

SIPPO presents companies from Peru at the World Travel Market, London 12 - 15 November, 2007

South Hall Stand LA 3000 (Booth PromPeru)

Apumayo Expediciones

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Apumayo Expediciones is a local Peruvian company, established in 1995, that has its offices in the city of Cusco. This tour operator specializes in adventure travel and non-conventional tourism, including experiences related to culture, education and natural history. Apumayo Expediciones is described by those who run the company, as a commercial venture with a strong environmental and social agenda. Its strength is the development and support of projects such as cleaning up rivers and offering activities and tours for people with disabilities. Apumayo Expediciones also supports Andean community projects which maximize the positive effect of tourism activities locally. It is possible to choose among rafting, hiking, mountain biking, horseback riding and other participatory activities related with the Inca culture and the daily life of the Andean people.

Rutas del Perú

Name	Estancia Bello Horizonte
Address	Av.Enrique Palacios 1110 Miraflores; Lima
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Contact	Mrs. Rosa Patricia Baca Solf



Rutas del Perú, a reliable and dynamic Travel Agency, created in 1993, not only with the aim of letting the world know about the historic, cultural and natural richness of our country, but especially to make the visitors, who want to know it through Rutas del Perú, feel that they are not only spectators of a marvellous scenery and archaeological remains, but to make their experience unforgettable, seeking for the enrichment of their souls and bodies.

We offer **overland tourism, traditional tourism, adventure, cultural and specialized tourism** such as: **bird watching, fishing, ecological.**

Name APTAE - Peruvian Association for
Adventure and Eco-Tourism
Address Bolognesi 125, Of. 703
Miraflores; Lima, L-18
Phone +51 1 447 8476
Fax +51 1 447 8476
Email secretaria@aptae.org
Website www.aptae.org
Contact Mr. Mr Kurt Holle, President



The Peruvian private sector has shown interest in the conservation of natural and cultural resources. The Peruvian Association of Adventure Tourism & Ecotourism – APTAE shows for example special concern regarding the implementation of good practices in their activities. They have elaborated the first Handbook of Good Practices for Sustainable Tourism in coordination with the Rainforest Alliance and the National Commission for the Promotion of Tourism - Promperu; and all APTAE's associates observe a Code of Behavior aimed at the conservation of natural and cultural resources in conjunction with tourism.

The association will represent their 22 members active in Ecotourism and Adventure tourism.

For more information on these companies,
please visit www.sippo.ch/tourism



SIPPO - Swiss Import Promotion Programme

The Swiss Import Promotion Programme (SIPPO), under the patronage of the state secretariat for economic affairs (SECO) of the Swiss government, aims to help small and medium-sized enterprises (SME) from emerging markets and markets in transition to gain access to Swiss and EU markets. Further, SIPPO provides Swiss and European importers with assistance in finding new products, suppliers and sourcing markets.

Since 2004, SIPPO has been actively involved in the promotion of sustainable tourism by supporting tourism organizations, tourism enterprises and the ministries of this sector in various countries; e.g. Peru, Bolivia, South Africa and Jordan.

For further information please contact:

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