

GLOBALIZATION FOSTERS TRADE LINKS

*Business Luncheon Session:
Implementing the Shanghai Accord on Reduction of Transaction Costs
Lima, May 18th 2002*



The peruvian entrepreneurial experience:

**Eng. José Alejandro González
CEO - Industria Textil Piura**



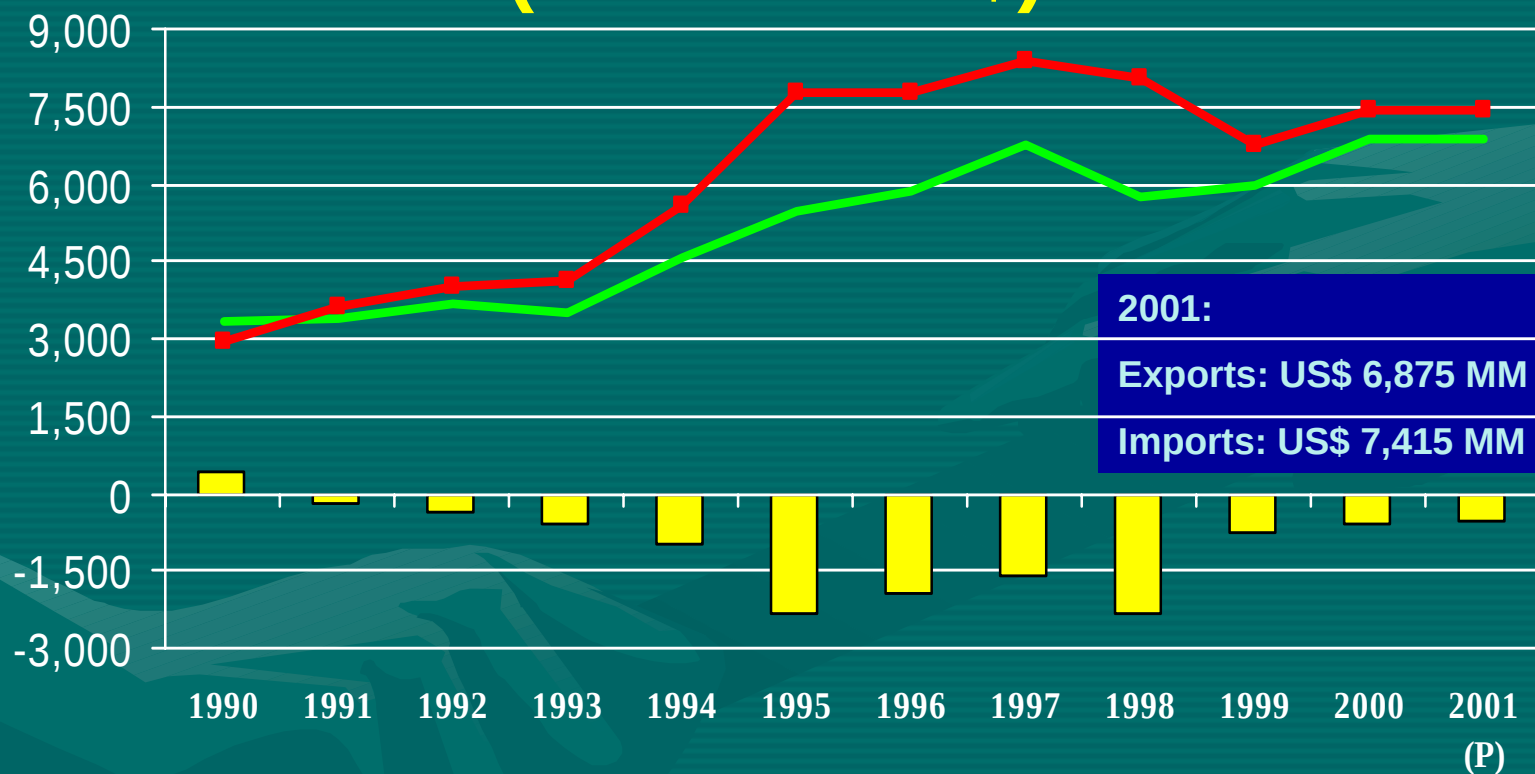


Chapter I:

Our starting point



PERU: Trade Balance (Million US\$)



