPOPYME is much more than just an event. It is a platform where ideas, opportunities, and connections come together. Immerse yourself in a unique networking environment where you can interact with industry leaders, experts in various fields, and fellow entrepreneurs like you.



# Technical Sheet

- **Date:** June 19-20, 2025
- **Format:** In-person and hybrid (for international companies)
- **Time:** 8:30 AM - 7:00 PM
- **Venue:** Lima Chamber of Commerce Convention Center
- **Address:** Av. Giuseppe Garibaldi 396, Jesús María
- **Setup Date:** June 18
- **Edition:** XXV



# Why Participate in EXPOPYME?

EXPOPYME is the most important meeting point for entrepreneurs in Peru. Here, you will have the opportunity to connect with top exhibitors, brands, and services that will drive the growth of your business.

With the support of the Small and Medium Enterprise Guild, participating brands not only achieve commercial success but also stand out for their commitment to social responsibility.

Join us and be part of an experience that will make a difference for your company!



# PROGRAM DAY 1

**JUNE 2025**

## OPENING CEREMONY

08:45 a.m. - 09:20 a.m.	Peruvian National Anthem <b>Christian Lazo</b> - Tenor
	Opening of the XXV EXPO PYME Forum <b>Rodolfo Ojeda Medina</b> – President of the small and medium-sized Business Guild of the Lima Chamber of Commerce
	Welcome Speech <b>Roberto De la Torre Aguayo</b> - President of the Lima Chamber of Commerce
	Inaugural Speech <b>Sergio González Guerrero</b> - Minister of Production

## I.- BUSINESS & POLICY OUTLOOK

09:20 a.m. - 09:50 a.m.	<b>Topic: Policies for Pymes Growth</b> Congressman - Almirante Montoya
09:50 a.m. - 10:20 a.m.	<b>Topic: Tax Policies &amp; Pymes</b> Victor Mejía Ninacondor- Superintendent of Tax Administration
10:20 a.m. - 10:50 a.m.	<b>Topic: Economic Policies – Key Growth Strategies</b> <ul style="list-style-type: none"> <li>Alex Alonso Contreras Miranda - Minister of Economy and Finance</li> <li>Julio Velarde - President, Central Reserve Bank</li> </ul>
10:50 a.m. - 11:30 a.m.	<b>Networking Break / Ribbon Cutting &amp; Stand Tour</b>



## II.- INTERNATIONAL TRADE

11:30 a.m. - 12:00 p.m.	<b>Topic: Successfully Entering New Markets</b> Ricardo Limo Del Castillo - Executive President, PROMPERÚ
12:00 p.m. - 12:30 p.m.	<b>Topic: Free Trade Agreements – How Do They Benefit Us?</b> <ul style="list-style-type: none"> <li>• Juan Carlos Mattews - Former Minister of Trade and Tourism</li> <li>• Elmer José Germán Gonzalo Schialer Salcedo - Minister of Foreign Affairs</li> </ul>
<b>Lunch Break</b> <b>12:30 p.m. - 02:00 p.m.</b>	

## III.- FINANCING

02:00 p.m. - 02:30 p.m.	<b>Panel: Financing Strategies for Pymes Growth</b> <ul style="list-style-type: none"> <li>• Antonella Isabel Del Rosario Romero Jiménez - General Director of the General Directorate of Business Development at the Ministry of Production of Peru</li> <li>• Alejandro Afuso Higa - Executive Director of the National Program for Technological Development and Innovation - ProInnovate</li> <li>• Sergio Ramos Arata - Business Manager of the Guarantee Fund Foundation for Small Industry Loans - FOGAPI</li> </ul> <b>Moderar:</b> Marco Antonio Merino Montani - TV Host
02:30 p.m. - 03:00 p.m.	<b>Panel: Women's Role in the Pymes Economy</b> <ul style="list-style-type: none"> <li>• Ángela Teresa Hernández Cajo - Minister of Women and Vulnerable Populations of Peru</li> <li>• Yolanda Torriani - President of the Commission for the Development of Women Entrepreneurs of the Lima Chamber of Commerce</li> </ul> <b>Moderator:</b> Raquel Salazar

