



**TRADE TRAINING**  
business for a global world

*Strategic Articulation for Global Trade*



## ABOUT US

We are a consulting firm specialized in international business, with a team bringing over 20 years of experience. We support companies, institutions, and organizations across diverse industries in designing and implementing strategies that enhance competitiveness and strengthen their presence in global markets.

## Profile

Founded in 2010 following the entry into force of the first trade agreement between Peru and the United States, our mission has been to facilitate internationalization and foster bilateral business development.

We act as an executing arm that bridges the public and private sectors, providing expert technical assistance and research to connect companies with the best market opportunities in Peru and worldwide.

# VALUE PROPOSITION

At Trade Training we bridge the gap between public/private strategy and market reality, operationalizing business opportunities with technical precision.



*We integrate strategy, market, and execution to drive your international expansion.*



## Strategic articulation

Ability to coordinate with strategic partners, trade associations, buyers, and public and private entities to maximize results.



## Multidisciplinary Excellence

Our cross-sector experience ensures a comprehensive approach to every project.



## Strategic Networking

We provide clients access to high-value contacts aimed at building commercial partnerships.



## End-to-End Management

Specialists in content development and full-scale operational production of high-impact events for public and private clients.



## PAI Strategy

Expertise in developing business models and technical profiles required for the Internationalization Support Program (PAI) of MINCETUR prior to application.



## Rigorous Methodology

We combine global expertise with strong field research capabilities, ensuring practical and efficient outcomes.



## Tailor-Made Adaptability

Customized solutions ranging from targeted trade missions to individualized business agendas, aligned with each partner's operational reality.

# OUR SERVICES

1

## Strategic Consulting & Research

Sector studies  
International market research



3

## Event Organization and Production

Seminars & Workshops | Networking  
Fairs



2

## International Trade Promotion

Business matchmaking and agendas  
Matchmaking | Trade Missions



4

## Specialized Training (Tailor Made)

Customized programs for public  
and private entities





**Strategic  
Consulting  
& Research**

- Sector studies
- Technical and market access requirements
- Import and export market product profiles
- Internationalization plans
- International market research
- Qualitative and quantitative information collection.
- Statistical data processing.

**OUR SERVICES**



## OUR SERVICES

- Strategic networking
- Business matchmaking
- Business Agendas
- Trade and logistics missions (*Inbound / Outbound*)
- Representation office in Peru.



**International  
Trade  
Promotion**



## Event Organization and Production

- Specialized seminars and workshops.
- Networking events
- Fairs and Business Roundtables.

**OUR SERVICES**



## OUR SERVICES

- Capacity building in international trade for public and private sector entities.
- Customs management and logistics operations for imports and exports.
- Tailored programs customized to each client's needs.



