



OECD



PAGE 4: B.1) YOUR CASE STORY: TITLE AND DESCRIPTION

Q1: TITLE OF YOUR CASE STORY

The PERU CANADA TRADE AND BRANDING INITIATIVE (PCTBI) is a subproject proposed through the Trading Partners Responsive Facility under the \$10M Canadian Market Access and Capacity Building Services Project (CMA-CBS), implemented by TFO Canada and Financed by the Canadian government (Foreign Affairs, Trade and Development Canada).

Q2: CASE STORY ABSTRACT

The program will focus on artisan communities in four representative areas of the country. The goal is to work with a core of artisans in each region whose work and market success will lead to an increase in active artisans in these communities and spread to adjacent artisan groups.

Q3: LONG DESCRIPTION OF THE CASE STORY

The Government of Peru through the Ministry of Foreign Commerce and Tourism (MINCETUR) together with BRANDTRADE proposes to develop an integrated program that would export and showcase Peru's Artisan/small producer sector to Canada and internationally. The subproject will contribute to the overall goals of the Free Trade Agreement between Canada and Peru and serve as a means of strengthening market links between the two countries. In addition, the subproject will act as an important trade promotion vehicle. Key goals of this subproject: 1) Increase revenue and sustainable market links for artisan and small scale producer from key regions in Peru; 2) Establish a viable, scalable model for developing and marketing producers and artisans' craftwork to increase Peruvian exports, to enhance their participation in local markets and build a platform for enhancing free trade activity between Canada and Peru; 3) Raise general commercial capacity and skills by demonstrating marketing and web based approaches to product development, value enhancement and market/sales access; 4) Leverage the program and launch activities to make an important contribution to the Peru Canada Free Trade Agreement, Peru's trade promotion and marketing agenda, and market links and trading relationship between both countries. The project will also consider the participation of Canadian private enterprises with investments in Peru.

Q4: Please add here web links to project/programme materials.

www.tfocanada.ca

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Q5: YOUR CONTACT DETAILS

Name: Steven Tipman
Company or association: Trade Facilitation Office Canda
Country: Canada
Email Address: steven.tipman@tfocanada.ca

Q6: FUNCTION Private sector

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Q7: FUNDING SOURCES FOR PROJECT/PROGRAMME Tick the appropriate box(es)

Other (please specify) public private partnership

Q8: Additional information

Respondent skipped this question

Q9: START DATE OF PROJECT/PROGRAMME

expected to start in 2015

Q10: STATUS OF PROJECT/PROGRAMME

On-going

Q11: DURATION OR, IF ON-GOING, EXPECTED DURATION OF PROJECT/PROGRAMME

1-3 years

Q12: COST OF PROJECT/PROGRAMME

Between US\$1 million and US\$5 million

Q13: Additional information

Respondent skipped this question

Q14: TYPE OF FUNDING FOR PROJECT/PROGRAMME

Grant

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Q15: PROJECT/PROGRAMME TYPE

Single country / customs territory

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Q16: SINGLE COUNTRY/CUSTOMS TERRITORY

PERU

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Q17: REGION (If the region does not appear in the drop down menu, please enter manually)	South America
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Q18: MULTI-COUNTRY (Enter all countries or customs territories)	<i>Respondent skipped this question</i>
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Q19: CASE STORY FOCUS Tick the appropriate box(es)	<p>REDUCING TRADE COSTS FOR MERCHANDISE GOODS</p> <p>,</p> <p>REDUCING TRADE COSTS FOR SERVICES,</p> <p>Working with trade partners to recognize professional qualifications</p> <p>,</p> <p>Improving skills levels in service sectors,</p> <p>Other (please specify)</p> <p>Key goals of this subproject: 1) Increase revenue and sustainable market links for artisan and small scale producer from key regions in Peru; 2) Establish a viable, scalable model for developing and marketing producers and artisans' craftwork to increase Peruvian exports, to enhance their participation in local markets and build a platform for enhancing free trade activity between Canada and Peru; 3) Raise general commercial capacity and skills by demonstrating marketing and web based approaches to product development, value enhancement and market/sales access; 4) Leverage the program and launch activities to facilitate implementation of the Peru Canada Free Trade Agreement, Peru's trade promotion and marketing agenda.</p>
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Q20: HOW SUCCESSFUL WAS THE PROJECT/PROGRAMME Tick the appropriate box	Too early to say
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Q21: WHAT WERE THE OUTPUTS OF THE PROJECT/PROGRAMME Tick the appropriate box(es)	Other (please specify) Project not yet implemented
Q22: Additional information(maximum 300 words)	<i>Respondent skipped this question</i>

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Q23: WHAT WERE THE OUTCOMES OF YOUR PROJECT/PROGRAMME Tick the appropriate box(es)	Other (please specify) Project not yet implemented
Q24: Additional information(maximum 300 words)	<i>Respondent skipped this question</i>

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Q25: WHAT WERE THE IMPACTS OF THE PROJECT/PROGRAMME Tick the appropriate box(es)	Other (please specify) Project not yet implemented
Q26: Additional information(maximum 300 words)	<i>Respondent skipped this question</i>

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Q27: LESSONS LEARNT Tick the appropriate box(es)	Other (please specify) Project not yet implemented
Q28: Additional information(maximum 300 words)	<i>Respondent skipped this question</i>
Q29: PROJECT OR PROGRAMME MONITORING AND EVALUATION FRAMEWORK Tick the appropriate box(es)	Other (please specify) Project not yet implemented

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Q30: How did you receive this case story exercise and the electronic link? Please indicate the organization that sent to you the information:

National government