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PROMPERÚ
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Urb. Corpac, San Isidro, Lima

RUC: 20307167442

Voorburg, 15 de marzo 2023

Ref: SOLICITUD DE COTIZACION SBS23000795 / PRENDAS DE ALPACA Y TEXTILES DEL HOGAR EN BENELUX

Estimado señor, señora,


Le agradezco por su solicitud de nuestro servicio para realizar un estudio de mercado e identificación de compradores para prendas de alpaca y textiles de hogar en Benelux.

Nuestra cotización incluye los específicos detallados de los términos de referencia (TdR), como recibido por correo electrónico el 10 de Marzo 2023.

ICI Business tiene amplia experiencia en inteligencia de mercado, y mantiene una red de socios y expertos en varios mercados claves. Entre su experiencia cuenta con estudios de productos de alpaca para el mercado holandés y el mercado danés. Además ha preparado perfiles de compradores, similar a los de los TdR en cuestión, para más de 10 productos peruanos.


Precio incluido los impuestos*: **USD 55.900 (dólares americanos)**
Cincuenta y cinco mil novecientos dólares con cero céntimos
* MONTO INCLUYE IMPUESTOS (IGV 0%).

Plazo de ejecución del servicio: 120 días
Validez de la oferta: hasta 31/8/2023
Perfil de proveedor: ver anexo

Michel Peperkamp Gerente	PROMPERÚ
	
Persona autorizada de ICI Business Razón social: Empresario Individual / propietario único	Persona autorizada de PROMPERÚ

Beneficiary bank	Knab - Thomas R. Malthustraart 1-3, 1066 JR, Amsterdam, the Netherlands BIC: KNABNL2H
Intermediary bank	ABN Amro - Gustav Mahlerlaan 10, 1082 PP, Amsterdam, the Netherlands BIC: ABNANL2A

Anexo: Perfil personal de proveedor

Michel Peperkamp MA 29 11 1979 T: +31 6 51767094 E: michel@icbusiness.com W: www.icbusiness.com		
Westeinde 24 2275 AE Voorburg The Netherlands		
Expertise Agro-food Export coaching Market research & strategy Business development Trade promotion	Languages Dutch, English, Spanish (fluent) Portuguese, French, German (basic)	Personal skills Analytical Result driven Team player Networker Cultural awareness
Associated businesses		
ICI Business Access Latin America		
Professional experience (Independent)		
CBI, Centre for the Promotion of Imports from developing countries The Hague, Netherlands <u>Export coach / Sector expert</u> As sector expert I have coached several companies from developing countries, participated in expert meetings and provided workshops and presentations. I also had a role in helping the trade promotion agency CADEX founding and promoting the sector organisation ProChia. 20xx Export coaching in a export programme for fonio from Guinee (not started yet) 2022 Writing and presenting a manual on market intelligence for business support offices in Central America 2021 Organising a webinar on the potential for pulses from Africa, based on previous research and interviews 2019-2020 Tailored presentations, trainings and workshops, e.g. for fresh fruit exporters in Jordan; for Central American exporters of fresh fruit and vegetables; and for exporters of grains, pulses and oilseeds at the Anuga fair 2015-2018 3-year export coaching program with 11 Bolivian exporters of chia seeds: Audits, training and individual support, implementing CSR policies and guidance during trade fair participation (Biofach, SIAL) in cooperation with CBI and CADEX 2017 Organising buyer mission to Bolivia 2014-2017 Organising international conferences and buyer meetings in Europe on chia seeds; exchanging insights in supply/demand, requirements and sustainability 2014 Participation in 2 peer group discussion meetings for future scenarios of Andean quinoa		
<u>Market research</u> Since 2014 I have been one of the leading market research specialists for CBI, focusing on exporters from developing countries. Product deliveries included new studies and regular updates of Product factsheets (approx. 40 different food products and commodities), Market entry studies (buyer requirements, doing business, organising export, finding buyers, going digital), Market analysis studies (trend and demand studies) and additional tailored research assignments for developing country exporters. 2023 Leading a team of researchers for CBI's market intelligence on fresh fruit & vegetables, grains, pulses, oilseeds (3-4 year contract) 2021 Conducting a tailored study and presentation about exporting exotic vegetables to Europe 2021 Conducting a tailored study on the potential of African pulses in Europe, based on buyer interviews 2020 Analysis of potential Product-Market combinations for Ethiopian fresh products in EU 2019-2022 Sectorial market intelligence for exporters in developing countries on fresh fruit and vegetables, grains, pulses & oilseeds in Europe, and co-developing research on processed food, herbs and spices 2015-2019 Sectorial market studies for exporters of fresh fruit & vegetables, grains and pulses in developing countries 2014 Analysis of the trade developments and market position of Bolivian chia		
Open Trade Gate Sweden – OTGS Sweden 2022-2023 Export coaching for approximately 8 Bolivian producers of food products 2022 Organising study visit for 4 Bolivian suppliers in the Netherlands, visiting importers, distributors and retailers 2022 Export audit with Bolivian producers of quinoa and quinoa products, brazil nuts, sesame, chia, among other		

Truvalu | Netherlands / international

- 2021 | Market research, consultancy and market approach for a Colombian food developer
- 2021 | Business coaching of a Kenyan exporter of avocados and other fresh fruit and vegetables
- 2019 | Market quick scan and buyer identification for Bolivian producer of frozen mango and papaya

Elsons, Chaitanya Lokhande | Mumbai, India

- 2021 | Export coaching and market preparation in supplying pulses, seeds and fresh fruit and vegetables to Europe

