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Quarterly Progress Report

Peru and Andean Trade Capacity Building Program: USAID/Facilitando Comercio

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Peru and Andean Trade Capacity Building
Program: USAID/Facilitando Comercio

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Glossary

ADEX	Peruvian Exporters Association
	Agreement on Aspects regarding Commercial Intellectual Property Rights
ADPIC	
ADSL	Asymmetric Digital Subscriber Line
AEO	Authorized Economic Operator
AMCHAM	American Chamber of Commerce
AMPE	Peruvian Municipalities Association
APEGA	Peruvian Association of Gastronomy
APDAYC	Peruvian Association of Authors and Composers
BASC	Business Alliance to Promote Secure Commerce (Bolivia)
BID	Inter-American Development Bank
CADEX	Chamber of Exporters of Santa Cruz (Bolivia)
CADEXCO	Chamber of Exporters of Cochabamba (Bolivia)
	Chamber of Industry, Commerce, Services & Tourism of Santa Cruz (Bol)
CAINCO	
CANEB	Bolivian Institute of Foreign Commerce
CAPLAB	Center of Services for Labor Training and Development
COO	Certificate of Origin
DIAN	Direction of National Taxes and Customs (Colombia)
DIGEMID	General Direction of Medicine and Drugs
DIGESA	General Direction of Health and Environment
DIN	INDECOPI's Directorate of Inventions and New Technologies
DSD	INDECOPI's Directorate of Distinctive Signs
	Judiciary's Technical Team for the Implementation of the Labor Procedural Law
ETII Laboral	
FAN	Friends of Nature Foundation
FCC	Federal Communications Commission
FUNDES	Foundation for Sustainable Development
GOB	Government of Bolivia
GOC	Government of Colombia
GOE	Government of Ecuador
GOP	Government of Peru
HACCP	Hazard Analysis and Critical Control Points (Certification)
IBCE	Bolivian Institute of Foreign Commerce
IBNORCA	Bolivian Institute of Normalization and Quality
	National Institute for the Protection of Intellectual Property, Ecuador
IEPI	
IFC	International Finance Corporation
ILO	International Labor Organization
INDECI	National Institute of Civil Defense

INDECOPI	National Institute for the Defense of Consumers and Intellectual Property
ISO	International Standards Organization
ISPS	International Ship and Port Facility Security Code
ITC	U.S International Trade Commission
LPL	Labor Procedural Law
MCIT	Ministry of Commerce, Industry and Tourism of Colombia
MEF	Ministry of Economy and Finance
MINCETUR	Ministry of Foreign Trade and Tourism
MINJUS	Ministry of Justice
MIS	Management Information System
MOL - MINTRA	Ministry of Labor
MOU	Memorandum of Understanding
MTC	Ministry of Transportation and Communications
MVNO	Mobile Virtual Network Operators
NB	Bolivian Regulation
NCC	National Competitiveness Council
NLC	National Labor Council
NLPL	New Labor Procedural Law
OGCTAI	Ministry of Labor's General Office of Technical Cooperation and International Affairs
ONGEI	Peruvian National Office of Electronic Government and Informatics
OPDAT	U.S. Office of Overseas Prosecutorial Development, Assistance and Training
OSIPTEL	Oversight Organism of Private Investment in Telecommunications
PCB	Productivity and Competitiveness Project in Bolivia
PCM	Presidency of the Ministers' Council
PMM	Program for Municipal Modernization
PMS	Public Management Secretariat
PTPA	Peru Trade Promotion Agreement
SADA	Customs Anticipated Clearance System
SENASA	National Service of Agricultural Sanitation
SIC	Colombian Superintendence of Industry and Commerce
SIIT	Labor Inspections Informatics System
SME	Small and Medium Enterprise
TLT	Trademark Treaty
TOR	Terms of Reference
USG	United States Government
USPTO	U.S. Office of Patent and Trademark
VUCE / SW	Single Window of Foreign Trade
WIPO	World Intellectual Property Organization

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I. Executive Summary

The Project has continued its trade capacity building activities for the four Andean countries. All six components are well underway in Peru, and in Colombia the Project has started implementing an expanded work plan to address new technical assistance needs related to the implementation of the Trade Promotion Agreement signed with the U.S.

It is important to note that during the present quarter the World Economic Forum presented its 2012 Global Enabling Trade Report, in which Peru has jumped from the 63th to the 53rd position. This result is evidence of the progress trade enabling reforms have made during the last two years, in furtherance of the Project's main objective. Colombia's position also increased albeit slightly, from 91st in 2010 to 89th in 2012. Project activities in Colombia are intended to contribute to improving its position in the next Global Enabling Trade Report.

In the following paragraphs we present a summary of the Project's progress over the last quarter.

Labor

The Project continued with the design and implementation of activities with its main counterparts, the Ministry of Labor (MOL), Judiciary, and Ministry of Justice (MINJUS). With respect to the MOL, the Project was requested to sign a [Framework Agreement of Cooperation and Assistance](#) to ensure confidentiality in the use of information accessed within the Project's activities.

In working with the Judiciary, the Project is focusing on key lines of action such as the design of a monitoring system for the implementation of the Labor Procedural Law (LPL), the design of a new model of Judiciary Dispatch for the LPL, increasing the predictability and soundness of judiciary sentences through supporting the First Jurisdictional Meeting on Labor matters and assessing burdens related to labor procedures.

With MINJUS, the Project is training public defenders to implement a free legal protection service on labor matters, especially for vulnerable populations such as single mothers, minors and persons with disabilities.

Intellectual Property

This quarter was full of activities related to the World Intellectual Property Organization's World Intellectual Property Day, INDECOPI's Intellectual Property Week and Cayetano University's Intellectual Property Month. This year WIPO activities centered on the theme "Visionary Innovators". The Project supported INDECOPI by financing a photographic exposition regarding Appellations of Origin during IP Week and presenting the Copyright Guide and Patent Manual, developed by the Project on their behalf. In addition, the Project presented spots, developed along with the U.S.

Embassy, the Commission on Anti-Piracy and Counterfeiting and INDECOPI itself, that are part of a large Antipiracy Campaign that has started nationwide. The Project also teamed up with San Martin University and INDECOPI to launch antipiracy spots during World IP Day and talk about creativity and innovation in the university. The Project also presented the antipiracy spots in its IP Training for Criminal Judges. Finally, for Cayetano University's IP Month, an international consultant hired by the Project discussed innovation, technology transfer, IP negotiation and IP valorization in universities and took advantage of his visit to set up meetings with private and public actors to talk about these subjects.

The other main activity was the launching of the Antipiracy Campaign in five cities: Piura, Chiclayo, Trujillo, Arequipa and Tacna. The spots were presented to elementary school students as part of the IP Education Project and to the university community and the press with great success.

Trade Facilitation

The highlight of this quarter has been intensive training undertaken in several regions in Perú on trade related matters. Important developments have also been achieved in each of the remaining activities. Among this quarter's accomplishments are that the Anticipated Clearance handbook is ready to be published and disseminated; the Project discussed plans with Customs for the next monitoring study of Anticipated Clearance implementation; it is anticipated that the Authorized Economic Operator (AEO) program will be launched next quarter; and the Single Window project is rapidly moving forward. USAID | Facilitando Comercio is currently assisting five entities (MINCETUR, DIGEMID, DIGESA, ITP and SENASA) in improving their processes.

In addition, the Project developed and presented two manuals on Rules of Origin in the textile and apparel and agricultural and agro-industrial sectors. The official presentation took place at PROMPERU on June 27, with the participation of the Vice Minister of Foreign Trade and PROMPERU's Director of Exports.

Finally, the Project has been granted additional funds through the Partnership for Trade Facilitation program which will allow it to broaden the scope of assistance.

Administrative Simplification

The Administrative Simplification Component organized an event in the Municipality of Miraflores to present the study, "Role of Local Governments in the Operation of New Businesses", which was developed jointly by the Project and USAID | Peru Pro Descentralización. The ceremony was attended by the Director of USAID Peru, Richard Goughnour, Mayor Jorge Muñoz of the Municipality of Miraflores, Chiefs of Party Elena Conterno and Thomas Reilly, of USAID | Facilitando Comercio and USAID | Peru Pro Descentralización respectively, and several public officials from municipalities, the central government and other institutions.

The Project continued with activities related to the Virtual Diploma on Administrative Simplification. To date, all five blocks of students are taking the course, which involves

learning activities such as participating in forums, taking exams, and assessing case studies. Facilitators have and will remain fundamental elements of the program, encouraging and monitoring student engagement in order to meet the established target of 70 percent of students obtaining the Diploma.

As part of its technical assistance to municipalities, the Project carried on with the signature of Commitment Acts to ensure political support of local mayors with reforms. To date, 26 municipalities have approved *Ordenanzas*¹ that adapt municipal regulation to the Framework Law of Operating License. Within this framework, the Project developed and printed an informative leaflet on the Operating License and delivered it to an important group of relevant municipalities and Institutions for use and dissemination. The media has shown interest in publishing an article summarizing the main features of the new Operating License procedures based on the aforementioned leaflet.

Medicines

The Project has been asked to participate in designing a National Plan to Fight the Illegal Commercialization of Drugs. Terms of Reference are being designed for this activity.

Telecommunications

The work plan for this component has been adjusted and its activities have been almost completed. Notably, the report on the U.S. unbundling paradigm is finished and has been submitted to authorities. A presentation of the report's findings is expected in July. Additionally, the Project supported the Ministry of Transportation in dismantling bureaucratic barriers that hinder expansion of telecommunications services throughout the country.

Bolivia

In mid-June the Administrator of USAID | Facilitando Comercio visited counterparts and beneficiaries in Bolivia to monitor project progress and administration. Currently, FUNDES and the Project are supporting Bolivian MSMEs in registering Intellectual Property Distinctive Signs (logos). In addition, a second round of workshops on intellectual property was held in La Paz, Santa Cruz, and Cochabamba.

Colombia

During the reporting period, USAID | Facilitando Comercio submitted an updated work plan to USAID that included revised activities under its Intellectual Property component and the inclusion of activities under its Trade Facilitation component. The focus of the updated work plan is closely tied to the commitments the Government of Colombia agreed to under the Colombian Trade Promotion Agreement (CTPA), which went into force on May 15, 2012. Much of the reporting quarter was dedicated to

¹ Official document to pass changes in Municipal Regulations and Procedures.

starting up activities under the Trade Facilitation component and to setting up a local Project office to support Project implementation.

Ecuador

USAID | Facilitando Comercio has started two consultancies for supporting the implementation of the Appellation of Origin *Cacao Arriba*. In that regard, a quality standard is to be designed for producers to obtain the Cacao Arriba appellation. In addition, the Project will identify other certifications that might interest producers, such as organic, fair trade, etc.

II. Introduction: Context

As shown in the 2012 Global Enabling Trade Report developed by the World Economic Forum, Peru has improved ten positions since the previous report in 2010, showing that the country's efforts to build a friendlier trade environment are showing measurable results.

Peru has jumped from the 63th to the 53rd position, achieving important advances in all sub-indices of the report, which are Market Access, Border Administration, Transport and Communications Infrastructure and Business Environment. The following chart summarizes Peru's results:

Enabling Trade Index Peru	2012	2010	Change
Overall Index	53	63	↑ 10
Subindex 1: Market Access	4	15	↑ 11
1. Domestic and foreign market access	4	15	↑ 11
Subindex 2: Border Administration	53	58	↑ 5
2. Efficiency of customs administration	64	70	↑ 6
3. Efficiency of import-export procedures	51	70	↑ 19
4. Transparency of border administration	49	53	↑ 4
Subindex 3: Transport & Communications Infrastructure	85	91	↑ 6
5. Availability and quality of transport infrastructure	93	94	↑ 1
6. Availability and quality of transport services	86	94	↑ 8
7. Availability and use of ICTs	70	76	↑ 6
Subindex 4: Business Environment	92	93	↑ 1
8. Regulatory environment	56	69	↑ 13
9. Physical security	109	105	↓ 4

Source: *Global Enabling Trade Reports 2010 & 2012*

It's important to note that key improvements in Subindex 1: Market Access are due to tariff system reforms, which have led Peru to the fourth position among 132 economies. Among the most important simplifications are the elimination of non-tariff measures, such as quotas, charges, discriminatory labeling, health standards and other restrictive conditions; and the reduction of tariff dispersion and number of distinct tariffs and tariff peaks².

The report also shows that important reductions have been made in the time required for importing/exporting goods, from 24 to 17 days and from 23 to 12 days, respectively. In addition, the collected information confirms that Customs procedures are now perceived as less burdensome and less prone to irregular payments or bribes. Finally, improvements in port infrastructure and related services have significantly eased the shipment of goods and have also made them more affordable.

² Number of tariff lines exceeding three times the average domestic tariff (across all products) to the most favored nation (MFN) tariff schedule.

Overall, the *Enabling Trade Index* shows a sound improvement in the openness of the Peruvian economy led by market-oriented reforms undertaken by the Government of Peru (GOP). In that regard, the Project has continuously supported the GOP in such endeavors, contributing to achieving these results and also promoting more reforms, which will allow further improvements in upcoming years. In this regard, the [Ministry of Economy and Finance](#) has formally expressed its gratitude for the technical support provided by USAID in improving Peru's competitiveness.

