



**ALPACA**

*fiesta*

2018

# What is Alpaca Fiesta?



Alpaca Fiesta is the most important festival worldwide in the Alpaca industry and it aims to be promoted in the global textile market.

This event involves activities of the entire chain value; starting from the aging stage, going through the stages of industrial transformation, to the processes of clothing and fashion.

The International Alpaca Association (AIA) organizes this important event in partnership with PromPerú and MINCETUR, who participate as co-organizers.

PromPerú is in charge of organizing the B2B Matchmaking: **“Alpaca Moda”** that seeks to promote business between Peruvian exporting companies of final products and international buyers.

# Activities



**Chaccu:** The experience of an ancient and millenary festival accompanying the inhabitants of the rural communities of Arequipa, in the capture and shearing of vicuñas in the “Natural Reserve of Salinas and Aguada Blanca”.



**Visit to the industrial factories:** Guided visits to the main alpaca fiber industrial processing plants in the city of Arequipa. You can appreciate the stages of classification, washing, carding, combing, spinning, dyeing, knitting and final garments.



**Alpaca national contest:** The most important breeding alpaca competition in Peru. Breeders from all regions present their best specimens in the judging “ring” of Alpaca Fiesta.



**Fleece national contest:** The best fleece of Peruvian alpacas is compared and measured, from a perspective of performance and textile achievement.



**Shearer International Contest:** Peruvian and foreign shearers demonstrate and measure their skills and abilities, shearing alpacas with efficiency, efficacy and animal welfare criterial.

# Activities



**B2B Matchmaking- Alpaca Moda:** Space for commercial exchange, between alpaca garment manufacturing companies and buyers from the main destination markets, in which important businesses agreements are made.

The business meeting will take place in pavilions A and B of the Cerro Juli fairgrounds.



**Summit Alpaca:** Three activities will be developed in this section; Technological innovation forum, Trade, fashion and motivational conferences, and Specialized workshops.

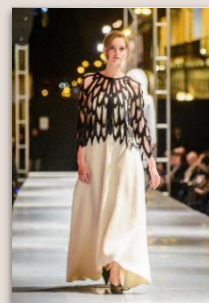


**Commercial exhibition:** Exclusive spaces to observe and appreciate garments and household items made from alpaca fiber with the necessary time and privacy.

The commercial exhibition will be held in Pavilions A and B of the Cerro Juli fairground.



**Fashion Show in Cerro Juli:** Different catwalks where new renowned brands and designers dress famous models with their best collections and alpaca garments.



**Stellar Night- Alpaca del Perú:** Cultural event in which we highlight: Textile tradition, exclusiveness and richness of our Peruvian Alpaca where the most important international brands display a catwalk at the Convent of Santa Catalina- a majestic architectural monument located at the Historical Center in Arequipa.

# Young Creators to the World

PROMPERÚ organizes the contest Young Creators to the World aiming to promote the design and to reward the capacities of the young Peruvian fashion students. The 2018 edition of the contest Young Creators to the World will have 2 categories: the 14° Edition of the National category and the 1st International category. The latter category convene fashion students from different countries to display their collections using Alpaca fiber.

The contest will take place on the frame of the most important Alpaca event of the world: ALPACA FIESTA 2018.



# Alpaca Moda 2018 – B2B Matchmaking

The Alpaca Moda B2B Matchmaking takes place every 2 years and in this edition will be conducted along with Alpaca Fiesta.



**Venue: Centro de Convenciones –  
Cerro Juli**

Campo Ferial Cerro Juli s/n, Jose Luis  
Bustamante y Rivero  
Arequipa, Peru

**Date:**

October 24 - 25

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# Alpaca Moda 2018 – B2B Matchmaking

In the B2B Matchmaking will participate:

- **Local Supplier**

Garments, accessories and home textile Alpaca producers from different regions of Peru.

Product categories:

Apparel, Accessories and Home Textile.

- **International Buyers**

Representatives from the top companies of the fashion industry from the 5 continents, including department stores, chain stores, retail stores, e-commerce and designers interested in the Alpaca fiber.



# Why “Alpaca del Perú”?



Peru has an integrated value chain, from the breeding to the final product. Our country is home to 80% of the global Alpaca population, and supports more than 120, 000 families from the textile industry.

Know more about Alpaca, [here](#).

Alpaca del Perú is a sector brand developed with the purpose of promoting Alpaca to the world. This brand aims to position the alpaca as a luxury fiber with a advanced industry mixed with the 5, 000 years of knowledge and the new techniques and trends established by the market.

Visit our website and get to know more about our brand [Alpaca del Perú](#).



# Alpaca Moda 2018 – Advantages



Direct negotiation with Peruvian producers.

Personalized appointments according your needs.

Better understanding of the Alpaca export offering.

Comprehensive view of the Alpaca apparel and decoration industry, and find innovative products of your interest.

# Alpaca Moda 2018 – Advantages

The B2B Matchmaking Business Appointment Software gives you the opportunity to select the companies of your interest, based on your business needs and product specifications. Find instructions below:



First, you must register in the Business Meeting Software (click [here](#)). You will need to create a username and password. If you have previously participated in Perú Moda & Perú Moda Deco 2018, you must use your previous password to access the system.

After being approved to attend, you will receive the instructions to get access the platform and set up your appointments. You will have access to the company profile, it will be available at the software.

Once the appointments are confirmed you will receive an e-mail with your final agenda. The meetings will take place at the company booth, we will assist you during this activity.

# Alpaca Moda 2018 – Preliminary Agenda for buyers participating in the B2B Matchmaking

## Tuesday, October 23<sup>rd</sup>

- Arrival in Arequipa during the morning

## Wednesday, October 24<sup>th</sup>

- B2B Matchmaking 09:00 – 13:30
- Lunch 13:30 – 15:00
- Exhibition 15:00 – 17:00
- Opening and Cocktail ceremony 18:00 – 20:00

## Thursday, October 25

- B2B Matchmaking 09:00 – 13:30
- Lunch 13:30 – 15:00
- Exhibition 15:00 – 17:00
- Amazing night Alpaca del Perú 19:00 – 21:00
- Gala Cocktail 21:00 – 22:00

## Friday, October 26

- Exhibition 09:00 – 17:00
- Return to Lima

You can see the general program of the event [here](#)  
If you are interested in Chacchu, please contact us.

# Arequipa



- Arequipa is the second most important city in Perú, in the economic and commercial sectors.
- It is a city which historic center was declared as a World Cultural Heritage, by UNESCO.
- It has architectonic buildings from the colonial and republican periods.
- The Monastery of Santa Catalina is a citadel founded in 1579, there you can see beautiful architecture. It has a Pinacotheca with more tan 400 paintings.

You will find more information [here](#)

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2018

Organized by:



PERÚ

Ministerio  
de Comercio Exterior  
y Turismo

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Registration: <http://ruedasnegocios.promperu.gob.pe/publico/es/alpaca-moda-2018>

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