GloballyCool | Leeuwarden, Netherlands

- 2020 | Consultancy for an export readiness checker for cassava of the Ghana Export Promotion Authority (GEPA)

PSPS Consultants (partner) | The Hague, Netherlands

- 2021 | Acquisition of participants for a virtual trade mission Senegal on potatoes, onion, mangoes and poultry
- 2019 | Incoming trade mission; organising trade event for German producers of wine, sweets and juices and buyer meeting with major Dutch supermarket
- 2018 | Organising visiting programme for 10 Egyptian exporters of fresh fruit and vegetables
- 2016 | Trade mission Peru; Guiding 14 companies to the Expoalimentaria fair in Peru
- 2015 | Market analysis for a Welsh company with natural gas pressure equipment

Vientosur - FruitOne | Rotterdam, Netherlands

- 2022 | Market research on sweet potatoes, pumpkins, baby veggies, ginger
- 2018 | Opportunity report for new product development in fruit and vegetables
- 2014-2015 | Market analysis and potential for new food ingredients (grains, seeds, legumes, fruit, vegetables)
- 2014 | Business consulting and sales development of Peruvian quinoa

Pampa Baja | Peru

- 2020 | Market update in avocado, mandarins, grapes, pomegranates
- 2019 | Market report in avocado, mandarins, grapes, pomegranates for the company's investors

Export consultant 'Starters International Business'

- 2014 - 2020 | [Export consultant](#) | independent business advisor 'Starters International Business' (agro-food, technology, various sectors), continuation of my work at Syntens

AQUA Capital | Brazil

- 2019 | Market opportunity and investment report in mangoes and avocados

NEE Enterprises | India

- 2019 | Market channel analysis Europe and buyer selection for Indian mango, pomegranates and grapes
- 2019 | Organising buyer meetings and guiding client during the visits

Trade Commission of Peru | Rotterdam, Netherlands

For several years, I have worked as a sparring partner for the director of the Peruvian Trade Commission OCEX in the Netherlands, advising on several trade subjects and developing a variety of products and workshops.

- 2019 | Writing EU export manual ("Ruta Exportadora") for manufactured food
- 2019 | Developing product profiles on coffee, wine, nuts, healthy snacks
- 2018 | Exchanging knowledge with Peruvian exporters on the EU market for garments
- 2018 | Extensive research project on 4 Sectors and 10 products: (organic) food, fruit&veg, cacao, fish, garments, alpaca products, including buyer interviews/visits, market requirements and value chain analyses
- 2017 | Investment opportunity report
- 2017 | Tailored workshop on market entry strategies for food ingredients Peru

PromPeru | Lima, Peru

- 2018 | Market entry analysis on alpaca garments and textiles in Denmark, including fieldwork and buyer visits
- 2018 | Presenting the findings of the Danish market research at Alpaca Fiesta in Peru

Maxgrip | Utrecht, Netherlands

- 2018 | Partner selection Brazil for a company in asset performance for the food industry

RVO, Netherlands Enterprise Agency | The Hague, Netherlands

- 2017 | Presenting bilateral opportunities and strategic visits to link Bolivian and Dutch agrofood interests
- 2016 – 2017 | Fact-finding agro-food Bolivia with field report about the Bolivian agro-food industry
- 2016 | Fact-finding horticulture Peru with field report about the Peruvian horticulture
- 2016 | Organising a multi-sectoral trade mission to Argentina including agro-food sector
- 2015 | Organising a specialised trade mission to Brazil (environmental technologies)

ProEcuador | Rotterdam, Netherlands

- 2014 | Market research in exotic fruits, import requirements, pricing and business contacts
- 2013 | Market research in quinoa, value chain analysis and identification of business opportunities

Van Aarsen | Panheel, Netherlands

- 2014 | Export consulting, market report and selection of technology partner in feed sector Colombia
- 2014 | Export consulting and partner selection in feed sector Brazil

Syntens | Rijswijk, Netherlands

- 2012-2014 | Innovation Consultant a.i. | Advising innovative SME on their international strategy within the subsidized program 'Starters International Business', focusing on export readiness and competence, international orientation and export strategy plan. Clients in machinery, food, consumer goods, horticulture, furniture, logistics and ICT. Focus markets: e.g. Germany, Sweden, Denmark, Spain, Turkey, USA, China, Russia, Brazil, India

Projects 2011-2013 mainly in business development (various industries)

Professional experience (Employed)

NL Agency | NL EVD International | 2008 – 2011 | Business Development Consultant | Assistance to 100+ companies in international business, tailored market information and business partner scans

OGD | 2006 – 2008 | Account manager | Business development & sales

Djoser | Central America 2003 | Tour guide Central America

ICPNA | Peru 2002 | English teacher

ELS Language Centres | Colombia 2002 | Traineeship/teacher

Professional training

Krauthammer consultancy training (2010); Time management (2007); Fenedex export management (2008); Effective business correspondence (2007); Prince2 Foundation (2008); ITIL (2007); Workshop Negotiation (2007); Workshop writing tenders (2006); Account management (2006); Portuguese course (Brazil 2005); TEFL – teaching English as foreign language (Colombia 2002)

Education

Master degree in culture and linguistics | Leiden University | Leiden, The Netherlands

Languages and cultures of Native America (2003-2006) (*specialisation*)

Academic research and fieldwork in Peru (2004-2005)

Languages and cultures of Latin America (1999-2001)

* Referencias disponibles bajo petición