In Colombia, the Trade Promotion Agreement entered into force on May 15, 2012, eight years after the beginning of negotiations in 2004. President Santos stated that preferential access to the U.S. market represents a very important opportunity to generate jobs, but it will also demand more competitiveness from productive sectors. The public sector in Colombia will also have to improve its performance, especially in relation to customs procedures, which are currently one of the major deterrents that undermine the competitiveness of Colombian exports³. The Project's scope of work includes trade capacity building activities to address these issues.

³ <http://www.portafolio.co/negocios/tlc-eeuu-recibido-aplausos-y-protestas-el-pais-0>

<http://www.portafolio.co/negocios/aduanas-quedaron-pequenas-el-incremento-del-comercio>

III. Results Reporting Table

The following table presents the results achieved to date against Project indicators.

Common Indicator	Second Year				Comments
	Target FY 2012	Results Oct 2011 – Jun 2012			
		Men	Women	Total	
Number of participants in USG-supported trade and investment capacity building trainings.	3,615	2,583	1,766	4,349	There have been a total of 4,349 participants in the 163 events developed by USAID Facilitando Comercio throughout the first nine months of FY 2012. Approximately 40.6% of the participants were female.
Number of legal, regulatory, or institutional actions taken to improve implementation or compliance with international trade and investment agreements that is due to the support received from USG-assisted organizations.	13	7			<p>The Labor Component has developed 5 Official Inspection Protocols on the following topics:</p> <ul style="list-style-type: none"> • Occupational Safety and Health on Civil Construction • Occupational Safety and Health on Bakeries • Occupational Safety and Health on Metal-Mechanics • Freedom of Association • Child Labor <p>The Intellectual Component developed a:</p> <ul style="list-style-type: none"> • Training Manual to be used by INDECOPI in the formation of Patent Examiners. <p>The Trade Facilitation Component promoted the passing of:</p> <ul style="list-style-type: none"> • Ministerial Resolution approving the simplification of 5 of DIGESA's (General Direction of Environmental Health) procedures.

Number of U.S. supported training events held that related to improving the trade and investment environment.	159	163	During the first 9 months of FY 2012, the Project has performed 163 training events throughout the country.
Reduction in the cost of trade of goods across borders as a result of U.S. assistance.	20\$	-	The indicator will be obtained in the last quarter of FY2012.
Reduction in the number of days required to trade across borders as a result of U.S. assistance.	0	-	The reduction will be measured yearly as the information is presented by MINCETUR. The target for this indicator is intended to be met in FY2013.
Reduction in the number of procedures required to trade goods across borders as a result of U.S. assistance.	5	-	The reduction will be measured yearly as the information is presented by MINCETUR.
Number of customs harmonization procedures implemented in accordance with internationally accepted standards as a result of U.S. assistance.	1	-	The harmonization is expected to be concluded by late FY 2012.
Number of legal obstacles to women's economic activities (due to legal discrimination) eliminated as a result of USG assistance.	0	-	Activities related to obstacles for women are scheduled to take place in late 2012. The Labor Component will address discrimination issues by developing a guideline related to fighting gender discrimination.
Number of institutions/organizations whose capacity/competency was strengthened as a result of USG assistance.	10	11	The Labor Component has improved capacities in the <u>Ministry of Labor</u> , <u>Ministry of Justice</u> and the <u>Judiciary</u> . The Intellectual Property Component has worked in the same way with <u>INDECOPI</u> . The Trade Facilitation Component is performing capacity strengthening for institutions involved in the Single Window for Foreign Trade (VUCE). In addition to the support to <u>MINCETUR</u> , the Project has assisted <u>DIGESA</u> (General Direction of Health and Environment), <u>DIGEMID</u> (General Direction of Medicine and Drugs),

			<p><u>Customs</u> and the <u>ITP</u> (Fishing Technological Institute). The Administrative Simplification is building capacities with <u>INDECI</u> (National Institute of Civil Defense) and training officials of the <u>Municipality of Miraflores</u> in regulations, civil defense and land register (cadaster).</p>
Number of municipalities receiving U.S. assistance with regulatory/administrative simplification.	30	26	Up to June 30, 2012, the Project has completed technical assistance in 26 municipalities throughout the country.

IV. Technical Implementation - Peru Component

Component 1: Labor

Activity 1.1 Build Capacity to Conduct Inspections

The Ministry of Labor (MOL) requires, on a regular basis, information and action plans in a group of sectors (fisheries, agribusiness, and ports) where workers are continuously requesting MOL services regarding labor rights. To address this, the Project is supporting the MOL by developing inspection guidelines specifically oriented to those sectors, in order to improve labor inspections within them.

Thereby, as requested by MOL, two specialists, a lawyer and an economist, have developed a strategy to improve the effectiveness and efficiency of labor inspections in the modern agriculture sector. The study was completed and covers a thorough strategy for supervising the fulfillment of labor regulations in the modern agricultural sector, mainly comprised of exporters. The following topics are covered in the study:

- Strengthen the presence of labor inspections in the sector by planning coordinated inspections among the institutional bodies that regulate and supervise producers.
- Efficient allocation and management of resources from the labor inspections system, including specialized inspectors, budget and time.
- Control the planning and execution of inspections, registering their results in order to better complete successive inspections.

The Project has started a study, also requested by MOL, for developing a special regulatory framework to provide maritime workers a stable set of labor benefits and rights, including retirement. For this, maritime workers are defined as those workers who extract maritime resources for industrial purposes or human consumption (commercial purposes). The proposal will take into consideration the differences between each category of maritime workers. It is expected to be presented by late August 2012.

In April, the Project concluded the validation process of inspective protocols developed by MOL with assistance from USAID | Facilitando Comercio. The fourth Validation Workshop for assessing these protocols took place in Lima, with unions of workers and employers in attendance. The protocols—three on workplace safety and security, one on child labor, and one on freedom of association—are currently waiting for internal approval but nonetheless have been widely validated and are currently being used by train inspectors across the country.

In addition to its work with the MOL, the Project is working with the International Labor Organization (ILO) to design a platform for exchanging opinions about the formalization process in Peru, so as to develop a baseline study on the Peruvian case focused on entrepreneur and labor formalization. In this regard, the Project is coordinating a National Forum to discuss these topics among academics, workers

organizations, employers and other key stakeholders. It is expected to be held in November 2012.

Activity 1.2 Optimize Inspection System Procedures

During 2011, the Project conducted, along with MOL, a study to review SIIT (Informatics System of Labor Inspections) processes and proposed a series of improvements. As a result, five interventions to the system were planned:

- a) Analysis, redesign and development of the programming module
- b) Development of a reporting module on programming / monitoring
- c) Improvement and optimization of the SIIT
- d) Implementation of digital signatures
- e) Development of documents generated by the system

The aim is to improve the performance of MOL's inspective duties through the analysis and reform of processes and functions, the identification of relevant activities and their systematization, taking into account labor legislation.

In order to achieve sustainability, the proposed methodology considers in its final stage, the implementation and institutionalization of the proposal, with the objective of enabling the MOL for managing changes and improvements to procedures. It is important to state that all reforms are based on taking into account demands and expectations of users, optimizing the use of technology, and not losing sight of the purpose of the inspection system.

To date there has been significant progress in this task as formats and templates of the first three tasks have been agreed upon. Programmers are currently implementing them on the SIIT.

The SIIT reform effort did suffer some delays initially, but since signing a Framework Agreement of Cooperation and Assistance with the MOL, the Project has been able to move forward with the activity. The following are the most important highlights of this activity during the present quarter:

- a) The Project encountered difficulties in accessing databases, source codes, libraries, and the SIIT application, among other resources required for replicating the SIIT on an external server. This inconvenience was the main reason to sign the aforementioned Agreement and to put on hold meetings with MOL officials for four weeks and delay access to information for seven weeks.
- b) The operational analysis of SIIT was expanded in order to assess costs and benefits of considering the interfaces of other MOL's systems (documentary steps).
- c) During the first weeks, meetings were held with all involved areas to assess all requirements and proposals. However, since then new requirements have arisen and in order to increase the consultancy's value some have been accepted.

The Project is also planning another intervention to link the SIIT with the Enforced Collection System in order to obtain the following benefits:

- ✓ Identify all payments made in the National Bank (*Banco de la Nación*)
- ✓ Allow the visualization of payments made in the National Bank by the Fines and Enforced Collection Units, in order for them to identify payments in the Bank that are not related to fines.
- ✓ Automatic emission of standardized templates for the Enforced Collection Unit, in order to optimize the efficiency of collection procedures by decreasing time, costs of materials and labor.
- ✓ Enable access of the Inspections System to the Notification System in consultation mode. This will allow the identification of unaccredited payments.
- ✓ Automate Fines Issued module for improving searches.
- ✓ Modify the Enforced Collection System so as to enable Enforced Collection Units to register collected fines.
- ✓ Institutionalization of operations and processes improved, as well as changes to the SIIT and the Enforced Collection System.

Activity 1.3 Build Capacity for Conciliation

Peruvian law dictates that whenever a party involved in a collective bargaining procedure demands so, the MOL will perform an economic valorization of the financial capacity of the employer and its capacity to fulfill requirements. But the MOL has identified the following limitations related to those valorizations, called Labor Economic Reports (LER, or *Dictamen Económico Laboral*):

- Enterprises do not present all information due to the low value of fines.
- The procedure is complex and does not provide a differentiated analysis for private enterprises, state and public enterprises.
- Regional directorates lack human resources to complete LERs, thereby centralizing LERs in the MOL.
- The MOL lacks a specialized unit to address LER requests..
- LERs are not didactic, are based on historical data, and lack a macroeconomic framework or comparative information.
- Fifty percent of collective bargaining procedures are solved or result in a strike before the LER is concluded.

In order to solve these problems, a consultancy has begun to review LER content and will develop:

- ✓ Proposal to improve and differentiate it according to private enterprises, public enterprises or public institutions.
- ✓ Proposal for improving the management and elaboration of LERs and related regulations.
- ✓ Draft LER Manual.

In addition, the Project is also providing a course to conciliators, which covers a wide range of labor topics ([Syllabus](#)). More Information on the course is presented under Activity 1.4.

Activity 1.4 Support Implementation of Labor Procedural Law

This is one of the most relevant and in-demand activities by counterparts given the upcoming implementation of the Labor Procedural Law in all four Judiciary Districts of Lima for the second half of 2012.

With the Judiciary, the following activities are underway:

a. Validate matrix of Indicators proposed by GRADE

On April 23rd the Project held a workshop to validate a matrix of indicators to monitor the LPL's implementation. Twenty-two officials and judges attended the event. The final approval of the matrix by the Judiciary is awaited to begin collecting baseline data.

b. First Jurisdictional Meeting on labor topics

The Project concluded technical assistance provided for the 1st Jurisdictional Meeting on labor topics for the Supreme Court of Justice. Topics discussed were:

- Interpretation of article 2 of the new LPL, related to the adequate process for reposicion in cases of fraudulent or unjustified dismissal.
- Responsibility of employers, calculation of compensations, and nonspecific fundamental rights.
- Overtime payment in public and private regimes.

c. Study of costs incurred by labor procedures users

The Project is currently developing a comparative study of costs (economic and noneconomic) incurred by litigants in labor processes under the Law N° 29497 (new Labor Procedure Law) and Law 26636 (former Labor Procedure Law), and also under labor administrative proceedings according to Law N° 27584 (Law to Regulate the Administrative-Contentious Process). In that sense, the Project has completed the design tools for gathering primary information (application files and a user survey) in coordination with the Judiciary.

The consultancy is underway and a first trip to Judiciary District N°1 (Arequipa) for collecting information is scheduled for July.

d. Regulations for the new Judiciary Dispatch

Proposals have been presented to the Judiciary and they have accepted them. Final documents are being elaborated. Also, the Project is discussing with the Judiciary a proposal for an induction plan for these tools in Judiciary Districts where the Law is currently in force.

With the MOL and MINJUS, the Project is conducting a 120-hour training course for approximately 80 officials of both Ministries (conciliators, public defenders,

liquidators) on labor topics and the LPL. After the training, it's expected that MINJUS will incorporate labor issues in their legal defense and conciliation services.

Activity 1.5 Implement MOL's integrated Information System

Three sub-activities are underway:

a. Virtualization of a tutorial for filling the Electronic Payroll

Meetings have been held with MOL and SUNAT, both responsible for using and managing the Electronic Payroll, for developing a tutorial to teach how to correctly fill the Electronic Payroll. This is meant to be a dissemination tool for the general public. The Project expects to begin development by the third quarter of 2012.

b. Online application for the social benefits liquidation module.

The Project will change the application's language from Visual Basic to Java, in order to upload it on MOL's webpage and enable workers to calculate their social benefits online. It is expected to be on the MOL's webpage by the third quarter of 2012.

c. Improve TUPA and Administrative Registries.

The Project is working along the MOL to improve some key TUPA (Single Text of Administrative Proceedings) procedures. In that regard, a diagnostic and implementation plan to improve and integrate procedures within the Free Legal Defense, Assistance to Workers and Social Benefits Liquidation Systems is underway. Once the plan is executed, the Project expects to improve timings and reduce queues in services provided by all three Systems. In addition, this reform will serve as a pilot project for the subsequent analysis of other MOL procedures.