## IV.- NON-TRADITIONAL EXPORTS

03:00 p.m. - 03:30 p.m.	<b>Topic: Pymes Growth in the "Smokestack-Free" Industry</b> Úrsula Desilú León Chempén - Minister of Trade & Tourism
03:30 p.m. - 04:00 p.m.	<b>Panel: Perú con sabor de exportación</b> <ul style="list-style-type: none"> <li>• Gaston Acurio / Virgilio Martinez</li> </ul>





Board of Directors of the Small and Medium-Sized Business Guild of the Lima Chamber of Commerce

04:00 p.m. - 04:15 p.m.	<b>Regional Fashion Show</b>
04:15 p.m. - 06:00 p.m.	<b>Specialized Workshops</b>



# PROGRAM DAY 2

**JUNE 2025**

## DAY II OPENING

08:45 a.m. - 09:05 a.m.	Peruvian National Anthem <b>Christian Lazo</b> - Tenor
09:05 a.m. - 09:10 a.m.	Welcome Speech <b>Rodolfo Ojeda Medina</b> – President of the small and medium-sized Business Guild of the Lima Chamber of Commerce
09:10 a.m. - 09:25 a.m.	<b>Topic: Peru and the “Cinturón del Pacífico” – Opportunities for Growth</b> Javier González-Olaechea Franco - Former Minister of Foreign Affairs

## V.- TLC

09:25 a.m. - 09:50 a.m.	<b>Topic: U.S.A.</b> Stephanie Syptak-Ramnath - U.S. Ambassador
09:50 a.m. - 10:15 a.m.	<b>Topic: Canada</b> Louis Marcotte - Canadian Ambassador
10:15 a.m. - 10:30 a.m.	<b>Networking Break &amp; Stand Tour</b>

## VI. TLC

10:30 a.m. - 11:00 a.m.	<b>Topic: Singapur</b> Thambynathan Jasudasen - Singaporean Ambassador
11:00 a.m. hasta 11:30 p.m.	<b>Topic: South Korea</b> Choi Jong-uk. - South Korean Ambassador





## VII. APEC

11:30 p.m. - 12:00p.m.	<b>Topic: China</b> Song Yang - Chinese Ambassador
12:00 p.m. - 12:30 p.m.	<b>Topic: Australia</b> Maree Ringland - Australian Ambassador
12:30 p.m. - 13:00 p.m.	<b>Topic: Russia</b> Igor Romanchenko - Russian Ambassador
<b>RECESO DE MEDIO DÍA 13:00 p.m. a 02:00 p.m.</b>	

## VII. APEC

02:00 p.m. - 02:30 p.m.	<b>Topic: Japan</b> KATAYAMA Kazuyuki - Japanese Ambassador
02:30 p.m. - 03:00 p.m.	<b>Topic: Thailand</b> Pisanu Sobhon - Thai Ambassador
03:00 p.m. - 03:30 p.m.	<b>Topic: India</b> Vishvas Sapkal - Indian Ambassador
03:30 p.m. - 04:00 p.m.	<b>Topic: Philippines</b> Celeste Vinzon-Balatbat - Philippine Ambassador
04:00 p.m. - 04:15 p.m.	<b>Regional Fashion Show</b>
04:15 p.m. - 06:00 p.m.	<b>Specialized Workshops</b>