Trade Balance

Exports

Imports

Fuente: ADUANAS

Elaboración: COMEXPERU



PERUVIAN EXPORTS: COMPOSITION BY CATEGORY

1980

Raw
materials
78%

Manufact.
22%

1990

Raw
materials
70%

Raw
materials
69%

2001

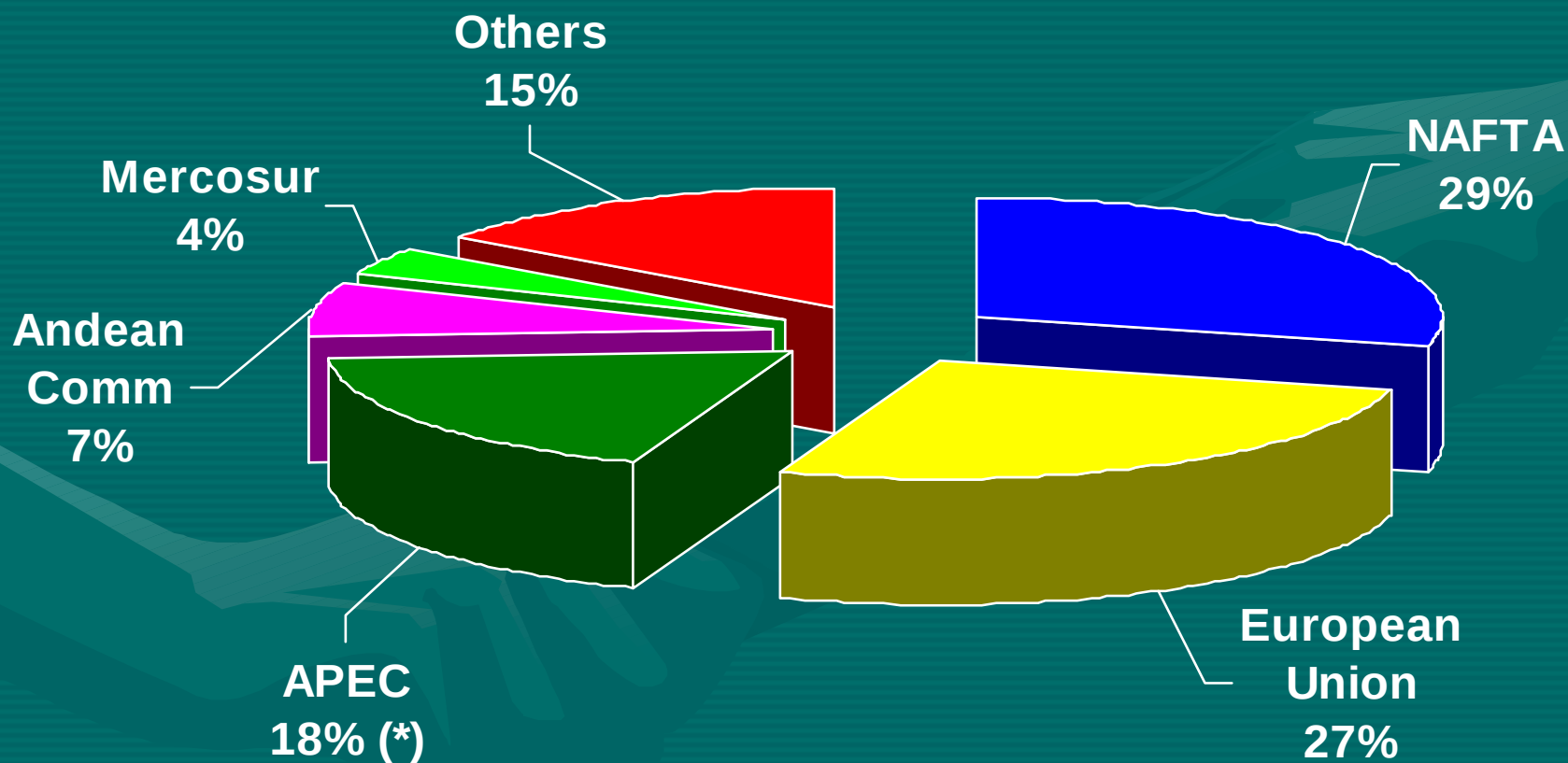
Manufact
30%

Manufact
31%



Peruvian Exports by Trading Blocks

- 2001 -



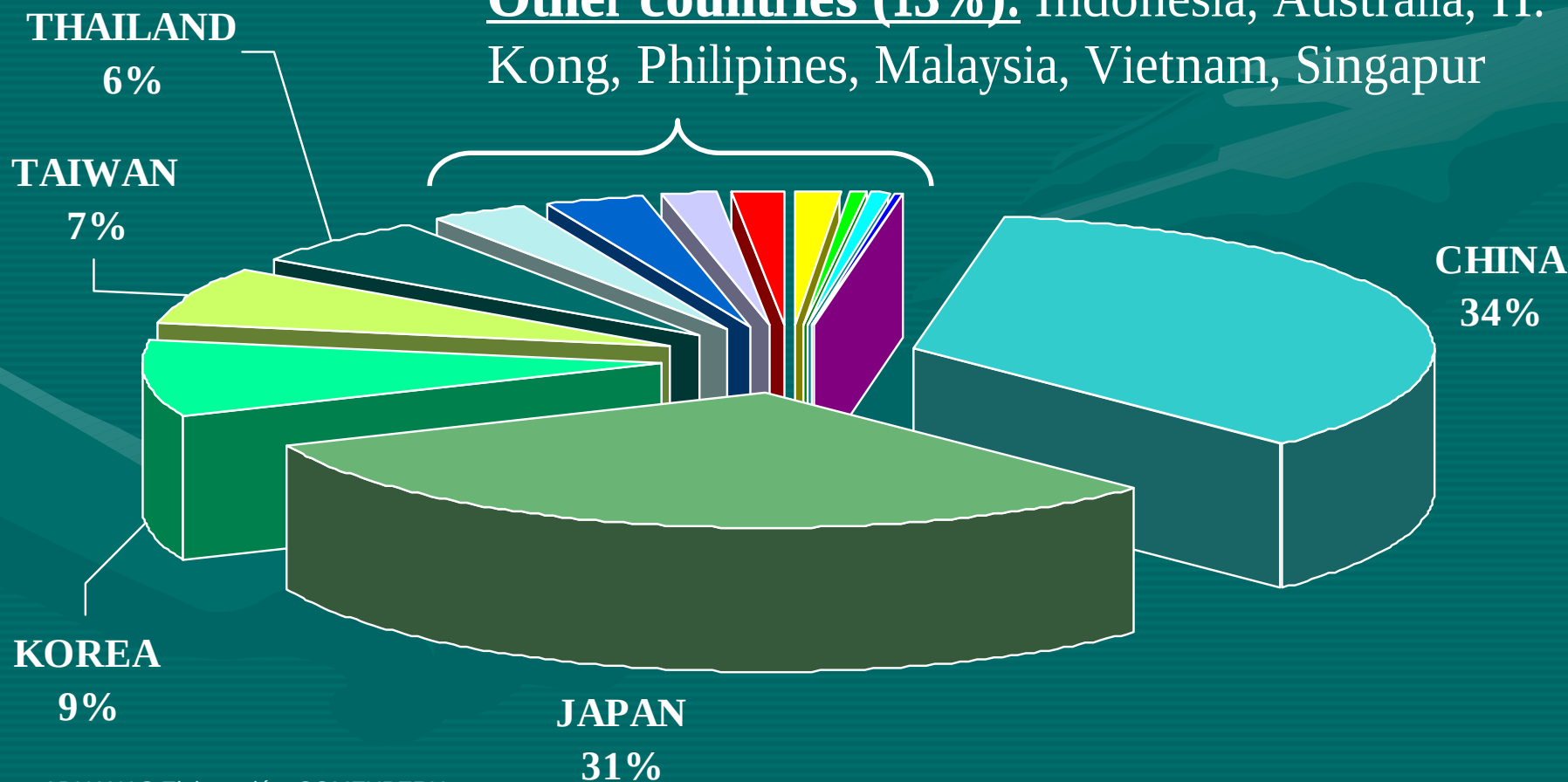
Source: Peruvian Customs (*) Without USA & american countries