Activity 1.6 Improve Statistical Information of Labor Conflicts

Under this activity, the Project has coordinated its support to the Judiciary's Office for Measuring Jurisdictional Performance. In that regard, an evaluation tool will be adjusted and a structured model of judiciary resolutions on labor matters will be created. These products will be concluded by late August 2012.

In addition, the Judiciary has faced obstacles for developing suitable Terms of Reference for implementing the Jurisdictional Performance Measuring System. Preliminary versions have not yet fulfilled minimum requirements to guarantee solid proposals by suppliers. A deadline has been established with the Judiciary to move forward on the matter.

Furthermore, the Project is working with the ILO for supporting a CAN (Andean Community of Nations) initiative to develop a monthly report on key labor administrative registries, so as compare its performance with other Andean countries (Bolivia, Ecuador and Colombia). The next quarterly report will provide details about advances.

Activity 1.8 Promote Equal Opportunities and Nondiscrimination

Working in conjunction with MOL, the Project has designed administrative bases for developing a study to identify labor demand (market niches) for persons with disabilities in Lima and Callao. This initiative will help persons with disabilities develop skills and incorporate them in to the labor market. The consultancy is expected to begin the first week of August 2012. Expected results include the identification of:

- ✓ Productive sectors that demand workers with disabilities, both dependent and independent workers.
- ✓ Enterprises which hire workers with disabilities, and identification of hiring factors, positions demanded and future requirements, stressing positions where their higher productivity is acknowledged.
- ✓ Similar enterprises that do not hire workers with disabilities and their reasons.
- ✓ Market niches for persons with disabilities.
- ✓ Social organizations that group persons with disabilities and link them with possible employers or its potential market.
- ✓ Educational Institutions that offer courses to meet the identified demand.
- ✓ Productive sectors that are internationally recognized as potential markets for persons with disabilities.

Component 2: Intellectual Property

The Project has pursued several activities in close coordination with INDECOPI.

Activity 2.2: Information Management System Improvement

Digitization of the Certificates of Registration and Entries of the Distinctive Signs Directorate

As informed in previous reports, the Project will provide its cooperation for the Digitization of Certificates of Registration and Entries of the DSD. This will help Indecopi to reduce their times of examination by letting them change their paper-based processes to computer-based processes. All digitized certificates and entries will be integrated in to systems that the Project has already implemented, including a system capable of automatically generating certificates of registration and entries.

A tender for these services was launched in April, but was declared void and therefore the Project decided to directly negotiate with possible suppliers. The winner was POLYSISTEMAS S.A.C, who will undertake the digitization task.

Activity 2.3: Improving Technical Examinations

Manual for Directorate of Inventions and New Technologies' New Examiners and for people interested in becoming examiners

Five hundred copies of the Manual were printed and delivered to INDECOPI.



The manual contains definitions, references to Andean Law, a description of what a patent document must contain, instructions on how to analyze an application, references to search tools, etc., and a collection of Peruvian case law and formats.

This manual will be of great help for new examiners in order to have some guidelines when analyzing applications and even to inventors interested in obtaining a patent for their products.

Training for members of the general public interested in becoming a patent examiner is planned for September.

Activity 2.4: Strengthen Capacity for Intellectual Property Rights Enforcement

a. Training for Criminal Judges on IPR enforcement matters

The Project performed trainings on intellectual property matters with criminal judges on April 24-26, 2012 and May 22-24, 2012.

The main objective of the training was to provide criminal judges with the appropriate tools to be prepared to analyze and resolve complaints related to IP crimes, since they are not specialized in Intellectual property and there are no IP Courts in Peru.



Ms. Vivan Weiner (Judiciary's International Cooperation Office) and Eduardo Albareda (USAID Peru) at the opening ceremony



Eduardo Albareda (USAID Peru), Martin Moscoso, Ruben Trajtman, Juan Lino and Diego Ortega (INDECOPI), Catherine Escobedo (IP Component Leader, USAID | Facilitando Comercio), Adriana Barrera (UFC Consultant) and Vivan Weiner and Elizabet Arteaga (Judiciary's International Cooperation Office)



Some of the Judges

Adriana Barrera

Training

The first day of training was led by INDECOPI and was centered on IP general subjects such as definitions and administrative prosecutions regarding distinctive signs (Mr. Juan Lino), inventions and new technologies (Mr. Diego Ortega) and copyrights (Dr. Ruben Trajtman/Mr. Abilio Quispe). Dr. Martin Moscoso (Director of Copyrights) also had the opportunity to talk with the judges about the economic contribution of copyright-based industries in Peru.

The next two days of the training were led by consultant Mrs. Adriana Barrera and were centered on analyzing the criminal code and the criminal process for IP crimes. It ended with a workshop where the Judges could criticize some sentences and could resolve some hypothetic cases.

Thirty-five criminal judges from Lima and Callao were in attendance. New trainings will follow for judges in provinces such as Tumbes and Tacna.

b. Adapting the book “Intellectual Property: Principles and Practice”, written by Judy Goans, to Peruvian Law

The adaptation of the book is finished and is currently undergoing a final revision before printing.

The precise references to Peruvian and Andean Law and the inclusion of some Peruvian examples have been performed with success and the Project is confident that this book will be a great reference for judges and any person interested in knowing more about IP.

Activity 2.5: Promote the use of Intellectual Property as a Tool of Competitiveness

The Project continued its work with local governments, universities and researchers in order to promote the importance of the use of IP as a tool of competitiveness and sponsored a series of events in this regard, as follows:

a. Second Annual Meeting of Entrepreneurs (University Catolica Santa Maria of Arequipa)

University Catolica Santa Maria of the southern Peruvian city of Arequipa contacted the Project in order to obtain support for an exposition on examples of successful Peruvian cases in the use of intellectual property and for an

Intellectual Property Workshop for attendees of the Second Annual Meeting of Entrepreneurs in May 2012. Consultant Ray Meloni led the exposition and the IP Component Leader, Catherine Escobedo, was in charge of the IP workshop.

The attendees (around 150) included local entrepreneurs, students and professors of University Catolica Santa Maria, the National University of Arequipa, Alas Peruanas University, etc.



Ray Meloni
Consultant
USAID | Facilitando Comercio



University Catolica Santa Maria, University Catolica of Lima and USAID | Facilitando Comercio



Catherine Escobedo
IP Component Leader
USAID | Facilitando Comercio

b. Visit of International Consultant Marcelo Vergara to Peru

Marcelo Vergara is a Chilean engineer who was in charge of the creation and development of the Technology Transfer Office at the University of Concepción. He also has vast experience in the evaluation, valorization and negotiation of patents or innovation projects.

The Project contacted Mr. Vergara in order to have him as the keynote speaker for Intellectual Property Month activities at University Cayetano Heredia and ended up coordinating with him and IP consultant Luis Alonso Garcia an IP

training with researchers and innovators. The Project also took advantage of Mr. Vergara's expertise in order to schedule a series of meetings and events to share his knowledge on technology transfer, IP negotiation, technology-based companies, etc., as follows:

1. *University Cayetano Heredia's Intellectual Property Month:*

The Project cooperated with University Cayetano Heredia to implement a course entitled: "Universities as Engines of the Knowledge Economy: Using Intellectual Property" on May 24th and 25th, 2012, as part of their celebrations of the Intellectual Property Month.



Mr. Luis Alonso Garcia was in charge of the first part of the course with his presentation entitled "Intellectual Property in the Era of Knowledge". Mr. Marcelo Vergara was in charge of the rest of the course with his presentations: "Intellectual Property Policies in Higher Education Institutions and its Promotion", "Valuation of Technology: Arguments to set fees for the transfer of technology", "Technology Commercialization: Research results and new technologies promotion models" and "Technology Transfer Policies in universities."



Luis Alonso Garcia



Marcelo Vergara



Catherine Escobedo (USAID | Facilitando Comercio), Dra. Maria Rivera (University Cayetano Heredia), Luis Alonso Garcia and Marcelo Vergara (Consultants)



Pamela Tupayachi (E-QUIPU University Catolica Santa Maria Arequipa), Ronnie Guerra (E-QUIPU University Catolica Lima), Dr. Carmen Velezmoro (University Agraria)

Fifty-six individuals attended the course including representatives from universities, Congress, Ministry of Production, and Ministry of Economy.

2. FINCYT – Fund for Science and Technology

Mr. Vergara spoke with 30 officials of FINCYT (Program of Science and Technology) and its Director, Eng. Alejandro Afuso, about entrepreneurship, how competitive funds can provide assistance in promoting intellectual property in the projects they finance, and negotiation between companies and universities.



Eng. Alejandro Afuso, Director of FINCYT, Catherine Escobedo, IP Component Leader of USAID | Facilitando Comercio, Mr. Marcelo Vergara and attendees to the meeting.

3. NCC - National Competitiveness Council

Mr. Vergara held a meeting with some members of the NCC, Ministry of Production and Ministry of Foreign Affairs in order to talk about Peru's National Competitiveness Agenda and the Chilean model for the promotion of innovation.

4. PUCP - Pontifical Catholic University of Peru

Mr. Vergara's first activity with PUCP was a meeting with 30 teachers, academics and researchers from the Agraria University, San Marcos University, Daniel Alcides Carrion University (Pasco), Federico Villarreal University, Engineering University and the Catholic Sede Sapientiae University, with whom he talked about negotiation of IP and IP rules in the university setting.



The second activity was a speech during the Interdisciplinary Student Symposium of the Universities of Peru where he presented the topic "The Link University - Business as a Benefit to Society: Experiences and Cases" and shared experiences in the management of innovation cases and patents with Eduardo Ismodes (PUCP) and Carmen Velezmoro (National Agrarian University).



5. CONCYTEC – Science and Technology National Council

Research, Technology and Innovation were the main topics that Mr. Marcelo Vergara discussed during his visit to CONCYTEC. The meeting took place in their offices with a great attendance of researchers and members of the press. Intellectual property protection and intellectual property negotiation were topics of interest too, as was the role of universities in all of the above-mentioned subjects.

For more information:

<http://portal.concytec.gob.pe/index.php/concytec/actualidad/3236--la-universidad-tiene-la-mision-adicional-de-generar-conocimiento-e-innovarq.html>

6. DIN – Directorate of Inventions and New Technologies (INDECOPI)

Mr. Vergara had a meeting with 10 officials from the DIN to talk about how Chilean universities manage their innovation projects when applying for funding, negotiate with businesses, or try to file an application for the registration of a

patent. The DIN is about to launch its new Sub-Directorate of Support for Innovation and those topics were of great interest to them.

7. OTCIT – Technology Innovation Offices

Mr. Vergara had a meeting with the Directors of different CITEs (Innovation Offices for specific products) in their main office in Lima in order to talk with them about valorization and negotiation of intellectual property.



8. UNI – National University of Engineering

The last meeting was with the Research Unit of the National University of Engineering (UNI), which is led by Mr. Juan Rodriguez. Approximately 20 researchers and professors from the university attended to listen and exchange opinions about the critical points of licensing knowledge and valuation of intellectual property. The UNI is interested in having Mr. Vergara come back to Lima for activities such as workshops or a big convention with students.



Activity 2.6: Raise awareness of the importance and benefits of Intellectual Property

a. Antipiracy Campaign “COMPRA LEGAL. COMPRA ORIGINAL”

USAID | Facilitando Comercio, the U.S. Embassy, the Antipiracy & Anti-Counterfeiting Commission (Ministry of Production) and INDECOPI have been working together designing a national antipiracy campaign called: “COMPRA LEGAL. COMPRA ORIGINAL” (buy legal, buy original). The products developed for the campaign are the following:

i) Multimedia

The three spots and the animatic developed for the campaign are ready and they can be viewed here (amongst other sites such as INDECOPI and the Ministry of Production):

- Music: <http://www.youtube.com/watch?v=q1wD6OXKMUE&feature=g-user-u>
- Movies: <http://www.youtube.com/watch?v=zN9Lx8pw6To&feature=g-user-u>
- Software: <http://www.youtube.com/watch?v=ytMgQP8P754&feature=g-user-u>
- Animatic: <http://www.youtube.com/watch?v=xvmKZcwpT1w&feature=relmfu>

ii) Logo

The Project provided its cooperation for the creation of a logo to distinguish the campaign as follows:



iii) Dissemination campaign

The spots and animatic were launched in six cities (Lima, Piura, Trujillo, Chiclayo, Arequipa and Tacna) as follows:

- **Lima**

The spots and animatic were launched as the first activity of INDECOPI's IP Week with numerous entrepreneurs, authorities and press in attendance.

The event was led by the U.S. Ambassador, Her Excellency Rose Likins; the USAID Peru Mission Director, Mr. Richard Goughnour; the President of INDECOPI, Mr. Hebert Tassano and the Technical Secretary of the Commission on Anti-Piracy & Counterfeiting General (r) Jorge Cardenas.



From left to right: Mr. Richard Goughnour, Director of USAID Peru; Her Excellency Rose

Likins, US Ambassador in Peru; Mr. Hebert Tassano, President of INDECOPI and Mr. Jorge Cárdenas, Technical Secretary of the Antipiracy & Anti-Counterfeiting Commission

The spots and animatic were also presented during a World IP Day event at University San Martin de Porres. With representatives from the U.S. Embassy, USAID | Facilitando Comercio, the Commission on Anti-Piracy & Counterfeiting and INDECOPI in attendance, the University presented successful cases featuring the use of intellectual property and invited Congressman Jaime Delgado to talk about the role of consumers with respect to intellectual property.



