



PERU: INDUSTRY NEWSBRIEF

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Peru steals the spotlight in upcoming film 'Transformers: Rise of the Beasts'

Paramount's highly anticipated film, "Transformers: Rise of The Beasts", launched its European premiere at the Cineworld Leicester Square in London, where the Promperu team had the privileged to be present. Filmed across captivating locations in Peru, it not only showcases the country's remarkable landscapes but also celebrates its rich history and culture. The main filming took place in and around the ancient city of Cusco, the Sacred Valley, the UNESCO World Heritage site Machu Picchu, and the Peruvian Amazon. Significantly, this marked a historic occasion as it was the first time a film crew was granted permission to film on Machu Picchu. In an exclusive behind-the-scenes video, Director Steven Caple Jr described this privilege as "such a beautiful experience", while lead actor Anthony Ramos shared his awe, noting, "You can feel a different kind of energy at Machu Picchu," acknowledging that it was an experience they "did not take for granted". The film beautifully highlights Peruvian culture and customs such as the vibrant Inti Raymi festival in Plaza de Armas, Cusco. Notably, there is a stand out moment when the robots encounter a native community, the Queros and they converse in Quechua. Anticipated to make a significant impact on Peru's tourism industry, the film presents the magic of the Andean country to a global audience. As viewers from around the world discover the beauty of Peru, it is expected that there will be a surge in visitors in the coming year. Furthermore, with this film putting Peru on the map as a desirable filming location and the introduction of the ATA carnet, a document that permits duty-free and tax-free temporary import of goods, the country is now in a fantastic position to continue attracting talents and crews worldwide. It looks to be an exciting future for film in Peru. Source: Promperu

Glencore Plc, has announced plans to invest \$1.5 billion in expanding its Antapaccay mine in Peru, a substantial increase from the previously announced \$590 million. The project known as, "Coroccohuayco", aims to extend the mine's lifespan by several decades and boost copper output. Carlos Cotera, general manager of Antapaccay Mining Co, has said this investment will expand "the life of the mine until at least 2045 or 2050, that's our forecast". Antapaccay, one of Peru's largest copper mines, has experienced a decline in annual production from 221,000 tonnes in 2016 to approximately 150,000 tonnes currently. With the expansion there is an anticipated increase of copper production to approx. 250,000 tonnes per year during the first decade of the Coroccohuayco operation. Glencore, whose oil and gas headquarters are based in London, was ranked as the number one mining company in the world as of 2023. The global demand for copper is forecasted to surge in the near future due to the rapid demand for electric cars. Peru currently is the world's second largest copper producer. Source: Reuters

The Antapaccay mine to receive \$1.5 billion investment by Glencore

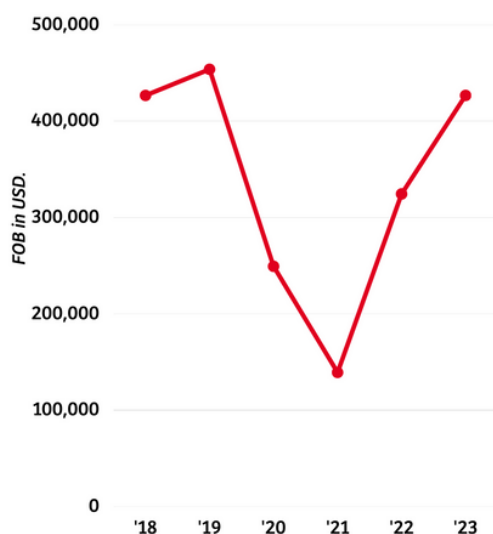


INFOGRAPHIC:



Peruvian boot exports to the UK on the rise

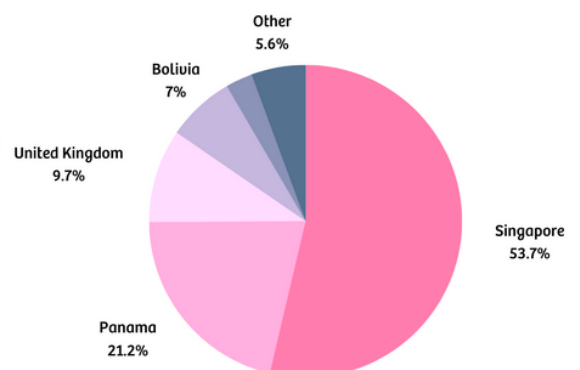
Peruvian exports of boots to the UK in the last 5 years.



In the first quarter of 2023 alone Peru exported more than in all of 2022 to the UK

Peru's exports of footwear to the world exceeded \$3 million in 2022

Trade destinations for Peruvian footwear in 2022



*N.b. This analysis is indicative, based on HsC6403919000.

Peru's agricultural sector has achieved significant strides in the first quarter of 2023. Blueberry production has played a crucial role in driving the growth, as it experienced a 37.5 percent surge compared to the same period in 2022. This growth is partly attributed to the expansion of cultivated areas in Lambayeque, Ica and La Libertad, with the number of hectares devoted to blueberry plantations increasing from 1,923 in 2016 to 18,614 in 2020, according to data provided by Senasa. When observing Peruvian blueberry exports to the UK, there has been a 37.5 percent increase in 2023's first quarter compared, corresponding to the increase in production. In 2022, for the fourth year in a row, Peru was the world's leading exporter of blueberries generating over US\$1.3 billion in exports. At the recent 2023 South American Blueberry convention, Luis Miguel Vegas, General Manager of Proarandanos explained that the rise in blueberry varieties has also contributed to the success, offering improved quality and productivity. Sources: Fresh Fruit Portal, Veritrade

Peru's blueberry industry prospers in the first quarter of 2023



Tax-Free Shopping: VAT refund for foreign tourists in Peru



The Peruvian Government has recently announced that foreign tourists visiting Peru will now have the opportunity to request a refund of the sales tax (IGV, 16%) on purchased goods that they bring back to their home country. With its official commencement in June 2023, this tax-free policy is anticipated to yield numerous advantages, not only for tourists, but also for Peru's tourism industry. By lowering the cost of foreign tourist's purchases, there will likely be an increased influx of visitors and incentivise spending which, in turn, is expected to enhance the industry's competitiveness and generate more employment. Peru is aligning itself with international best practices in the tourism industry as other countries such as France, Spain and Italy have experienced increased tourism and beneficial economic outcomes as a result of similar tax-free policies. Sources: Gob.pe, Peru Sim

Updates on Peru's Economy

Peru's international reserves give signs of strengthening | Net International Reserves totalled US\$ 76,166 million on May 24, 2023, a balance US\$ 4,283 million higher than at the end of 2022, and its highest level in 2023. Source: BCRP

Peru's country risk remains well below Latin American average | Peru's country risk measured as EMBIG Peru recorded 198 on May, whilst LATAM EMBIG stood at 464, showing a consistent outlook of Peru's country risk indicator in the past three months. Source: BCRP

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