Peruvian Exports to Asia/Pacific Countries

- 2001 -

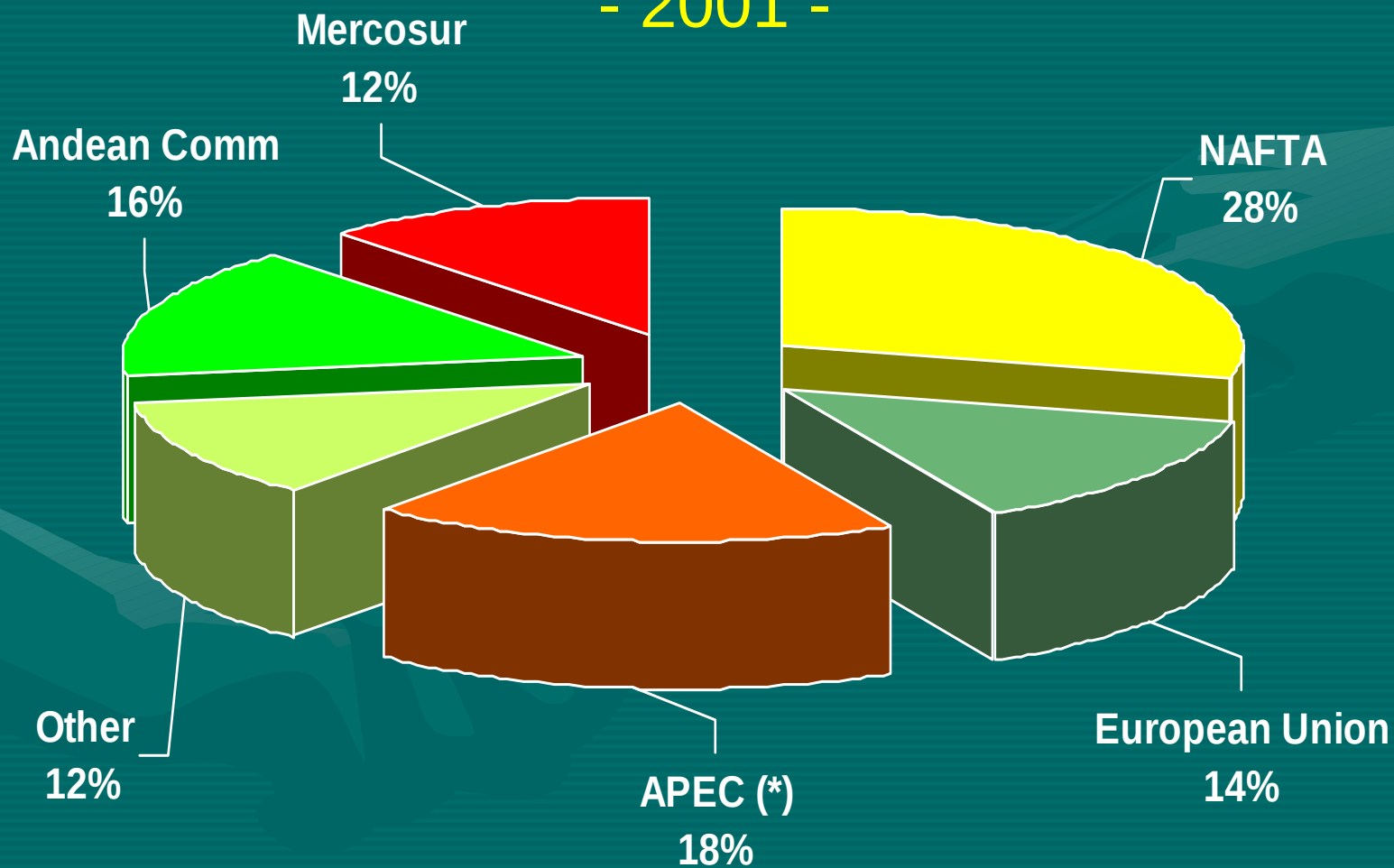
Other countries (13%): Indonesia, Australia, H. Kong, Philipines, Malaysia, Vietnam, Singapur