Banner



From left to right: Martin Moscoso (Copyrights Directorate), Jorge Cárdenas (Antipiracy & Anticounterfeiting Commission), Jaime Delgado (Peruvian Congress), Catherine Escobedo (USAID | Facilitando Comercio), Fiorella Morales (Antipiracy & Anticounterfeiting Commission), Richard Merrin (US Embassy), Daniel Valera (University San Martin), Ruben Trajtman (Copyrights Directorate)

- **Provinces**



Trujillo



Piura (Schools)



Piura (Universities)



Chiclayo (Schools)



Chiclayo (Universities)



Tacna (Schools)



Tacna (Universities)



Arequipa (Schools)



Arequipa (Schools)



Arequipa (Universities)



Arequipa (Universities)

The next phase of the Campaign was to present the spots and animatic in five cities of Peru. As people between 15 to 40 years old are the target public of the campaign, it was decided to generate two events: a) an event involving schools that are part of our Education on IP project with INDECOPI; and, b) an event

involving universities and replicating the program that was designed for the event in Lima. For schools, The Project teamed up with Cineplanet and had the events in their cinema. Schools showed their best plays related to IP and ended with the projection of a movie (Lorax 3D). For the event with universities, the Project teamed up with universities in each city and asked them to recount a case of success in the use of intellectual property.

The Project teamed up with the Commission on Anti-Piracy & Counterfeiting and the Regional Offices of INDECOPI to develop these activities as follows:

City	Date	Place	Attendants	Entities that attended the event
Trujillo	June 21, 2012	National University of Trujillo	approx 100	INDECOPI, USAID Facilitando Comercio, Commission on Anti-Piracy & Counterfeiting, SUNAT (Local Taxes), Customs, Chamber of Commerce, University Cesar Vallejo.
Piura	June 22, 2012	Cineplanet (school students) and National University of Piura (university students)	Approx 230	INDECOPI, USAID Facilitando Comercio, Commission on Anti-Piracy & Counterfeiting, Technology Innovation Centers (Ministry of Production), Directors and teachers of educational institutions
Arequipa	June 25, 2012	Cineplanet (school students) and University Catolica Santa Maria of Arequipa (university students)	Approx 300	US Embassy, USAID Facilitando Comercio, Commission on Anti-Piracy & Counterfeiting, Customs, INDECOPI, the President of the District Attorneys Board of Arequipa, University Catolica Santa Maria, Directors and teachers of educational institutions.
Tacna	June 26, 2012	Cineplanet (school students) and National University of Tacna (university students)	Approx 350	Commission on Anti-Piracy & Counterfeiting, INDECOPI, National University of Tacna, Directors and teachers of educational institutions.
Chiclayo	June 28, 2012	Cineplanet (school students) and National	Approx 310	USAID Facilitando Comercio, Commission on Anti-Piracy & Counterfeiting, INDECOPI, Regional Government of

		University of Lambayeque (university students)		Lambayeque, Customs, Dean of the Faculty of Law and University Teachers (University of Lambayeque), Representative of Group 5, Chamber of Commerce of Lambayeque, Directors and teachers of educational institutions.
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Source: USAID | Facilitando Comercio

The results of the first dissemination events planned throughout the country have been very successful. Building on this success, the Project has also managed to involve certain institutions in further disseminating the spots. For example, SUNAT has agreed to show the spots and animatic in their waiting rooms nationwide.

iv) Next steps

USAID | Facilitando Comercio has coordinated with all the Institutions involved in the campaign to develop the following items:

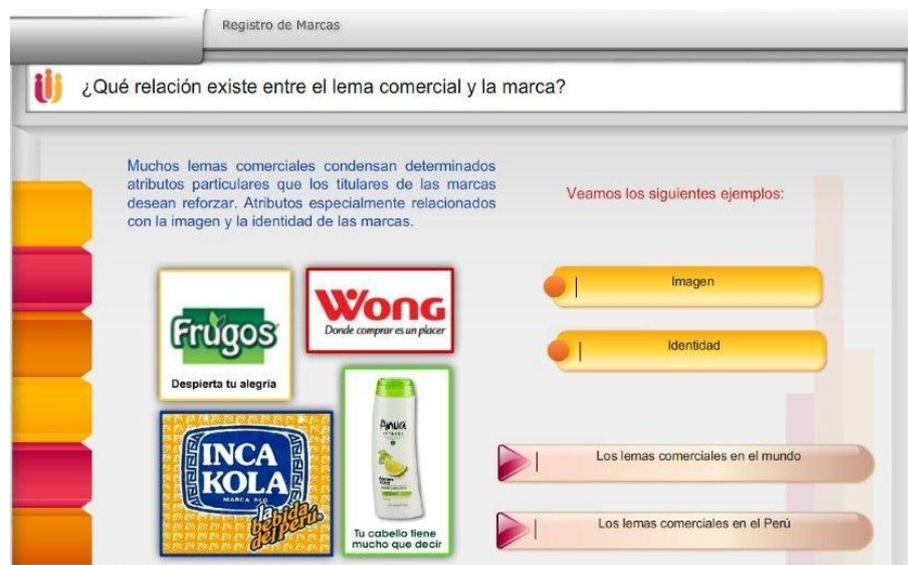
1. Web page: As previously reported, our Project is assuming the costs of the development of a webpage for the campaign which will not only contain relevant information about numbers of confiscated counterfeited material or antipiracy operations but that will provide the general public with information about where to buy legal and original (and even where to access free online material). The domain names will be: www.compralegalyoriginal.pe and www.compralegalyoriginal.gob.pe.
2. Radio Spot: The Commission on Anti-Piracy & Counterfeiting has already started negotiations to produce a radio spot regarding the Antipiracy Campaign.
3. Press ad: Our Project has hired a designer to produce an ad in order to be distributed amongst the press.
4. Social Networks: The Commission on Anti-Piracy & Counterfeiting will assume the costs of dissemination of the campaign through Facebook and probably through Twitter and YouTube.
5. Working Group for dissemination campaigns in private and public institutions: the U.S. Embassy will coordinate an event with authorities in order to show them the spots and raise awareness to the issue of combating piracy.

b. Online course on Trademarks

As previously reports, the Project worked with INDECOPI to develop an online course on trademarks. The course includes definitions, legal references, examples related to trademarks and other distinctive signs, and self-evaluation tests and forums in order to monitor how the students improve their knowledge

on the subject. It was designed for people with general knowledge on IP matters, entrepreneurs that wish to register their trademarks and young lawyers that would wish to start specializing in this area. INDECOPI chose trademarks because it is a subject on which they receive many inquiries.

In the activity's second phase, the Project created an online version of the course. With the completion of this phase, the Project has now moved on to the third and final phase of the activity, and is coordinating with INDECOPI to launch a pilot course for INDECOPI's officials in August 2012.



Screenshots of the Online Course

c. *General Copyright Guide*

As the name refers, the guide contains general information (in a format of questions and answers) about copyright in Peru. Four thousand copies of the guide were printed and delivered to INDECOPI. It was presented during INDECOPI's Intellectual Property Week.



Front page of the General Copyright Guide

Screenshot of the General Copyright Guide

The Copyrights Directorate is already distributing the guide during the workshops that are periodically organized with universities, other government entities, schools, etc., and it will be part of the materials handled to attendees of the trainings for emerging cultural industries that are currently being coordinated.

d. Copyright guides and trainings for emerging cultural industries

Consultant Erick Iriarte has finalized the following draft guides: Copyrights for Musicians, Copyrights and Software, Copyrights for Literary Work and Copyrights and Book Publishing. The guides are now under revision and next steps will be layout and printing to start scheduling trainings with these groups. Mr. Iriarte will continue to develop other guides.

e. IP course for students and teachers

The IP course for students and teachers is in its last phase. As reported in previous reports the activity is under the direction of consultant Lidia Moreno, who has been actively working with schools in five cities of the country (Piura, Chiclayo, Lima, Arequipa and Trujillo), with workshops and trainings for teachers in order to prepare them to replicate what was learned in their classrooms.

The first phase of this activity was the selection of schools. The second phase was the development of a Methodological Guide. The third phase was IP trainings for teachers and sharing with them with relevant methodological tools. The fourth phase involved monitoring activities to see how the teachers were applying what they have learned and to supervise the plays about IP written and presented by their students.

It is now the fifth phase of the activity, where all the students put on plays out IP which they have authored. Our consultant, Lidia Moreno, travelled to monitor and evaluate each play as follows:

Department	Number of Schools who performed plays
Piura	14
Lambayeque	14
Loreto	18
Arequipa	9

Source: USAID | Facilitando Comercio

The Project’s Chief of Party and the Copyrights Director of INDECOPI had the opportunity to attend plays in Piura and were impressed with the results. Kids demonstrate to have learned the importance of respecting each other’s creations and the value of their own creativity.



Daniel Navarro, Indecopi’s Chief of the Regional Office in Piura; Elena Conterno, USAID | Facilitando Comercio Chief or Party; and, Martin Moscoso, Copyright Director (INDECOPI)

School: Nuestra Señora del Pilar



School: Federico Helguero

Lidia Moreno, consultant USAID | Facilitando Comercio and Martin Moscoso, INDECOPI’s Copyright Director



The consultant is currently supervising plays created by students from Lima.

This activity is scheduled to conclude by the end of July 2012.

f. *U.S. Embassy “Proyecto Ciudadano”*

The U.S.Embassy showed interest in our IP Education program involving teachers and students from 5th and 6th grade, and invited the Project to be part of the trainings that they had programmed for June. The Project contacted consultant Lidia Moreno and INDECOPI’s Copyrights Directorate for carrying out trainings on June 21st and 22nd. One hundred and twenty-six teachers from Lima were trained.

Proyecto Ciudadano has shown interest in having this kind of training with future groups of teachers.

g. *Study on the economic Impact of the recognition of Appellations of Origin (AO) over their producers*

As previously reported, the main objective of this activity was to analyze how the recognition of the AO Coffee of Villa Rica has (or has not) improved the quality of life in the population of Villa Rica. The first part was development of a baseline study in order to collect data of the current situation, and then, in three or four years, conduct an impact evaluation.

The consultant has been working closely with INDECOPI and the population of Villa Rica to obtain information and start drawing conclusions. At the beginning of the year a survey was applied to the population of Villa Rica and San Martin de Pangoa (another city very similar to Villa Rica that will be part of the study as the “comparative group”). Now, data from the surveys have been processed and consultant Carlos de los Rios has designed a new work plan for 2012. He has travelled to Villa Rica for the second time in order to compare data and obtain further information.

The baseline study will be finished by the end of 2012.

h. *Intellectual Property Week (INDECOPI)*

Activities related to Intellectual Property Week started on April 20, 2012 with the launching of the Antipiracy Campaign COMPRA LEGAL COMPRA ORIGINAL. As explained above the three spots and the animatic were presented to the press, authorities and businesses.

The same day, INDECOPI presented a photographic exhibition regarding Peruvian Appellations of Origin, for which the Project printed and prepared the pictures, which corresponded to the series that were published in our book “Appellation of Origin: Wonders of Peruvian Spiritu”. On the other hand, the Project invited representatives from eight Peruvian Appellations of Origin to be present that day in order to explain their Appellations of Origin and to show their products.

In both events the U.S. Ambassador, the Director of USAID, the President of INDECOPI, the Technical Secretary of the Commission on Anti-Piracy & Counterfeiting and the Project's Chief of Party had an active participation.



Launching of the Antipiracy Campaign “COMPRA LEGAL, COMPRA ORIGINAL”.

From left to right, Mr. Hebert Tassano, President of INDECOPI, Mr. Richard Goughnour, Director of USAID PERU, Her Excellency Rose Likins, US Ambassador and Mr. Jorge Cardenas, Technical Secretary of the Commission on Anti-Piracy & Counterfeiting.



Photographic exhibition: “Appellations of Origin: Wonders of the Peruvian Spirit”

Elena Conterno (Chief of Party USAID | Facilitando Comercio), Representative of Coffee of Villa Rica, Group of producers and authorities, Her Excellency, Rose Likins visiting the exhibition and talking with the representatives of Pisco and Chulucanas.

The other main activity regarding Intellectual Property Week was the launching for the press of all the materials that the Project had developed with INDECOPI, such as: the Methodological Guide for Teachers, the General Copyright Guide and the Manual for the Training of Patent Examiners in Peru.



Component 3: Trade Facilitation

The Project has found common goals on this subject with those proposed by the National Competitiveness Council (NCC). This reinforces the Project's role in major trade policy targets and facilitates collaboration from entities.

Activity 3.1: TCBaseline Results Implementation: Improve Anticipated Clearance Procedure (SADA)

Following on previous visits (Miami in 2009 and Washington, D.C. in 2010) the American Chamber of Commerce (AMCHAM) organized a mission of customs and logistics professionals to the western United States to gain knowledge on best practices. AMCHAM requested support from the U.S. Embassy and USAID to cover trip expenses for customs officials to Los Angeles, California from May 21- 25, 2012.

