

Company: **Rainforest Expeditions**
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Rainforest Expeditions is a Peruvian ecotourism company founded in 1992 by Eduardo Nycander and Kurt Holle with the purpose of providing authentic educational experiences that support the conservation of the areas where they operate.

Company: **Reserva Ecologica Chaparri**
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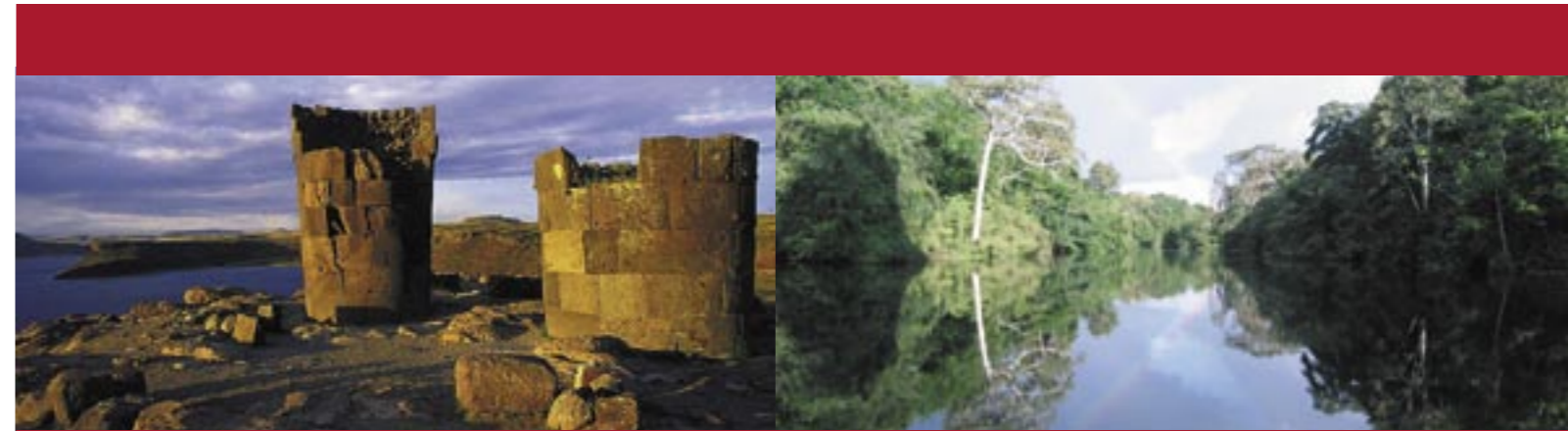
The Chaparri Private Reserve is the first protected area in Peru to be entirely owned and conserved by a rural community. The 34,000 hectare reserve is one of the most important areas for nature conservation in the country and is a home to animals such as the endangered Spectacled Bear and White-winged Guan. This area is becoming one of the most successful conservation initiatives in Peru. The reserve is now offering accommodation and lodging for small numbers of visitors in a quiet lodge situated in a spectacular location beside a small river.

Company: **Setours**
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Setours has its headquarters in Lima and an office in Cusco, as well as a strong network of associates in Bolivia, Ecuador, Argentina and Chile. Since their goal is to provide the customer with the most suitable selection of hotels, regardless of whether it is tourist or luxury class. They only recommend accommodation they have visited themselves and which share their philosophy of quality and service.

Company: **The Mountain Institute Peru (TMI Peru)**
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The Mountain Institute's mission is to support the culture of people living in the mountains and to preserve their environment. The community-based conservation and development approach empowers communities living in some of the world's most remote and rugged regions by protecting their living environment while enhancing their own livelihoods.



PERU

TTW Travel Trade Workshop 2005 26 – 27 October 2005, Montreux Hall B1, Stand B110c

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 access the Swiss and EU markets. Further, SIPPO helps Swiss and European importers to find the right partner in emerging and transitional markets.

SIPPO's activities focus on five main goals:

- To inform the Swiss and EU import economy on new market sources
- To include trade institutions and business branch associations in the trade promotion process
- To increase the competitiveness of small and medium-sized enterprises in selected partner countries
- To develop the service and exporting skills
- To establish qualified trade contacts between SME's from emerging markets and markets in transition and the Swiss and EU import economy

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sippo 
— swiss import —
promotion programme



Promperu

The commission for the promotion of Peru – PromPeru – evaluates, proposes, leads and executes the policies and strategies aimed at promoting internal and receptive tourism. In addition, PromPeru is the entity that directs the promotion of the Peruvian tourist product and the image of the country nationally as well as internationally.

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A Peruvian company specialized in the Andean region of Altiplano and Lake Titicaca. The company was established in 1996 with the purpose of learning and exploring different ways to develop more socially responsible tourism. For the Tour Operator All Ways Travel Puno it is important to include the rich culture and traditions of the indigenous people of the Lake Titicaca in the tours and that they are treated with respect and awareness is risen on the poverty of this people.

Company: **Aprec / Hotel Laguna Seca S.A.**
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Aprec was formed as result of a joint effort of local businesses, institutions and government, with the goal of developing initiatives that will help to protect the natural environment of Cajamarca, and to rise environmental awareness both regionally and abroad. The key objectives are to encourage sustainable development through eco-tourism, and to promote local cultural values and resources through rural training and assistance focusing particularly on education, culture and business management.

Company: **Consorcio Ecoturístico Rumbo al Dorado**
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Rumbo al Dorado is a project on experience in community work between the two NGOs Pro Naturaleza and Green Life. Pro Naturaleza develops environmental awareness activities, management and monitoring of natural resources whereas Green Life carries out projects in eco-tourism in three organized communities on the Reserve.

Company: **Estancia Bello Horizonte**
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Estancia Bello Horizonte Lodge is located 20 km north east of Puerto Maldonado. The lodge was created for the benefit of the protection of children and adolescents. It generates work for the youth of the region and supports the children's care home.

Company: **Fundación Swisscontact**
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Swisscontact supports projects on sustainable tourism in Cusco and Ancash in the south of Peru with the objective to integrate rural communities in the tourism sector and to generate jobs and economical growth. They train small and medium sized companies in the area of management and services for the tourism industry.

Company: **Empresa de Turismo Indígena Wanamei**
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Empresa de Turismo Indígena Wanamei is an enterprise for eight indigenous communities from Madre de Dios. It was founded in 2001 and received the ToDo price for sustainable tourism in 2001. It is 100 % owned by the communities and offers tours in the jungle of the National Park in Madre de Dios and the Andean area.

Company: **Explorandes S.A.C**
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Explorandes S.A.C. has been working in the Peruvian market as a tour operator for the past 30 years. They offer adventure and soft adventure tours as well as cultural trips or special itineraries with customized services and high standards of quality, safety and environmental performance.

Company: **Inka Terra Perú S.A.C.**
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Founded in 1975, Inkaterra operates two facilities in Peru. The Machu Picchu Pueblo Hotel in Cusco and the Reserva Amazonica in the Tambopata Rainforest in Madre Dios. Inkaterra is devoted to conservation and improvement of both the ecology and the lives of indigenous people.