Peruvian Imports by Trading Blocks

- 2001 -



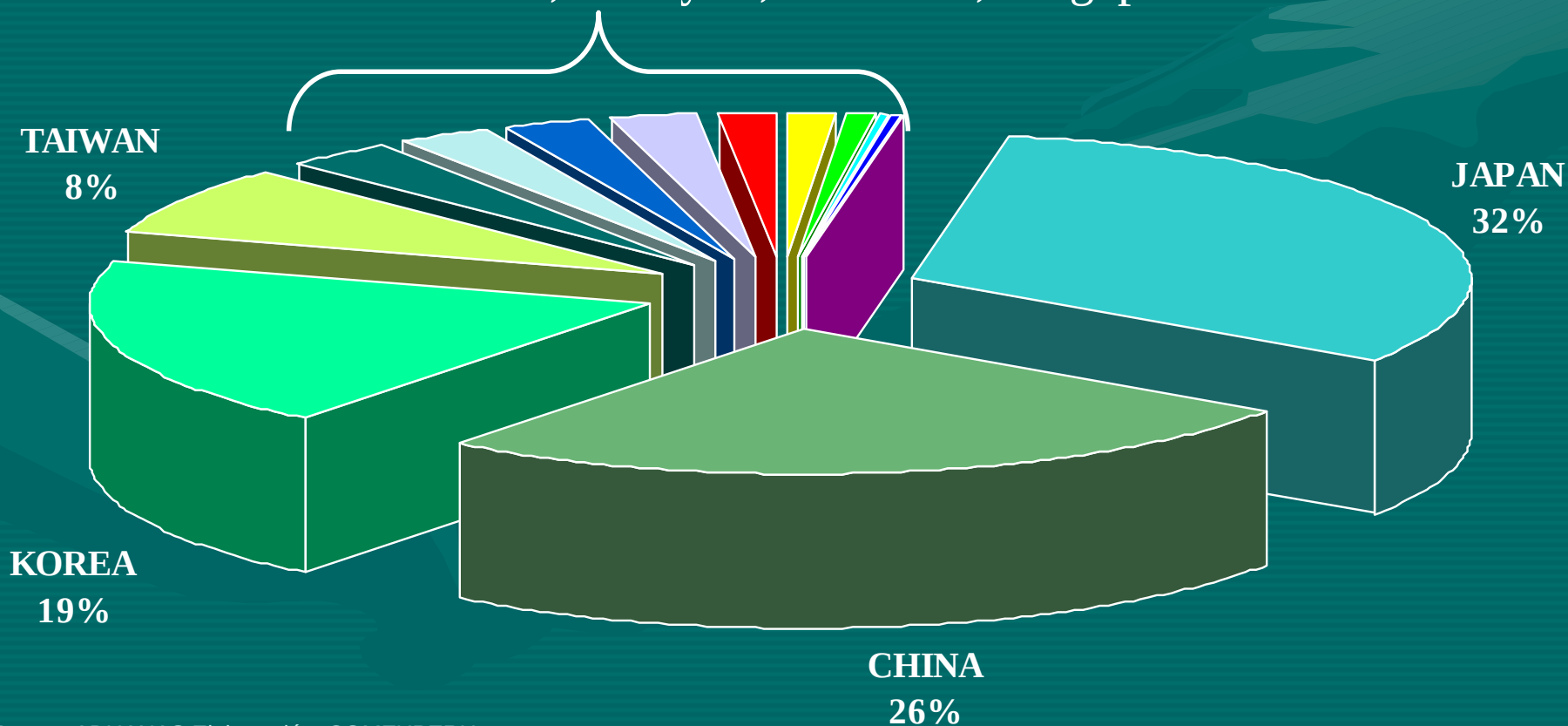
Source: Peruvian Customs (*) Without USA & american countries



Peruvian Imports from Asia/Pacific Countries

- 2001 -

Other countries (15%): Australia, Indonesia, N. Zealand, Malaysia, Thailand, Singapur





Chapter II:

Challenges to introduce new products in new markets. The Asia - Pacific experience.

Industria Textil Piura





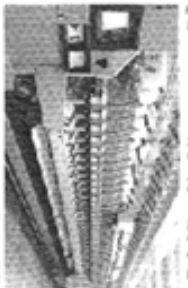
「それは真の青な空。それは温かな山脈。それは悠々たる草原...」



「それは真の青な空。それは温かな山脈。それは悠々たる草原...」

ペル・シカゴ社と狭く結

「それは真の青な空。それは温かな山脈。それは悠々たる草原...」



「それは真の青な空。それは温かな山脈。それは悠々たる草原...」

PIMAX コンパクトスピン



「それは真の青な空。それは温かな山脈。それは悠々たる草原...」

In the world of knit shirts, Peru may be the next Shangri-la.

Introducing the
new Lands' End® Interlochen.

everything, ready or not.

So, our Peruvian friends pick

If you look in an atlas — even a good sized atlas — you may have trouble finding the Para Valley of Peru.

It's on the left shoulder of South America, 3° below the Equator, and miles from anywhere.

It's even miles from anywhere in Peru.

You wouldn't expect a place so remote to produce a shirt as civilized as our new Interlochen. But credit where it's due:

without the cotton grown here — and the people who pick, knit and stitch it — our new Lands' End shirt wouldn't exist.

Same cotton, some pickin'!

Cotton has a long history in Peru.

In fact, Peruvian farmers were growing it before Peru had a history.

But the cotton in this shirt is a prima cotton — a variety that began its career in Arizona. Its long staples, or fibers, produce a finer, silkier yarn.