Officials who took part in the Mission

Public Official	Position
Héctor Daniel Romero Sánchez	Deputy National Superintendent of Internal Management
Rafael Eduardo García Melgar	Deputy National Superintendent of Customs
María Isabel Frassinetti Ybarguen	National Intendent of Technical Technique
Alfonso Luyo Carbajal	Intendent of Callao Air Customs
José Luis Espinoza Portocarrero	Chief of Division of the National Intendancy of Technical Customs
Karin Noriega Pérez	Specialist of the Intendancy of Supervision and Customs Revenue Management

The study tour involved visits to Los Angeles and Long Beach Ports, Los Angeles Airport as well as American Airlines Terminal and FEDEX Terminal. Moreover, fruitful meetings were carried out with the Federal Maritime Commission and several federal agencies responsible for border protection and logistics.

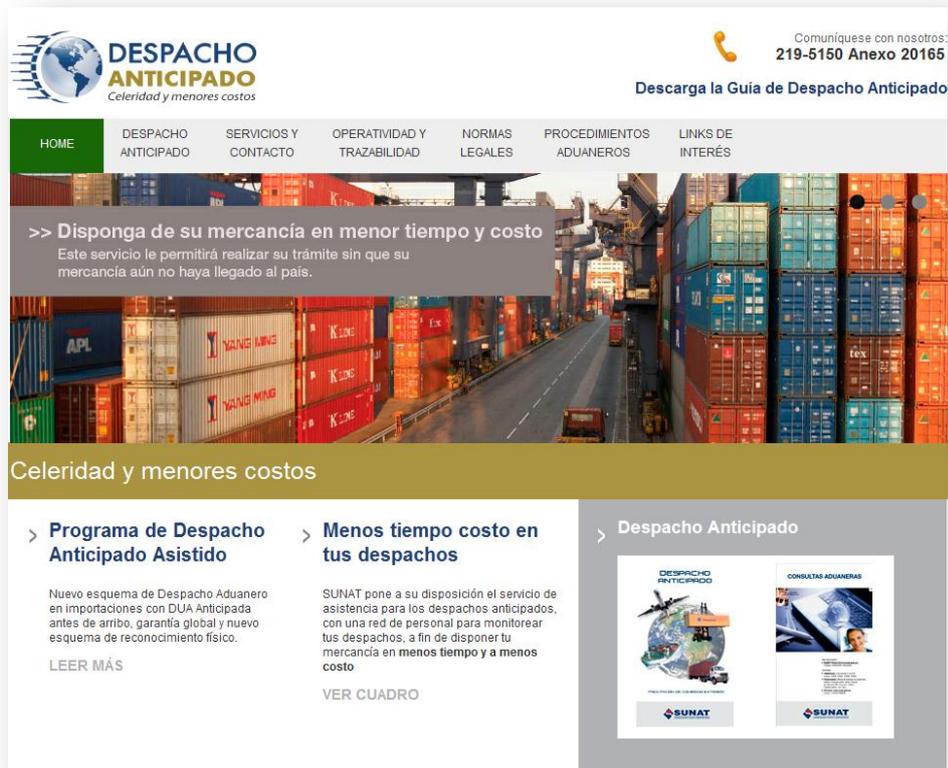
The mission was very useful to understand logistics and customs practices in the western United States and the United States as a whole. It served also to strengthen relationships between Peruvian and U.S. customs officials and to raise awareness about challenges faced by Peruvian authorities.

A notable conclusion drawn from the study tour is that transport infrastructure needs to be improved, but it needs a holistic approach that takes city growth into consideration. Additionally, the National Port Authority must reinforce its capacities and human resource capability. Finally, a policy of transparency with regard to clearance costs is required. The [U.S. Department of Commerce](#) and [SUNAT](#) submitted letters of gratitude for the support provided.

Activity 3.2: Dissemination of Anticipated Release System Benefits

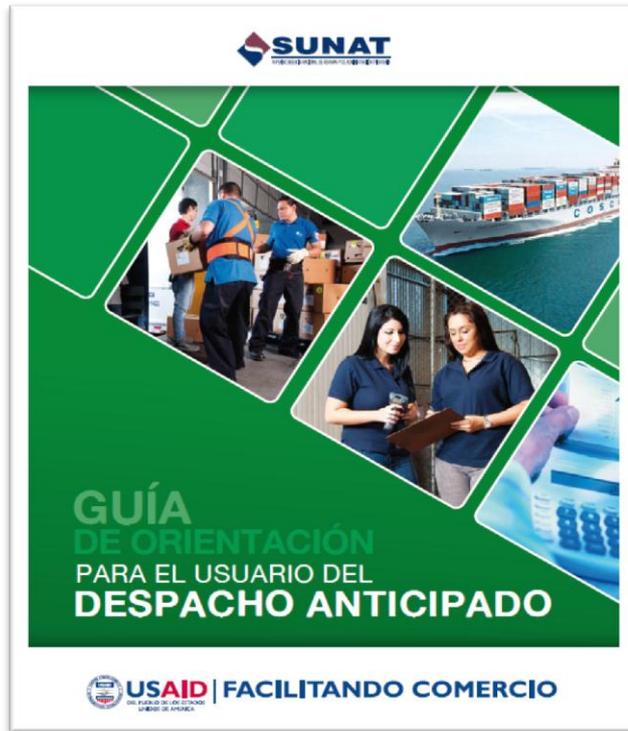
a. *Develop Dissemination Strategy*

The Anticipated Clearance Procedure (ACP) webpage is part of the key strategies to encourage trade operators to use such regimens. The consultant has been closely working with customs officials to design the webpage as well as to compose the content, the basic structure of which was validated with the private sector. The ultimate objective is that importers find complete and updated information of how to use the ACP, including advantages, how to trace import operations, statistics, etc. Then importers will be able to be linked to the operational webpage wherein such procedures are to be performed. The webpage is nearly completed and minor changes are to be done. It should enter into full operation next August.



Anticipated Clearance's webpage screenshot

The manual on anticipated clearance procedure has been approved by Customs, which actively participated in its preparation. It is envisaged as a practical guideline for SMEs or those companies which are beginning foreign trade activities. It does explain the basic concepts of the ACP, how it works, advantages, frequent questions, and points of contact in an effort to engage and assist trade operators. It will be ready for printing in July and is expected to be presented in the closing ceremony of the nationwide training program (explained in item b below). Customs will distribute the manual throughout the country.



Cover art of Manual



Sample of Content

b. *TCBaseline awareness workshops in 10 Peruvian cities*

This is likely the most resource intensive activity carried out this quarter. Based on the findings of our work in regulatory bodies, public officials lack adequate knowledge of key concepts of public and international trade law, thus the Project is pursuing an ambitious training program aimed at disseminating the ACP and improving knowledge of these key concepts. The private sector was also invited to take part.

The content of the courses and workshop on ACP was carefully crafted by Project consultants, with the involvement of renowned experts and professors of those subjects. The nine hours of coursework was divided between two half-day sessions. Professors were requested to use case-based teaching to encourage participants' analytical thinking and reflective judgment.

A nationwide training program was scheduled to promote the use of ACP as well as to build the capacity of public officials from regulatory bodies⁴ and trade operators on the current trends of public law and international trade which was initiated in May. We agreed with the Customs Authority that its officials would perform the workshops.

A brief course summary is described below:

Public Law

Session 1: Definition, types and principles of administrative procedure.

Session 2: The silence procedure, single text of administrative proceedings (TUPA), legal compliance of proceedings, requirements and fees.

Session 3: Stages of the administrative procedure, appeals, rulings and principles of on line proceedings (based on the Foreign Trade Single Window).

Customs Law

Session 1: Fundamentals of international trade law and economic integration, international trade agreements.

Session 2: Customs Law, functions and obligations, valuation, classification; customs regimes.

Session 3: Trade promotion tools and Foreign Trade Single Window.

The 2 hour workshop on ACP covered these topics:

Anticipated Clearance Procedure

⁴ Regulatory bodies are those public entities responsible for controlled merchandise such as drinks, food, medicines, timber, weapons, etc.

- Definition and background
- How to use ACP.
- Advantages and recommendations
- Frequent Q&A

The activity gained significant attention from trade operators, especially in the regions. It also drew the attention of local media, and the component leader was interviewed during the event. Trainings have already been performed in Lima, Piura, Trujillo, Chiclayo and Tumbes, with more than 400 participants, among them public officials and private sector representatives.

Finally, due to the high demand of participants, the Project is setting up an additional round of courses in July 2012.

City	Dates	Attendees	Anticipated Clearance Workshop	Customs and Public Law Course	Total Attendees
LIMA	May 23, 24, 29, 31. June 1.	TOTAL ATTENDEES	100	66	166
		Male	50	38	88
		Female	50	28	78
PIURA	May 16, 21,22 30 & 31	TOTAL ATTENDEES	67	54	121
		Male	39	32	71
		Female	28	22	50
TRUJILLO	May 28, 29 & 30. June 7, 8	TOTAL ATTENDEES	49	27	76
		Male	28	17	45
		Female	21	10	31
CHICLAYO	June 4, 5, 11, 12 & 16	TOTAL ATTENDEES	39	85	124
		Male	22	56	78
		Female	17	29	46
TUMBES	June 7, 8, 13, 14, 15.	TOTAL ATTENDEES	42	88	130
		Male	27	59	86
		Female	15	29	44
Total			297	320	617

Source: USAID | Facilitando Comercio

c. *Rules of Origin*

i. *Publication of manuals.*

Activities related to Rules of Origin have received special attention from MINCETUR and stakeholders. After a thorough preparation, manuals on Rules of

Origin in the textile and apparel and agricultural and agro-industrial sectors were published.

These manuals were developed with the contributions of specialists from trade associations, in particular, the National Industry Association (SNI), the Lima Chamber of Commerce and the Exporters Association (ADEX). Based on a case study methodology, users are presented with easy and complex situations where a “test of origin” needs to be applied. Even though the manuals are focused on PTPA rules, it aids understanding of the rules of origin of different trade agreements since it explores the fundamentals of this discipline.



Rules of Origin Manuals for the Textile – Apparel and Agroindustrial Sectors

Reglas de Origen de APC: Perú-EE.UU. Sector Agrícola-Agroindustrial

CASO REO 7



Una empresa peruana elabora chocolates clasificados en la subpartida 1806.00 y los exporta a EE.UU. Para ello los únicos materiales que emplea son grano de cacao, azúcar, colorantes y bolitas melizadas para el acondicionamiento al por menor. El cacao y el azúcar son originarios del Perú, no obstante, los colorantes y bolitas melizadas son importados de Brasil. ¿Qué criterio de origen se le aplica a dicha mercancía? ¿A través de qué método cumple origen? ¿La mercancía es originaria?

Pasos	Análisis
1. Determinar la clasificación arancelaria de la mercancía.	1806.00
2. Determinar el criterio de origen de la mercancía.	Si emplea materiales no originarios, entonces es un REO. Dos de los materiales empleados son importados de terceros países, por ende, no son originarios (colorantes y bolitas melizadas de Brasil). En ese sentido el criterio es un REO.
3. Determinar cuál es el REO que se le aplica a la mercancía.	"Un cambio a la subpartida 1806.31 o 1806.90 de cualquier otra subpartida".
4. Determinar si el REO se encuentra basado en un cambio de clasificación arancelaria.	Sí, "un cambio a la subpartida".
5. Si es un REO basado en cambio de clasificación, determinar los materiales no originarios empleados y su clasificación arancelaria.	En este caso particular, tenemos 2 materiales originarios según el ejemplo (cacao en grano y azúcar) y dos materiales no originarios (bolitas melizadas y colorantes). Debido a que las bolitas melizadas son empleadas para el acondicionamiento al por menor, no son tomadas en cuenta para la evaluación del origen. Por ello, únicamente se debe conocer la clasificación de los colorantes: 3204.11.
6. Evaluar el cumplimiento de origen.	En este caso, el material no originario clasificado en la subpartida 3204.11 al ser procesado se transforma en un producto de la subpartida 1806.00. Cumple con el cambio de subpartida requerido. En ese sentido, los chocolates son originarios. Cabe señalar que en este caso la aplicación de la flexibilidad relacionada con los envases no tiene mucha implicancia en el cumplimiento del REO, ya que si no se aplicaría la regla a los envases también se cumple con el cambio de subpartida requerido. Este tipo de flexibilidades puede ser relevante cuando los materiales de envases son los únicos materiales no originarios y el criterio de origen ya no sería un REO.

Sample of the case-study approach of the manuals. The reader is encouraged to learn the “test of origin”.

The official presentation took place at PROMPERU on June 27, with the participation of Vice Minister of Foreign Trade and the Director of Exports of PROMPERU. The Lima Chamber of Commerce, National Society of Industries, and MINCETUR submitted [letters of gratitude](#).

II. Seminar on instruments to take advantage of PTPA.

Along with the Commercial Service of the U.S. Embassy, the Project supported the organization of a full-day seminar to analyze trade instruments for use by U.S. market exporters and importers. Topics were related to Rules of Origin and U.S. Customs requirements. High-level speakers took part in the event such as Bill Methenitis, Global Director of Customs and International Trade of Ernst & Young, and James Fortsch, UPS Capital Regional Manager. Additionally, the U.S. Ambassador and Minister of Foreign Trade and Tourism offered welcome remarks during the lunch which was highly appreciated by the more than 70 companies who attended the seminar.



