

**SIPPO presents companies from Peru
at the World Travel Market, London
10 - 13 November, 2008**

South Hall Stand LA 3000 (Booth PromPeru)

Apumayo Expediciones

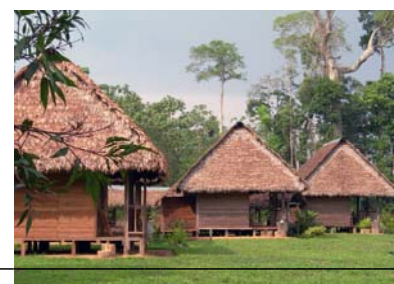
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Apumayo Expediciones is a local Peruvian company, established in 1995, that has its offices in the city of Cusco. This tour operator specializes in adventure travel and non-conventional tourism, including experiences related to culture, education and 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 S.A.C.

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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.

Rutas del Peru offers overland tourism, traditional tourism, adventure, cultural and specialized tourism such as: bird watching, fishing, ecological.

SIPPO - Swiss Import Promotion Programme

SIPPO Swiss Import Promotion Programme is a mandate from the State Secretariat for Economic Affairs of Switzerland (SECO), carried out by Osec. The programme supports small and medium-sized enterprises (SMEs) from emerging markets and markets in transition to access the Swiss and European markets. On the other hand, SIPPO helps Swiss and European importers to find suitable partners in emerging countries and countries in transition.

SIPPO's activities focus on five main goals:

- To inform the Swiss and European import economy about new market sources
- To strengthen trade institutions and business sector associations in the trade promotion process
- To increase the competitiveness of SMEs in selected partner countries
- To develop the manufacturing and exporting skills of SMEs in selected partner countries
- To establish qualified trade contacts between SMEs from emerging markets and markets in transition and the Swiss and European import economy

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.

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