**Specialized  
Training  
(Tailor Made)**



# OUR CUSTOMERS



International trade promotion organizations



National and international public entities



Exporting and importing companies



Entrepreneurs entering export / import businesses



Foreign companies seeking market entry into Peru

# OUR CUSTOMERS

*Partners who trust in our execution*

## *Institutions*

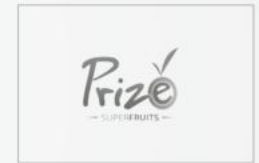


# OUR CUSTOMERS

Partners who trust in our execution



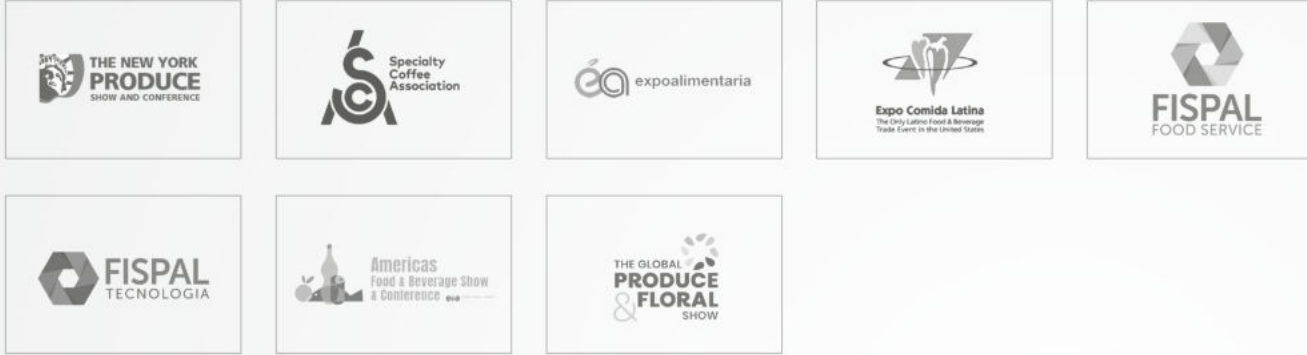
## Companies



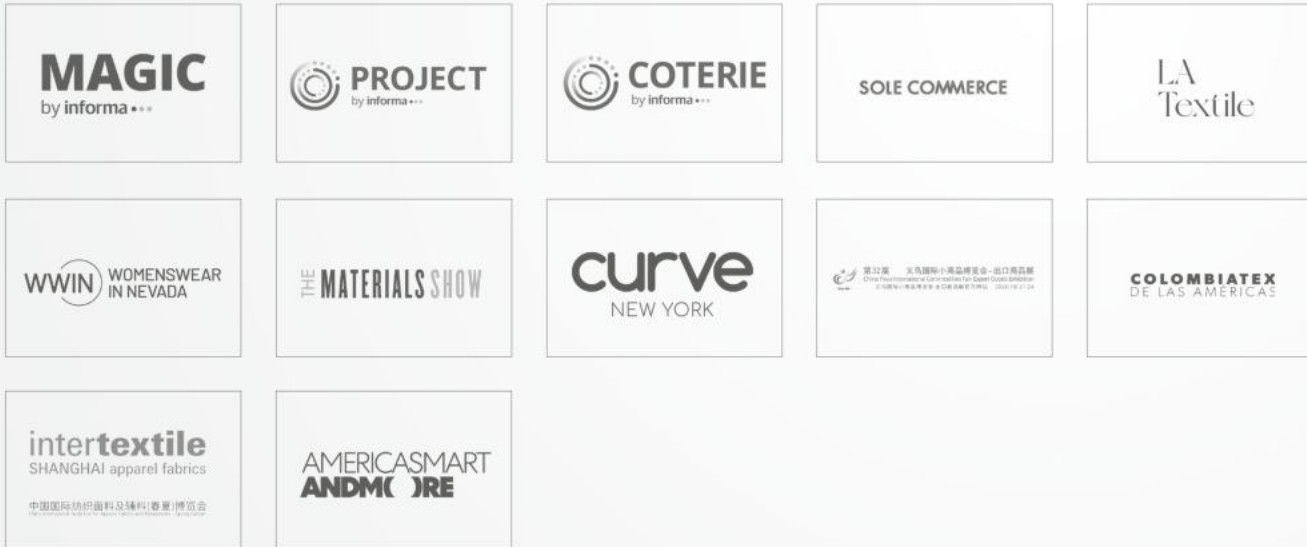
## Ports



## Food / Agribusiness Sector

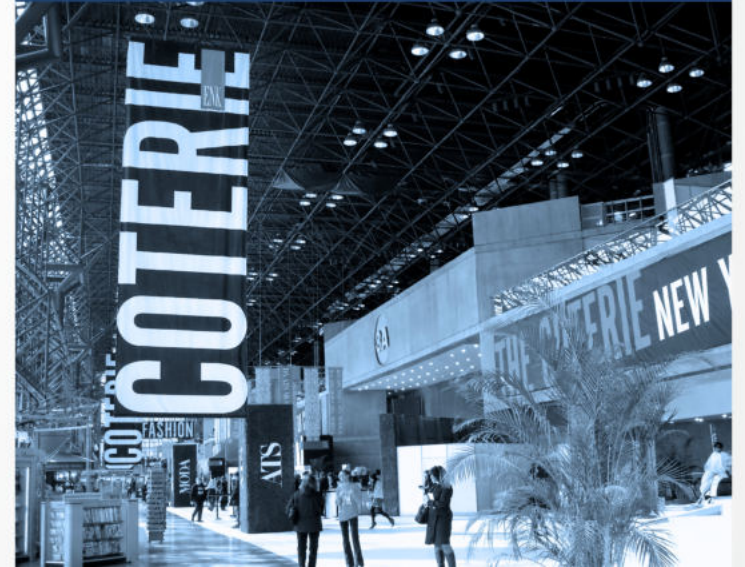


## Textile and Apparel Sector



# INTERNATIONAL PRESENCE

Trade Shows. Trade Training participates in and supports trade promotion processes in the main international business platforms, facilitating access to new markets, strategic contacts and internationalization opportunities.





We have worked with national and international public entities, trade promotion organizations, and exporting/importing companies, developing trade promotion initiatives, capacity building, and strategic articulation.