Attendants to the Seminar

Activity 3.3: Simplify Import Related Procedures

The Project continues to assist MINCETUR in the full implementation of the SW/VUCE embracing its three components: (i) controlled goods, (ii) port services, and (iii) rules of origin. The Project has become the major supporter of this subject and it has increasingly embraced more regulatory bodies within its scope. Now the Project is in an “implementation stage” in which recommendations and conclusions are expected to be applied. The degree of commitment from top official of regulatory bodies is uneven; however they all have provided facilities in support of our work. USAID | Facilitando Comercio is also recognized by the private sector as a key partner for regulatory reform.

This quarter the Project met officials from MINCETUR and the Ministry of Health to ratify objectives and forthcoming actions. Both are aware of advancements and challenges of this assistance but remain optimistic about the results. VUCE is gaining increasing attention from policy makers.

a. *Controlled products module*

The Project is currently assisting the following entities: the National Health and Environment Bureau (DIGESA), the National Bureau of Medicines and Drugs (DIGEMID), Fishing Technologic Institute (ITP) and the National Service of Agrarian Sanitary (SENASA).

After the publication of five trade facilitation measures in DIGESA last February, work has been focused on medium-term reforms aimed at reducing the time and cost of procedures. As a result, the Project has continued assisting the agency to improve 20 additional procedures. The multidisciplinary team is currently finishing a proposal of measures which DIGESA should formalize

through a Supreme Decree. The proposals are meant to be ambitious to quickly impact the trade environment. Based on the Project's support, the agency has already improved its timeframes for issuing sanitary certificates which has been widely recognized by MINCETUR and users. NCC is closely monitoring the developments as it has set a target to be attained by June.

In the case of DIGEMID, which regulates medicines and cosmetics, developments have been slower, however it was agreed with the agency to focus on the optimization of the 14 procedures related to cosmetics, and then to provide support in medicines which are actually one of the most complex procedures to be improved.

ITP's team is also moving on and a proposal has already been completed. Such proposal comprises short and medium term targets and is expected to be formalized through a Supreme Decree as well. Unfortunately, the process received an uneven support from the agency due to sudden changes of top officials; nevertheless proposals will likely have a significant impact since ITP regulates high income export products (fish oil and fishmeal among others).

b. *Port Services module*

The Project supported the completion of the operative statute draft of this module. The statute is intended to establish the basic rules of functioning of this module. The draft Decree which contains the statute is expected to be published in July, for comments from public and then the final version is to be issued in August. In the future, the Project will support agencies included in this module to reform their procedures. This will be also a very demanding task since significant flaws have been identified in many of those proceedings.

c. *Rules of Origin module*

USAID | Facilitando Comercio has allocated a great deal of technical assistance to this module due to its complexity and strategic significance since this will serve as a pilot to exchange information with other Single Windows. To achieve interoperability, the Project has worked hard to construct data exchange software for MINCETUR and certifiers⁵ and the online forms to be completed by users.

This activity required designing user-friendly "forms" for each international trade agreement or preferential regime in place. This was an extremely demanding task of data harmonization.

Activity 3.4: Facilitate Creation of a Surety System

The Surety System is tied to the expansion of the anticipated clearance procedure, so it continues to be an important tool to encourage importers to utilize the procedure. The

⁵ Certifiers are those private entities (basically trade associations) which are authorized by MINCETUR to issue Certificates of Origin. Certifiers are currently the Lima Chamber of Commerce, (CCL) National Association of Industries (SNI) and the Exporters Association (ADEX).

Project is discussing with Customs and MINCETUR the scope of a follow-on study of the Surety System in order to devise specific actions for reducing the cost of the tool.

Activity 3.5: Support creation of Authorized Economic Operators (AEO)

Customs UAC (Authorized Customs Operator – AEO like program) team has completed the pilot program with two export companies and a port operator. Along with Customs, the Project organized a seminar on the AEO program where it presented the developments of the program to trade operators. C-TPAT official Mr. Carlos Ochoa, who has been also closely supporting the program, took part in the event.

A remarkable milestone occurred in early June as Customs finally published for public comment the statute's draft of UAC along with complementary regulations. The Project also asked for a legal opinion from expert Bryce Blegen who is not only very knowledgeable in these programs but also has been providing support to Customs on this subject in earlier stages. The program is expected to be launched in July.

3.6 Advance Rulings Partnership for Trade Facilitation.

After constructive discussions Peruvian Customs applied to the USAID Partnership for Trade Facilitation which would allocate further funds for specific areas. Once it was approved, the Project delivered the scope of work and estimated budget as agreed with the Customs Authority. As a result the Project will provide technical assistance on two major subjects: (i) Advance Rulings and (ii) Pre-Arrival Processing programs. As to the first the Project is expected to carry out a study to improve legislation and processes, the automation of the Advance Rulings System, nationwide trainings for public and private sectors, dissemination of the System and training on Customs' key topics such as valuation, merchandise classification, etc.

Activities should start in July and the expected output is to improve and enhance the use of Advance Rulings as an instrument to provide predictability in trade, especially for SMEs.

Component 4: Administrative Simplification

Conduct baseline study on municipal regulation of business operations (Activity from First Year Workplan)

The Project concluded diagramming the Study and, in coordination with USAID | Peru Pro Descentralización, printed 2,000 copies for its distribution among target public audiences: provincial municipalities, Metropolitan Municipality of Lima, municipalities assisted by the Project, Specialists, consultative committee members and public and private institutions related to the topic. The Project has received [letters of gratitude](#) from Municipalities.

The Study was presented on June 14th in a public ceremony held in the Municipality of Miraflores, having as guests the Director of USAID Peru, Richard Goughnour, Mayor Jorge Muñoz Wells of the Municipality of Miraflores, both Chiefs of Party of USAID |

Facilitando Comercio, Elena Conterno, and USAID | Peru Pro Descentralización Thomas Reilly and several public officials from municipalities, central government and other institutions.

In the event, findings of both the Exploratory Study and the Rapid Field Study were described, emphasizing the following recommendations:

- ✓ Give priority to the Zoning and Safety Technical Inspections in Civil Defense procedures.
- ✓ Strengthen monitoring tasks, so that the Operating License not only be a start-up authorization but a tool for supervising compliance with regulations.
- ✓ Implement virtual platforms of procedures: use of E-Government tools.

It is important to highlight that the recommendations mentioned above are very much related with USAID | Facilitando Comercio's activities. In that regard, the Project will promote the following:

- Pilot test and completion of the Operating License Platform.
- Design a Zoning methodology and its corresponding Informatics application.
- Monitor the Risk Matrix, which involves studies on Safety Technical Inspections in Civil Defense, and will contribute to the upcoming consultancy on the subject by the National Competitiveness Council.



Mr. Richard Goughnour, Director of USAID Peru; Mr. Jorge Muñoz Wells, Mayor of Miraflores; Mrs. Elena Conterno, Chief of Party USAID | Facilitando Comercio; and Mr. Thomas Reilly, Chief of Party USAID | Peru Pro Descentralización



Public officials and private sector representatives.

Activity 4.1 Promote Administrative Simplification

a. TRAMIFACIL Executive Council Meeting and Monitor TRAMIFACIL webpage

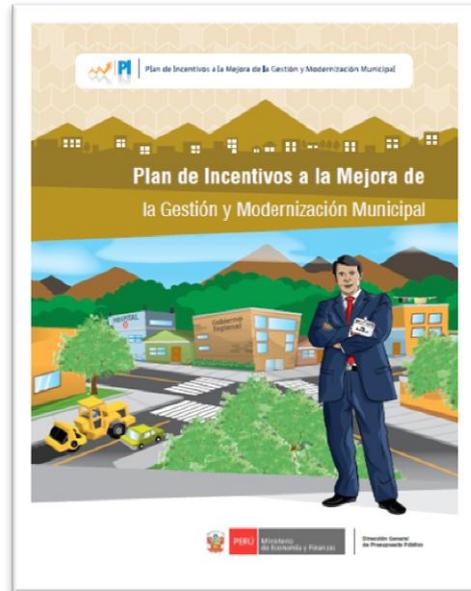
Once the 2012 – 2013 TRAMIFACIL Workplan was approved, the TRAMIFACIL Executive Council—of which the Project is a member—presented the corresponding agenda to the General Assembly, in an event led by the Public Management Secretariat. The Project, as Leader of the Capacity Building and Institutional Strengthening Commission, informed participants about advances on two activities: i) the Virtual Diploma on Administrative Simplification, and ii) The Integrated Guide of Costing and Simplification. In addition the Project highlighted that 52 municipalities have already received technical support to implement the operating license procedure law.

Regarding the TRAMIFACIL webpage, the Project has continued uploading new documents and tools, such as:

- ✓ Supreme Decree N° 004-2012-EF, which approves target procedures and provides resources to the 2012 Plan of Incentives for improving municipal management and modernization
- ✓ 2012 Plan of Incentives Brochure
- ✓ Brochure and Schedule of Workshops on “Simplification Targets for Procedures under the 2012 Plan of Incentives”
- ✓ Operating License Leaflet



TRAMIFACIL Webpage Screenshot



Plan of Incentives' Brochure

It is important to note that the improved TRAMIFACIL webpage has received 43,683 visits in 13 months, at a rate of approximately 112 visits daily.



TRAMIFACIL Visitors count up to June 28th 2012

b. *Elaboration of a noncompliance chart based on the verification list for the safety technical inspection in civil defense procedures*

During the first months of 2012, the Project completed the analysis of noncompliance cases in the *verification list (Annex 10 of Technical Inspections)* used by inspectors in Detailed Technical Safety Inspections in Civil Defense. The main objective of the analysis was to identify the most common cases of noncompliance in inspections and, from that point, propose reforms both on the inspection procedure and on related regulations.

Using the same logic and taking into account that Basic Technical Safety Inspections in Civil Defense (Annex 6) are even more in-demand than Detailed ones (80% of these inspections are Basic) and are performed by local governments, the Project considered it necessary to perform the same analysis for Basic Inspections.

These two complementary studies have been designed with the consideration that they will serve as input for developing the risk matrix and for proposing a reform of the Technical Inspection Procedure.

With regard to this second study, the Project contacted the Municipalities of Surco and Miraflores in order to collect more inputs for the Study, but nevertheless it was found that almost none of them use the Annex 6 of Technical Inspections, thereby the study had to rely solely on 304 cases provided by the Municipality of San Isidro.

The Study was completed and will be used by the National Competitiveness Council as input for their project aimed to improve the Technical Inspections Procedure.

c. Virtual diploma in administrative simplification

In order to begin activities with the fifth and final module, the Public Management Secretariat Platform completed certain compliance requirements, such as an improved evaluation system, generation of online surveys, enhanced reporting methods and a Guide to manage the system.

Having completed the first module, the following results were reported:

Active Participation	Students	Percentage
Total Students	800	100 %
Students who took the 1st Module exam	524	65.50 %
Students who did not take the 1st Module exam	276	34.50 %

Source: Educaline

The following information was presented regarding the 276 students who did not take the first Module exam:

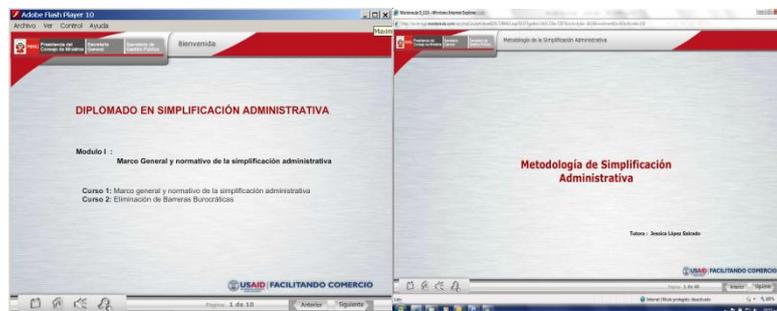
Reasons provided for not taking the 1st Module exam	Students	Percentage of Total
Did not present accreditation as	111 (40%)	13.87 %

municipal officials		
Lack of interest or stopped working at municipality	65 (23%)	8.1 %
Weak internet connection / Lack of informatics skills	16 (6%)	2 %
Requested an opportunity after warning them about informing their bosses about their withdrawal	84 (30%)	10.5 %

Source: Educaline

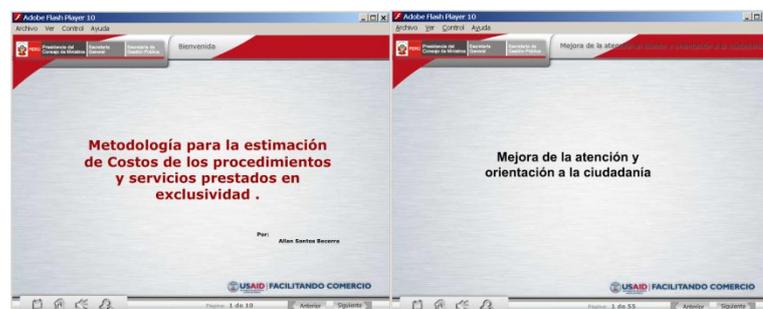
For the second, third, and fourth modules, the Project requested its contractor to increase the number of reincorporated students, especially from the last segment of the second chart, who are rescheduling their exams. Regarding students with no accreditation as municipal officials, it has been accepted that students may present a Sworn Statement to pass this requirement. In addition, the Project has also requested to increase the monitoring and motivation efforts for students, in order to achieve the target of 70-80 percent of active participation in the virtual diploma.