Well, when Peruvian farmers took home a few seeds and planted them, something miraculous happened.

Maybe it was the hot, dry climate. Maybe the rich soil.

But *something* in the Thira Valley made the staples grow even longer and silkier. Local farmers said it was "soft as an angel's hair."

It would be sinful to pick such cotton by machine.

A machine can't tell which cotton bolls are ripe; it plucks



Hand-picked Peruvian prima — picked when it's good and ready

their prima by hand.

Then, they spin it, and knit it into a 40 singles, 6.2 oz. fabric — almost a full ounce richer than our old Interlochen.

They have no word for "hurry."

Time is plentiful in Peru. And our shirtmakers use a lot of it making this shirt.

First, they piece the fabric on long tables; and if it's striped, they carefully pin it down before cutting. (Some shirtmakers skip this step; it shows later in ill-matched goods.)

Then, in warehouses surrounded by modern for this neck of the woods, our Peruvian friends patiently stitch.

They double-needle the seams, to lie flatter and look dressier.

They add a "true-top waist" at the bottom, where the sides come together. (Don't know why it's called *true-top*. But it looks neater — and won't unravel.)

And the neck, lap, inside of the same soft fabric as the shirt.

feels as comfortable as — well, as everything else about it.

Including the price: only \$29. You could pay twice that — or more — for a knit nowhere near as nice.

If you want to see it in full, rich color, take a look in our Lands' End catalog.

Which also contains lots of



other classic, well made clothing, for men, women and children.

It's well worth a little exploration.

© 1990 Lands' End, Inc.



Guaranteed Peruvian



For our free catalog,
call any time
1-800-356-4444
Please mention ad 5Y1

Name _____

Address _____

City _____

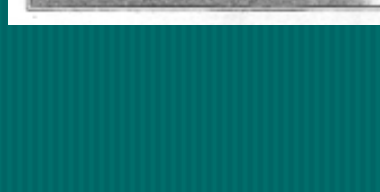
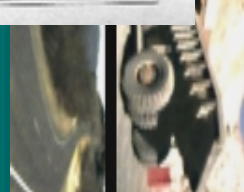
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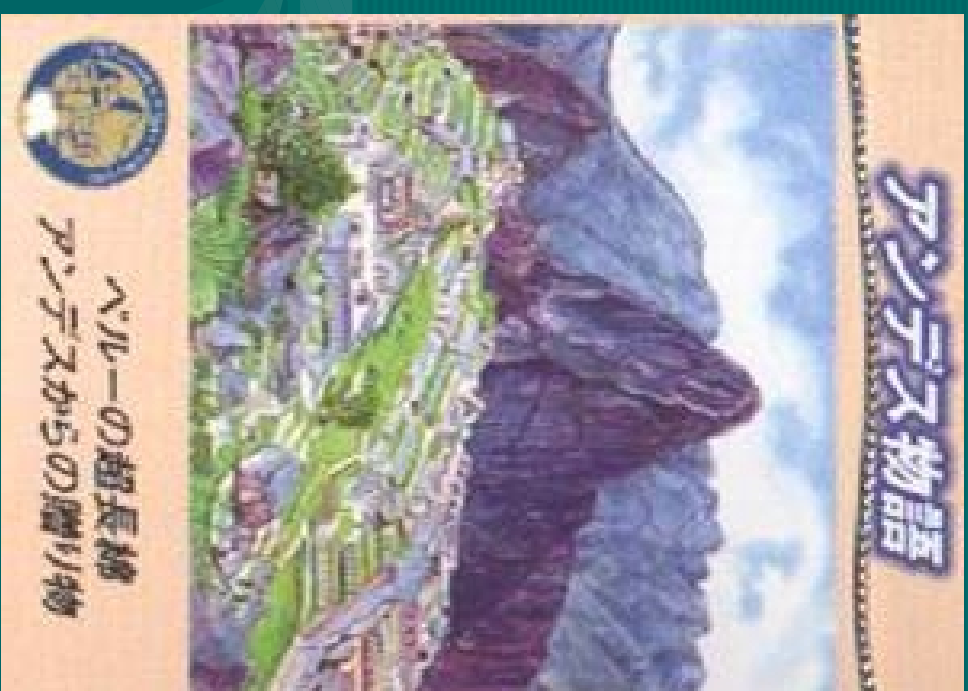
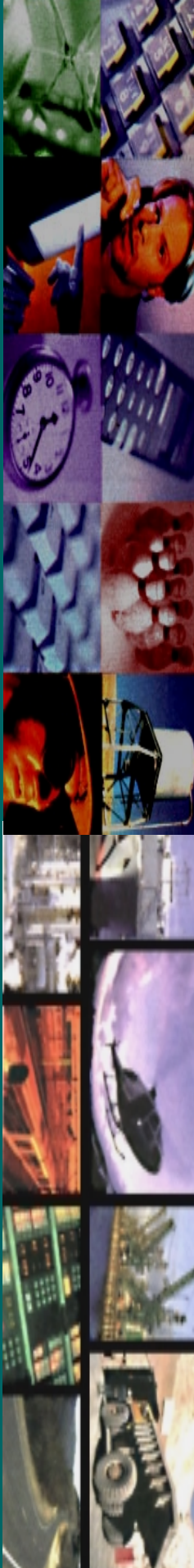
Zip _____