**+20 years** *of experience in international trade.*

**+100 projects** *in consulting and market development.*

**+200 business** *agendas*

Our commitment is based on personalized support and the development of long-term relationships in global trade.

**TRACK RECORD  
AND COMMITMENT**

# OUR EXPERIENCE

## Strategic Consulting & Research



**2022 to 2025**  
**PROMPERU**  
Market Access Requirements (RAM) for 5,000 products in 80 prioritized markets.



**2021 and 2022**  
**AMI - Americas Market Intelligence, LLC.**  
Interviews with 200 Peruvian SMEs. In-depth interviews in the Medical Care Providers sector.



**PROMPERU**  
Logistics profiles: Markets Bolivia, Ecuador, Brazil, Mexico, Colombia, Chile, Honduras and Nicaragua.



**SAGARPA MEXICO**  
Thirty market / product profiles for Mexico's offer in Peru.



**PROCOLOMBIA**  
INTRADE Bid Export Access Project, Access Requirements for the Exportable Supply of the Pacific Alliance Countries for Entry into Peru.

▲ 2025

▲ 2022

▲ 2020

▲ 2019

▲ 2018



**SUNAT**  
Consulting in a study on possibilities of diversion of the four chemical inputs and controlled goods.



**PTB (Physikalisch - Technische Bundesanstalt)**  
Study Prioritization of products / problems of the agro-export sector with the intervention of the Quality Infrastructure.



**UNODC, United Nations Office on Drugs and Crime.**  
Study "Situational diagnosis on the 5 controlled IQs of greatest use in the manufacture of drugs in Peru".



**CONCYTEC. National Council of Science, Technology and Innovation,**  
Study on the problem of obtaining biological and chemical materials for scientific studies.



**2011 to 2013**  
**PROMPERU**  
Access Guide for the Entry of Food into China, Korea, Brazil, Canada, Chile, Ecuador and for the offer of biotrade to the U.S.

▲ 2015

▲ 2014

▲ 2014

▲ 2013

▲ 2013

# OUR EXPERIENCE

## International Trade Promotion



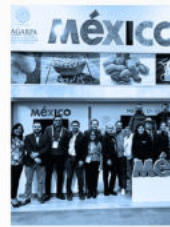
**2024 and 2025  
Commercial  
Logistics Missions**  
Pennsylvania, Florida,  
and North Carolina  
for agribusiness.



**US Commercial  
Service, U.S.  
Embassy in Peru**  
Cyber Security  
Business  
Development Mission  
to South America.  
Technical Event,  
Business  
Matchmaking.



**2016 to 2019  
URUGUAY XXI**  
Development of  
business agendas for  
URUGUAY XXI Trade  
Missions in Peru



**2014 al 2018  
SAGARPA, Ministry of  
Agriculture,  
Livestock, Rural  
Development,  
Fisheries and Food of  
Mexico**  
Peru-Mexico Business  
Roundtable.



**WUSATA, Western  
U.S Trade  
Association**  
Business mission,  
business roundtable  
in Lima for  
companies in the  
food sector – USDA.

▲ 2025

▲ 2022

▲ 2019

▲ 2018

▲ 2016



**Commercial Service,  
U.S. Embassy in  
Peru.**  
Business agendas for  
companies in the  
trade mission *Trade  
Winds Latin America*.



**APEXBRASIL**  
Brazil-Peru Business  
Mission. Events and  
Business  
Roundtables



**Specialty Coffee  
Associaty**  
Fair SCAA 2013: Fair  
Mission SCAA –  
Specialty Coffee  
Association of  
America



**Chamber of  
Commerce of  
Almeria España**  
Business Roundtable  
Peru - Spain -  
construction sector.



**SUSTA, Southern  
United States Trade  
Association**  
Execution Business  
mission, business  
roundtable,  
networking event in  
Lima for American  
companies in the  
food sector.

▲ 2016

▲ 2015

▲ 2013

▲ 2012

▲ 2011

# OUR EXPERIENCE

## Event Organization and Production



2015 to 2025  
**PROMPERU**  
Ports&Trade,  
Logistics in trade  
with the United  
States



2017 to 2025  
**PROMPERU**  
Internationalization  
to the U.S.  
Commercial  
Implementation



2022 to 2024  
**CIDENE**  
Bicentennial Tourism  
| Promperú's Home  
Deco Export Route.



2018 and 2019  
**Public Diplomacy  
Section U.S.  
Embassy in Peru**  
TECH CAMP Peru.  
Regional  
Collaboration  
Against Crime,  
delegations from  
seven countries.