All the virtual material for the Diploma has been finished and uploaded to the Platform:



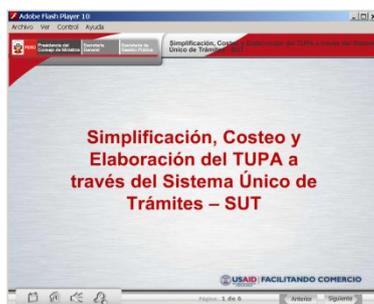
1st MODULE

2nd MODULE



3rd MODULE

4th MODULE



5th MODULE

The Project is currently organizing five workshops in different locations in order to group students by geographical proximity. The proposal will be concluded in upcoming weeks.

d. *Integration of the Costs Methodology to the Informatics Application*

The Public Management Secretariat requested that the Project incorporate a first chapter on Administrative Simplification as a general framework to the topic. In addition, they shared that the final version of the Costs Application will to be finished shortly; this Application will serve to design case studies. With all these additions, the Costs Methodology will be received early in July.

e. *Training of officials in charge of the Citizen Service Platform, on formalization procedures*

As requested by the Mayor of Miraflores, Dr. Jorge Muñoz, the Project performed a course to train officials on several administrative simplification issues. The main objective was to build simplification capacities among officials in order to support the creation of a *Citizen Service Platform*, which is a project developed internally by the Municipality. The following topics were addressed:

- ✓ General description of Public Management Modernization
- ✓ Administrative Simplification
- ✓ Technical Inspections



Training on Technical Inspections

After concluding all trainings, an event to share results was organized by the Municipal Manager, who disclosed that some of the recommendations are already being implemented.



Training on Administrative Simplification

Activity 4.2 Technical Assistance to Municipalities for Optimizing Operating License Procedures

During the present quarter, activities regarding Technical Assistance to municipalities continued as scheduled. Currently the Project has achieved:

- ✓ 29 Commitment Acts properly signed by Mayors
- ✓ 26 Ordenanzas passed

An *Ordenanza* is a legal regulation to institutionalize reforms in procedures by outlining all administrative and legal changes in municipal management tools (such as the Single Text of Administrative Proceedings (TUPA). In the specific reform undertaken by the Project, an *Ordenanza* is required to ensure that municipal management tools are modified in order to align the procedure to the operating license law and the administrative simplification and costing methodologies developed by the Presidency of the Council of Ministers.

The following Municipalities passed *Ordenanzas* in the present quarter:

Municipality	Province
Bagua Grande	Amazonas
Lambayeque	Lambayeque
La Banda de Shilcayo	San Martín
Tumbes	Tumbes

Source: Fahsbender Consulting



Bagua Grande



Bagua Chica



La Banda de Shilcayo



Training in the Municipality of La Banda de Shilcayo



Training in the Municipality of La Banda de Shilcayo

The following charts summarize the baseline measurement related to the reform approved in the corresponding *Ordenanzas*:

Comparison between Municipal Performance before and after the Reform in the EX POST procedure⁶

N°	Municipality	Time (hours)		Areas Involved		Steps		Cost (S./.)	
		Current	Proposal	Current	Proposal	Current	Proposal	Current	Proposal
1	Lambayeque	337	2	8	4	132	28	684.00	60.22
2	Bagua Grande	194	94	10	6	124	36	373.18	77.38
3	Tumbes	14	4	5	5	22	20	91.00	57.21
4	La Banda de Schilcayo	412	60	10	5	126	35	227.08	70.96

Source: Fahsbender Consulting

Elaboration: USAID | Facilitando Comercio

⁶ In the EX POST procedure the inspection is performed after issuing the operating license. Only businesses up to 100m2 are able to apply to this procedure.

Comparison between Municipal Performance before and after the Reform in the EX ANTE procedure⁷

N°	Municipality	Time (hours)		Areas Involved		Steps		Cost (S/.)	
		Current	Proposal	Current	Proposal	Current	Proposal	Current	Proposal
1	Lambayeque	337	5	8	4	132	39	648.00	194.08
2	Bagua Grande	456	148	12	7	171	52	486.85	220.91
3	Tumbes	39	15	6	5	49	31	217.00	171.92
4	La Banda de Schilcayo	649	113	12	6	172	49	369.40	209.94

Source: Fahsbender Consulting

Elaboration: USAID | Facilitando Comercio

Comparison between Municipal Performance before and after the Reform for businesses with more than 500m²⁸

N°	Municipality	Time (hours)		Areas Involved		Steps		Cost (S/.)	
		Current	Proposal	Current	Proposal	Current	Proposal	Current	Proposal
1	Lambayeque	337	2	8	4	132	28	900.00	16.42
2	Bagua Grande	194	94	10	6	124	36	373.18	34.18
3	Tumbes	14	4	5	5	22	20	91.00	13.41
4	La Banda de Schilcayo	412	60	10	5	126	35	270.11	27.76

Source: Fahsbender Consulting

Elaboration: USAID | Facilitando Comercio

The “Time (hours)” indicator in all three procedures has been considerably reduced, especially in the Municipality of Lambayeque who reduced its time on approximately 99.9% from 337 to 3 hours. Similarly, regarding the “Cost (S/.)” indicator, the Project has achieved a reduction of at least 20 percent (in most cases more than 50 percent), and even 98 percent in the case of Lambayeque. Similar positive results have been accomplished in the “Areas involved” indicator, with an average reduction of 40 percent, and the “Steps” indicator with a reduction of 69 percent.

Regarding the Operating License Leaflet, a total of 81,000 were printed and are currently being distributed among municipalities who have already approved their *Ordenanza*. The leaflet was made public and two media representatives (*Peru 21* and *El Peruano*) published the information as press articles.

⁷ In the EX ANTE procedure the inspection is performed as part of the operating license procedure. Only Businesses from 101m² to 500m² are able to apply to this procedure.

⁸ When a business exceeds 500m², the Technical Inspection in Civil Defense is performed by the Regional Government before starting with the Operating License Procedure, therefore its cost are not included in the operating license procedure.

La formalización abre un mundo de posibilidades



ELENA CONTERNO MARTINELLI
Jefa de Proyecto USAID | Facilitando Comercio (*).
Exministra de la Producción.



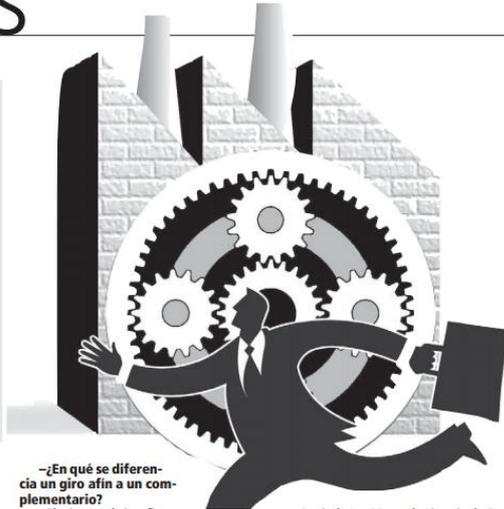
ROCÍO CASTILLO DÍAZ
Lídera el Componente de Simplificación Administrativa en el proyecto.

Tener presente

■ La municipalidad está obligada a proporcionar la siguiente información: solicitudes o formularios; plano de zonificación vigente; índice de uso de suelos; y, estructura de costos del procedimiento. En el caso de las solicitudes y formatos serán entregados en forma gratuita, aunque también podrá imprimirse a través de la página web o solicitarlos en el módulo de información de la misma municipalidad.

■ El Indecopi, mediante la Comisión de Acceso al Mercado, es la encargada de supervisar el cumplimiento de las disposiciones contenidas en la Ley Marco de Licencia de Funcionamiento.

de funcionamiento.
-¿Qué es la licencia de funcionamiento?



-¿En qué se diferencia un giro afín a un complementario?

Formalizarse es un paso necesario para contar con diversos incentivos y beneficios, que permitan que el negocio crezca, se desarrolle y sea competitivo, lo que permitirá enfrentar con éxito el mercado nacional e internacional. Actualmente es mucho más rápido, fácil y barato obtener la licencia de funcionamiento gracias a la Ley Marco de Licencia de Funcionamiento (Ley N° 28976),

**Three-page article on the Operating License published in *El Peruano's* supplement "Juridica".
Authors: Elena Conterno, Chief of Party USAID | Facilitando Comercio and Rocío Castillo, Component Leader Administrative Simplification. June 12th 2012.**

Not only local governments within the Project's reach are benefited with the leaflet; the Ministry of Finance's Program of Incentives is using the material in their workshops, and likewise, the National Civil Defense Institute (INDECI) presented it in a workshop on Security Technical Inspection held in Ecuador. Finally, the Municipality of Miraflores is currently using it in their monitoring campaigns. The leaflet is currently available to any private or public institution; it is accessible through the Project's and TRAMIFACIL's webpages and the Project is coordinating uploading the material to the NCC's and Program of Incentives' webpages.

Component 5: Medicines

Activity 5.3: Raise Awareness of Counterfeit drugs and Regulations of Pharmaceuticals

The Control and Sanitary Surveillance Directorate of DIGEMID has asked cooperation to help them write their National Plan to Fight against Illegal Drugs and the Project has accepted to help them. Terms of reference are being developed for launching a tender in order to find the ideal team of experts to perform this activity.

Component 6: Telecommunications

Along with the Ministry of Transportation and Communication the Project has been focusing on bureaucratic barriers that hinder the expansion of telecommunications services throughout the country. At the same time, expert George Ford completed his report regarding the unbundling experience in the U.S.

Activity 6.2: Development of Human Capital in the Economics of Telecommunications regulation

Expert George Ford has completed his analysis of the economic and legal theories behind the original unbundling paradigm contained in the Telecommunications Act of 1996. He has also reviewed the chronological account and description of relevant Federal Communications Commission orders and court cases related to the U.S. unbundling paradigm. The Study is expected to be presented in September.

Activity 6.3: Analyze and propose changes on regional regulations

Jointly with the National Competitiveness Council, the Project arranged a round table where the study on municipalities' practices in regulations in telecommunications infrastructure permits was presented. The event took place on May 11th, and it was headed by the Vice Minister of Communication with the participation of representatives from NCC, Ministry of Transportation and Communication, Presidency of the Council of Ministers, INDECOPI and the Municipality of Surco. Large telecom operators such as America Movil (Claro) and Nextel also took part. The round table allowed the Project not only to validate the findings of the study but also to establish further actions to improve municipalities' approaches toward the telecom industry.



Consultant presenting findings

V. Technical Implementation - Regional Component

Bolivia

Component 2: Intellectual Property

Activity 2.1: Promote the use of Intellectual Property as a competitive tool

Under this activity, the Project supports FUNDES in providing a new service to MSMEs for promoting the use of IP as a competitive tool. One example of this service includes developing informative material and trainings for entrepreneurs. The activity is currently in the 3rd phase according to the MOU: "Implementation of action plans," in which MSMEs are required to meet all requirements for completing the registration of logos. The Project and FUNDES are assisting them in this process.

USAID | Facilitando Comercio and USAID | Bolivia paid visits to some MSMEs involved in the activity to monitor their performance and learn their opinion about the assistance. In this context, visits were made to two companies in La Paz (Colosa and SINDAM), four companies in Santa Cruz (Landivar, Kiev Technological innovations, Talent (MBM), and Industrias Mager) and three in Cochabamba (Valencia Laboratories, Eco Pompis, and Zelada Bakery). Companies are very enthusiastic about participating in the activity and said that this will help them access foreign markets with their products. In this regard they expressed their gratitude to USAID | Facilitando Comercio and FUNDES.

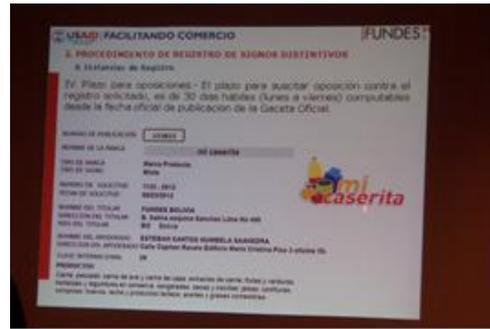


Visit to Colosa



Visit to Valencia Laboratories

The Project also attended the second round of workshops on intellectual property in La Paz, Santa Cruz and Cochabamba.



Trainings on IP topics for MSMEs

The Project is currently in the process of printing an IP Manual, which will be delivered to MSMEs as an additional tool for broadening their knowledge on IP. The following numbers summarize advances in the activity:

- ✓ 32 companies have applied for assistance

City	N° of MSMEs
La Paz	9
Cochabamba	11
Santa Cruz	12

Source: FUNDES

- ✓ 124 logo searches in the National Service of IP -SENAPI have been performed for all the companies participating, to date.
- ✓ 26 Designs have been made.
- ✓ 26 publications were made thus far in the Official Gazette.

Finally, it is important to note that once the reconciliation of accounts was made, it was determined that six additional companies could be included in the activity.