# Complementary Activities

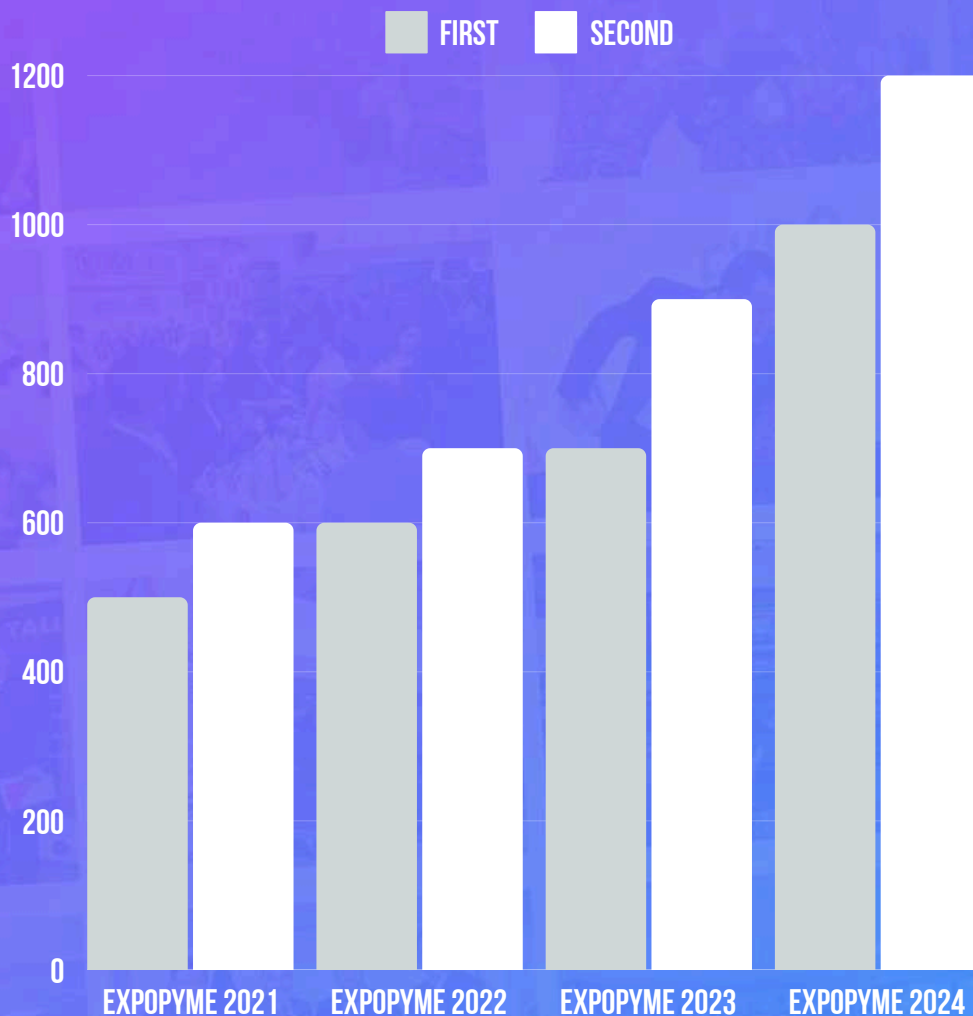
- Business Roundtable
- Specialized Workshops
- Fashion Show
- Traditional Dances