2013 to 2017  
**PROMPERU**  
Webinars, Technical  
Requirements for  
Access to the USA  
U.S. food and textile  
sector.

▲ 2025

▲ 2025

▲ 2024

▲ 2019

▲ 2017



**PRODUCE, Ministry  
of Production**  
Launch of the second  
call for proposals of  
the Supplier  
Development  
Program – PDP.



2012 to 2015  
**Public Diplomacy  
Section (PDS) - U.S.  
Embassy in Peru**  
FDA Requirements  
and Food Safety  
Modernization Act  
(FSMA) Seminars in  
Lima and regions.



2014 and 2015  
**US Commercial  
Service, U.S.  
Embassy in Peru**  
Pathways to  
Prosperity Initiative,  
Workshops on  
Customs  
Management  
Reform and Trade  
Facilitation.



**APEXBRASIL**  
Comprehensive  
organization of  
events: Business  
roundtable, seminar,  
technical visits for  
Peru Brazil Business  
Mission, 60 Brazilian  
companies.



**PRODUCE,  
Ministry of  
Production**  
Agendas of visits  
internships of  
businessmen  
winners of the 2010  
President Award for  
MSEs

▲ 2016

▲ 2015

▲ 2015

▲ 2015

▲ 2010

# OUR EXPERIENCE

## Specialized Training (Tailor Made)



**PROMPERU**  
Training for exporting companies for digital sales in the United States.



**MINCETUR**  
International Logistics for exporting organizations of the chain of Yarn, Accessories and Alpaca Garments in Puno.



**MINCETUR**  
International Logistics for companies of the "Pisco para el Mundo" program (Lima and Ica).



**MINCETUR**  
Foreign Trade Logistics Management for Mango Exporting and Potential Exporting Organizations.



**MINCETUR**  
Foreign Trade Logistics Management for coffee/cocoa exporting organizations.

▲ 2025

▲ 2025

▲ 2025

▲ 2024

▲ 2023



**Regional Government of Callao**  
Training in artisanal skills and promotion of handicrafts in the Callao region.



**PROMPERU**  
Loreto Workshop Access Requirements for the Export of Paiche and By-products to the EU and USA.



**National Society of Industries - SNI**  
IQBF specialized workshop, market, regulations, registration and inspection.



**PROMPERU**  
Authorized Economic Operator, CTPAT and security in logistics for export.



**MINCETUR**  
Public Sector Workshop Paita, Piura Authorized Economic Operator and the CTPAT.

▲ 2023

▲ 2019

▲ 2014

▲ 2013

▲ 2012

# OUR TEAM

## Multidisciplinary Management



**Melina Dominguez Cáceres**  
*Managing Partner*

Senior consultant in market research and trade promotion. She holds degrees in Statistics, Marketing, and International Business, as well as a Master's in Public Relations.

She began her career in 1998 at AmCham Peru and later led foreign trade consulting projects, trade missions, and market development studies. She directed the first Internationalization Support Program (PAI) at MINCETUR and has led Trade Training since 2010, collaborating with national and international promotion agencies.



**Jaime García Díaz**  
*Partner*

Economist with over 30 years of experience in public management, trade associations, and international cooperation. He has served as Vice Minister of Industries, Tourism, and Foreign Trade, and as General Manager of AmCham Peru.

He has been a board member of ADEX, CCL, and COFIDE, and Chairman of FOGAPI, and has worked as a consultant for organizations such as the European Commission, the World Bank, the IDB, UNIDO, Swiss Cooperation, and the Government of the United Kingdom. Currently, he is Executive Vice President at ConsultAndes and a Researcher at IDEI-PUCP. He holds an MBA from IESE Business School and completed doctoral studies.



# GLOBAL REACH AND IMPACT



## **Market development.**

Guidelines, Access Requirements, Profiles and Internationalization Plans: USA (Miami, Philadelphia, New York, Los Angeles, Savannah and Wilmington), Bolivia, Ecuador, Chile, Colombia, Brazil, Mexico, Honduras, Nicaragua, Mexico, China, Korea, European Union, Germany, Netherlands.



## **Customers served from.**

Mexico, Spain, Uruguay, Brazil, USA (Miami, New York, Philadelphia), Colombia.



## **Trade Promotion Organizations.**

U.S. USA (Washington, Louisiana), Uruguay, Brazil, Colombia, Peru, Mexico.



## **Fairs and Missions.**

Las Vegas, Los Angeles, New York, Miami, Philadelphia, Atlanta, Savannah, Wilmington, San Diego, Sao Paulo, España, Yiwu en China.



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Trade Training Peru



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