Phone _____

Mail to: Lands' End Lane, Dedham, MA 01938

1-800-356-4444

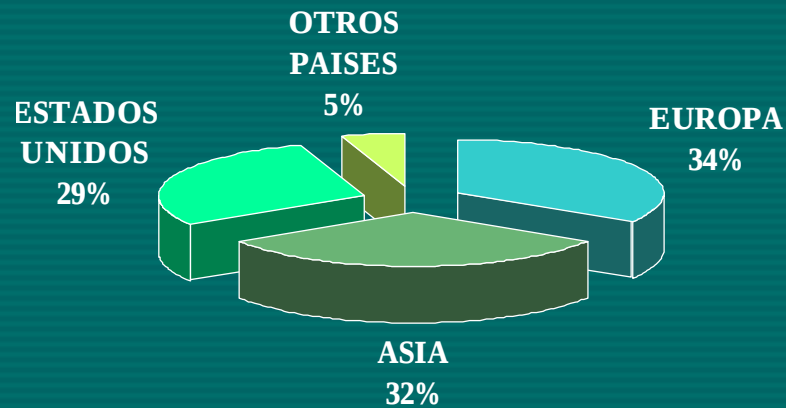




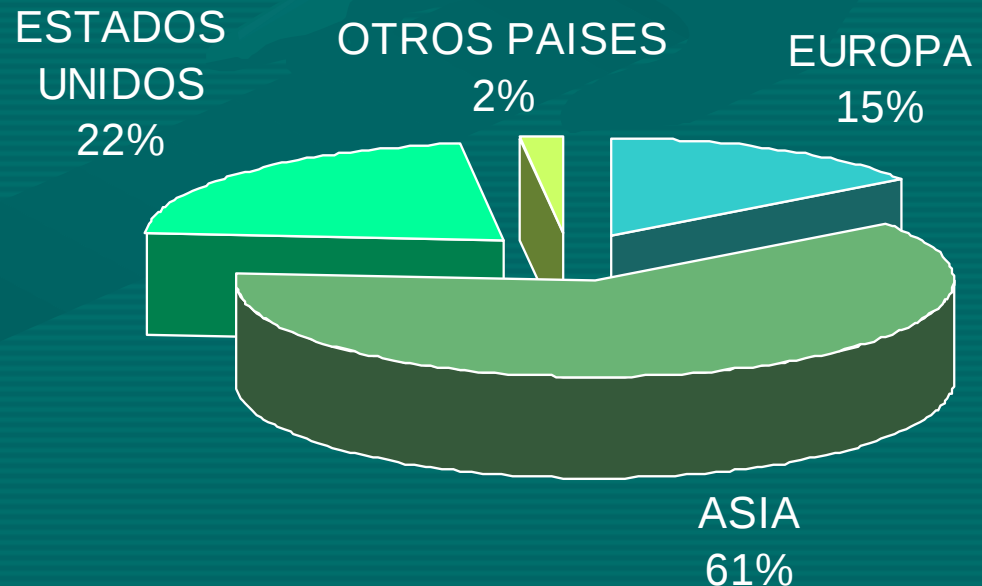
INDUSTRIA TEXTIL PIURA

Exports by Region

2001



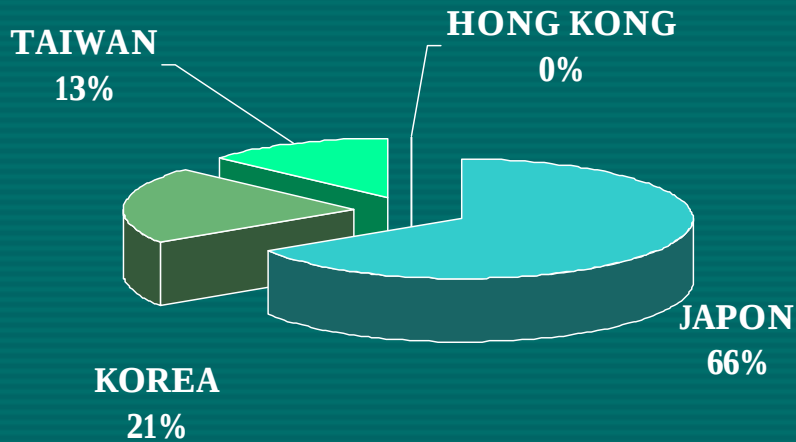
2002 – Projected



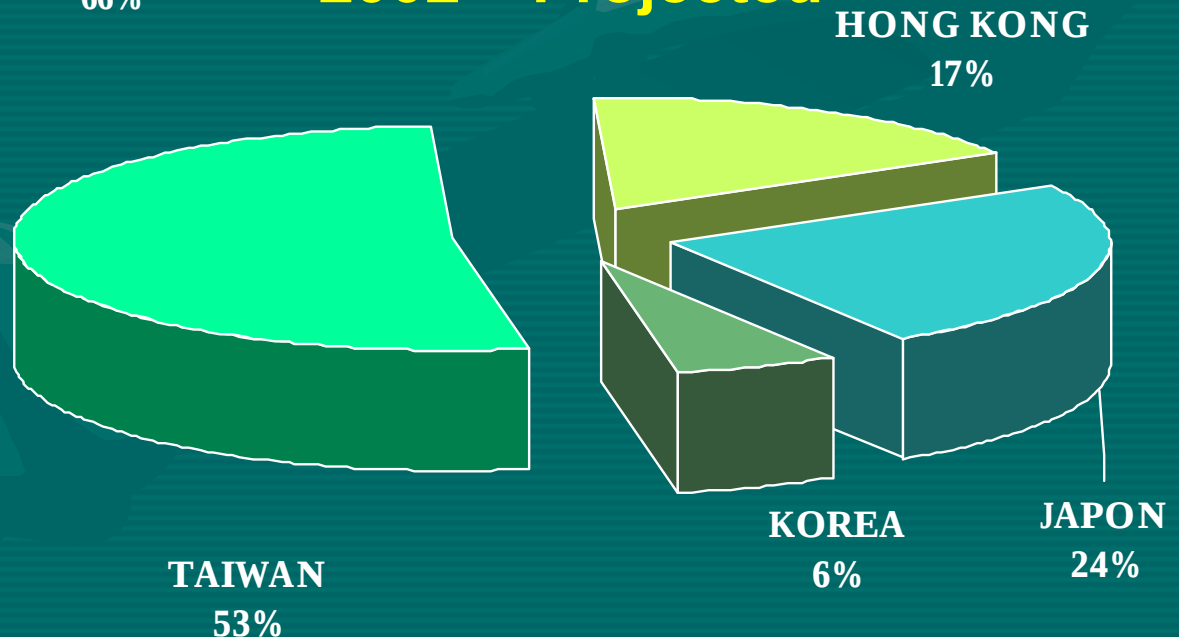
INDUSTRIA TEXTIL PIURA

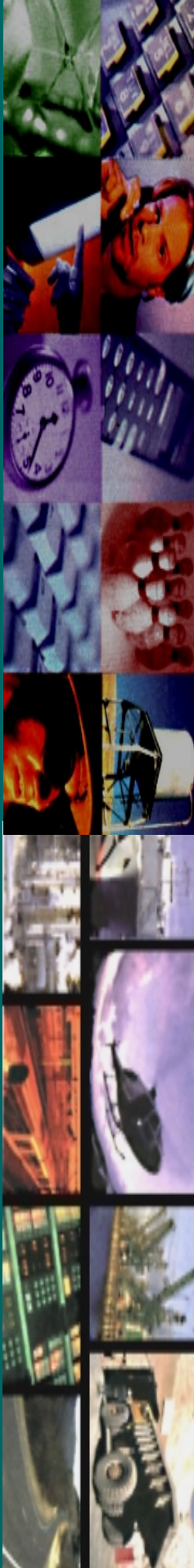
Exports by Asian Countries

2001



2002 – Projected





HILADOS DE
ALGODON
PIMA

M.R.

PIMAX

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100% COMBED COTTON

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