# Evolution

## In-Person Audience

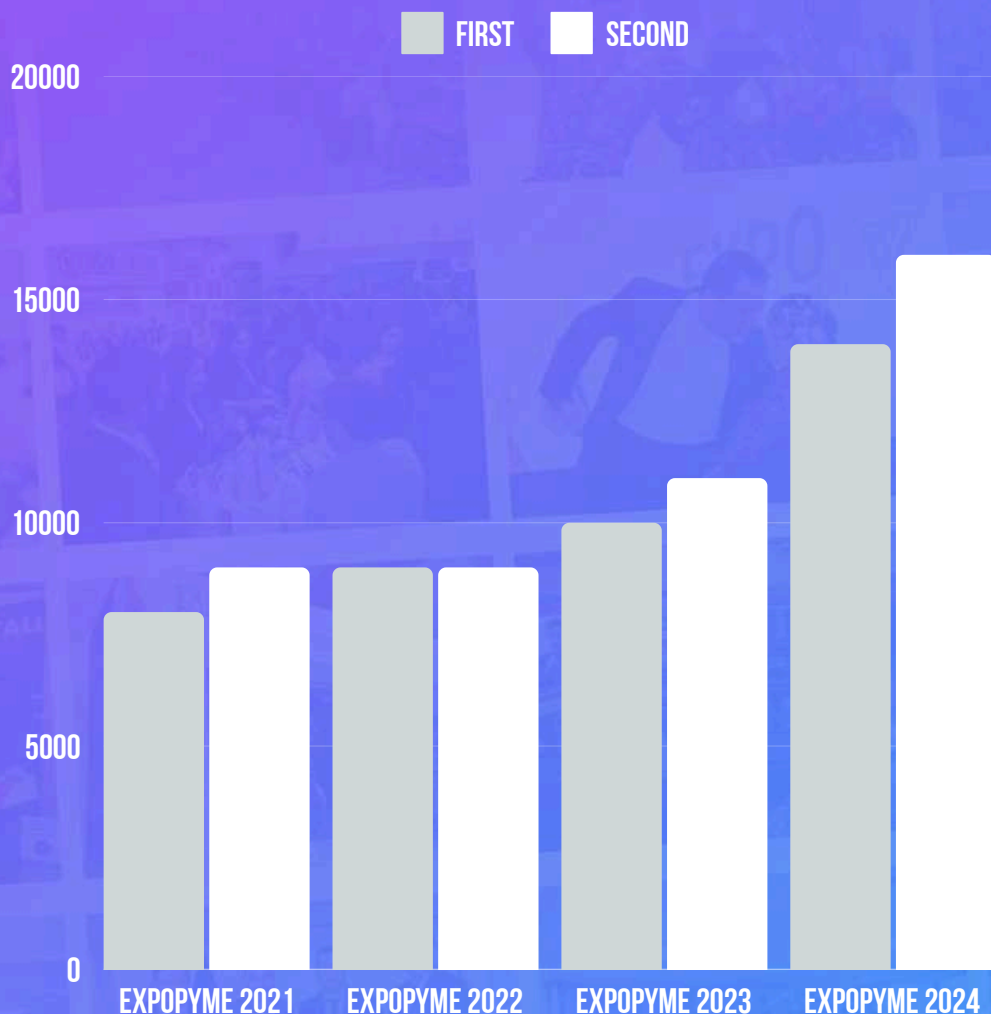
The XXV EXPO PYME: "From Peru to the World – Global Business for Peruvian SMEs" has established itself as the leading event for the Peruvian business sector. Year after year, we have witnessed sustained growth in the participation of entrepreneurs, business owners, and industry leaders who see EXPOPYME as the ideal platform to drive their companies forward.



# Evolution

## Virtual Audience

EXPO PYME goes beyond physical space. Aware of the importance of the digital era and committed to democratizing access to information and opportunities, we broadcast our event live across all our social media platforms. This strategy has allowed us to transcend borders and reach a global audience of entrepreneurs, business owners, and professionals from different parts of the world.



# Visitor Profile

**Entrepreneurs and Startup Founders:** Individuals with an entrepreneurial spirit and a strong desire to learn from the experiences of successful business leaders.

**Business Owners, CEOs, and Executives:** Professionals looking to scale their businesses and achieve sustainable growth.

**Corporate Professionals and Managers:** Those interested in gaining insights into the strategies and mindset of successful entrepreneurs.

# Sponsorship Model

The XXV ExpoPyme is the most important business event of the year for small and medium-sized enterprises in Peru. Under the theme “From Peru to the World – Global Business for Peruvian SMEs”, this event aims to connect over 5,000 entrepreneurs, business owners, and industry experts, providing an ideal space for learning, networking, and the creation of new business opportunities.



# Why Be a Sponsor?

- **Strategic Visibility:** Your brand will be exposed to a key audience composed of business leaders, entrepreneurs, and decision-makers in the MSE sector.
- **Business Alliances:** Connect directly with companies interested in products and services that drive their competitiveness and growth.
- **Brand Positioning:** Strengthen your company's image by associating with an event that promotes development and innovation in the business world.
- **Media Coverage:** The event will be covered by digital and traditional media, along with strong social media presence, expanding the reach of your brand.
- **Stands:** We have 77 stands so you can connect with your clients.



XXV EXPOPYME

# THANK YOU



[www.gremiopymes.pe](http://www.gremiopymes.pe)



[www.expopyme.pe](http://www.expopyme.pe)



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