Component 3: Trade Facilitation

Activity 3.1: Certification of products and processes

This activity will support MSMEs in obtaining ISO 9001, NB12009, HACCP, FCC, financing up to 50 percent of the respective certification. The National Chamber of Industries is our implementation partner, through its departmental offices throughout the country. This institution is responsible for performing diagnostics to beneficiary companies. Currently, the list of beneficiary companies is under validation by USAID | Bolivia and the Project Productivity and Competitiveness – Bolivia.

Moreover, USAID | Facilitando Comercio has expanded the range of certifications in order to incorporate the ISO 22000. This particular certification will be developed in joint work with FUNDES.

Activity 3.2: Promote best BioTrade practices

Activities began once the list of companies was validated by USAID | Bolivia and USAID | Facilitando Comercio. In this context, an informative workshop was held for 10 companies selected to partake in the activity. The workshop covered objectives and activities to be undertaken. Also, a representative of the Union for Ethical Bio Trade (UEBT) explained the purpose of UEBT and discussed the steps to be followed by any company in order to obtain membership (process, conditions and obligations, among others). The representative also discussed the benefits of joining and the nature of the bio ethical standard, which was developed by the UEBT based on UNCTAD principles.



Workshop

Two additional workshops were performed, one for the technical team of FAN to teach them everything about the UEBT and how a company should join. The objective of this workshop was to guide participants in counseling companies and to clarify any questions about the certification process. The other workshop was directed to certification firms interested in carrying out external audits to companies (three companies attended, all pre-selected by the UEBT).

The next step for companies is to submit their interest in participating and provide an estimate of the audit cost for each company.



Workshop for certifiers



UEBT presentation

Finally, it should be noted that the development of terms of reference to recruit certifiers has already started.

Activity 3.4: Institutional strengthening for technical assistance in trade facilitation

Under this activity, USAID | Facilitando Comercio and the Chamber of Exporters of Cochabamba (CADEXCO) signed a Memorandum of Understanding for institutional strengthening, which included the following activities:

- ✓ Development of a Study on Trade Facilitation Procedures.
- ✓ Trainings on packaging, labeling and marking.
- ✓ HACCP, Organic and CSR Guidelines.

USAID | Facilitando Comercio met with the Manager of CADEXCO to discuss administrative issues and to determine the subsequent steps. In this context, an expert was hired to draw up the guidelines. Additionally, actions are underway to hire the expert who will carry out the training on packaging, labeling, and marking. A local consultant is currently being identified to carry out this activity.

Colombia

Component 2: Intellectual Property

Activity 2.11 Implementation of IP Treaties

Under the CTPA, Colombia agreed to implement the Patent Cooperation Treaty (PCT) and the Madrid Protocol. While Colombia was already a member of the PCT prior to the signing of the CTPA, it is a relatively new member state of the treaty. In addition, users, including patent applicants and agents, remain unfamiliar with the differences between processes and procedures for domestic patent protection and those required by the treaty. To address this, the Project is working in collaboration with Colombia's IP office, the Superintendence of Industry and Commerce (SIC), to develop a user guide for the private sector that will allow inventors to seek international protection in a cost-saving manner.

USAID | Facilitando Comercio contracted an IP expert on the PCT to develop guidelines, which include an overview of the functions conducted by the examining authorities, the major steps of the international search and timelines to take into consideration. To date, nine chapters of the guide have been submitted to SIC for review and validation.

Similar to the benefits of the PCT, the Madrid Protocol allows trademark protection in multiple member countries through a simplified application process. Colombia's Constitutional Court approved the protocol in early June, allowing its entry into force for late August 2012. In preparation for its implementation, USAID | Facilitando Comercio is developing a manual for SIC's trademark applicant examiners and IP

practitioners. An international IP specialist visited SIC's office in May to analyze the current examination processes that need to be taken into account for the manual. Following that visit, sections of the manual were drafted and sent to SIC for review. The entire manual is expected to be completed by mid-August.

Activity 2.121 Evaluate the effectiveness of judges' training

In 2011, the Project trained more than 400 judges from 16 cities on IPR principles. The training provided an overview of distinctive signs, inventions and new technologies, and copyrights, using a training manual developed by the Project for Colombia's Judicial School, the Rodrigo Lara Bonilla School. In collaboration with the Rodrigo Lara Bonilla School and the Convenio Antipirateria para Colombia, the Project designed the first survey to be conducted to identify which judges (how many, what cities) have ruled over IP cases in the last year. The survey is currently being conducted with the objective of then programming field visits to conduct a more comprehensive survey that will allow the project to better measure enforcement.

Activity 2.122 Train public prosecutors on IP enforcement

To improve the enforcement chain, the Project is developing training material for the public prosecutor's training school. Throughout the reporting period, material was drafted and meetings were held with the new director of the school to identify focus areas. The school has prioritized the protection of copyrights for its first training of public prosecutors on IP and will begin to review what has been drafted to date.

Activity 2.124 Train national police on IP enforcement

Colombia's National Police, DJIN (Dirección de Investigación Criminal e Interpol) is also interested in developing IP material for its cadet training program. In the last few weeks of June, the Project began meeting with DJIN's captain in charge of business security to discuss training needs of the police unit that most often comes into contact with IPR infringement. The Project also held an introductory workshop on IPR, where 26 police officers attended and were given a survey that will allow the Project to orient its focus on training material. The tabulation of that survey will be completed at the beginning of the following quarter so that the project can begin developing relevant training material.

Activity 2.21 Support Superintendence of Industry and Commerce (SIC) in providing regional services supported by the Chambers of Commerce

SIC and Confecamaras, the Colombian Confederation of Chambers of Commerce, signed a cooperation agreement to work together to enhance the services offered to the business community. USAID | Facilitando Comercio has been assisting SIC with this initiative by developing a reference manual on IP that can be used by the chambers of commerce business attention centers (Centros de Atención Empresarial, CAE). During this quarter, the Project has revised the manual to be more "reader-friendly," to allow CAE workers to better orient the business community on the use and benefits of IPR.

The Project held several meetings with SIC to validate the manual. The final version was approved in June and the contents are now undergoing editing.

Activity 2.22 Foster respect for authors' rights in schools

USAID | Facilitando Comercio is working to increase the awareness of IPR, specifically copyrights, among school age students through workshops using an educational, age-appropriate handbook focused on Information and Communication Technology (ITC). Throughout the reporting quarter, the Project has been developing the handbook with inputs of teachers and organizations such as, Maloka, which is dedicated to the promotion of innovation as well as BiblioRed, Colombia's network of public libraries. The material for the handbook was finalized in mid-June and is currently being designed for printing.



Information and Communication Technology (ITC) and IPR Handbook

Activity 2.23 Assist SIC in reducing its backlogs to improve its internal capacity

The number of trademark and patent applications received by SIC continues to increase on a yearly basis and is closely tied to the country's increase in economic activity. This growth has resulted in backlogs of registry applications and other related filings, such as trademark oppositions. The Project continued to help SIC eliminate its backlogs with the assistance of contracted examiners.

Between the months of April and June, USAID | Facilitando Comercio interviewed and contracted five additional patent examiners to complete the team dedicated to eliminating the patent backlog. Additionally, the Project finished its review of trademark opposition claims, therefore allowing SIC to be nearly up-to-date in this area (with only 2012 claims to review).

To ensure the sustainability of this assistance SIC has committed to increasing their personnel dedicated to examinations and has contracted another one of the Project's consultants to form part of SIC's permanent staff.

Type of Application		Total Number of Applications resolved to date
Trademarks	Oppositions	1,000
	Reconsiderations	230
	Cancelations	146
Patents & Utility Models	Pharmaceutical	147
	Mechanical Engineering	44

Source: USAID | Facilitando Comercio

Component 3: Trade Facilitation

With the CTPA’s entry into force, many reforms in customs will have to be realized to comply with the agreement’s trade facilitation chapter. This has required Colombia’s customs authority, DIAN, to revise its current Customs Code. USAID | Facilitando Comercio is awaiting the final version of the updated code to adapt its technical assistance as needed. In the meantime, the Project has moved forward with the design of work plan activities and has also developed a work plan under USAID’s Partnership for Trade Facilitation Initiative (PTF).

Activity 3.11.1 Conduct TCBaseline diagnostic and related assessments

A translated version of the final TCBaseline assessment, including time measurements for the Port of Buenaventura, was submitted to DIAN for comments. As a follow-up to the Project’s findings, DIAN identified three additional technical assistance activities they wanted added in the Project’s work plan, which include: training DIAN inspectors, promoting the use of anticipated declarations and electronic payments, and assistance in designing a joint port service charter in Buenaventura.

Throughout the reporting period, meetings were held with all the relevant technical areas within DIAN to discuss report findings in detail and to assess DIAN’s commitment to carrying out specific reforms. As a result, the following two activities are currently being designed:

- **Inspector Training:** the Project is evaluating assisting DIAN in the implementation of a formalized on-the-job training approach based on the Field Training Officer Program of the U.S. Customs and Border Protection agency. Additionally, DIAN is currently reviewing the possibility of using the Project’s assistance to train temporary officers that are not currently eligible to receive trainings given the legal restrictions on federal contract hires.

- Anticipated declarations and electronic payments: the TCBaseline assessment showed the importance of these two measures in reducing customs release times. The Project and DIAN have begun to explore the reasons why these measures are not widely used among importers, and are analyzing the possibility of conducting promotional campaigns.

Currently, the project is awaiting DIAN's final comments on the TCBaseline report. Once a final version of the report is available, the project will disseminate the findings to other government entities that were involved in the assessment.



Cargo arriving into the Port of Buenaventura

Activity 3.12: Assist DIAN in establishing 6-hour release of express shipments

USAID | Facilitando Comercio developed terms of reference to carry out an assessment of the customs procedures for express shipments in Bogota's airport, where the majority of express deliveries arrive. The terms of reference were developed in coordination with all of DIAN's operational units involved in express deliveries and also took into consideration other donor activity, such as the work the International Monetary Fund is conducting in the area of risk management.

The Project contracted consultants to carry out an assessment of DIAN's current release procedure with the objective of measuring times and offering recommendations to improve the release of express deliveries based on international best practices. The field work begun in late May and the final report to DIAN is anticipated for late June 2012.



Customs official inspecting goods arriving via an express delivery provider

Activity 3.13: Train DIAN on Origin Verification Activity and Promote the implementation of Advance Rulings

The Project is working with DIAN to better define the scope of these two activities. USAID | Facilitando Comercio conducted a thorough review of previous USAID projects that have worked with DIAN on these two areas of technical assistance. The Project anticipates using materials already developed under previous USAID projects in order to build onto it and adapt as necessary.

Activity 3.21: Improve understanding of ROO among private sector in collaboration with Proexport

The Project held meetings with Colombia's export promotion agency, Proexport, to finalize the scope of work for two rules of origin handbooks and related workshops for the agribusiness sector and the textiles and apparel sector. The consultant who will develop these handbooks has recently completed ROO manuals for the private sector in Peru and brings in depth knowledge of the CTPA's ROO chapter. Additionally, the consultant participated in a web-seminar on the specific distinctions for textiles and apparel between the CTPA and the Andean Trade Promotion and Drug Eradication Act (ATPDEA) in order to highlight the important differences between the two trade preference agreements in the handbooks.

TA on Demand

X.1 Assist SIC's antitrust division on conducting economic analysis through training by the Federal Trade Commission (FTC)

Under CTPA's Competition Chapter, the U.S. and Colombia committed to enhancing coordination to enforce their respective competition laws. Colombia's competition authority, housed in the SIC, is a fairly new office in need of training to execute its mandate. To encourage exchange of information between the US Federal Trade Commission (FTC) and SIC, FTC sent an antitrust specialist to Colombia for two months to work with SIC staff on competition assessments. The FTC employee concluded his field visit at the end of June with a review of SIC's merger guidelines, providing detailed comments for SIC to incorporate. Additionally, an exit interview with the superintendent of SIC was held, where the following was highlighted:

- SIC's merger investigations need to be more in depth and supported by more objective records.
- SIC requires more training and in-house expertise in carrying out industry-wide, economic impact analysis post-merger and acquisition rulings.
- Currently, SIC has the power to continue to request information from merger and acquisition parties until they believe they have all of the information necessary to make a decision. This gives SIC almost unlimited power over the timing of the parties' merger. SIC should limit this power by law to make regulation fairer.

Ecuador

Intellectual Property

The Project hired two experts to begin the following activities regarding the Appellation of Origin Cacao Arriba:

- Technical assistance to help certify the appellation of origin and set clearly defined quality standards.
- Identify certifications (organic, fair trade, etc) that provide economic incentives to the producers and outline a work plan to achieve certification.

Both consultancies are currently in progress.

Trade Facilitation

The Project received both technical and financial reports from BASC and is concerned about the slow implementation of the activity and the low number of applicants interested in applying for the certification. Thereby, the Project communicated with BASC Global Matrix to express its concern about the insufficient effort put by their BASC Ecuador branch to meet the expected goals.

VI. Communications

USAID | Facilitando Comercio has continued disseminating its activities among stakeholders and public opinion, using a wide range of dissemination channels such as written media, television interviews, publications and the internet. All these efforts have managed to increase the number of persons and institutions that are informed about Project activities. In order to achieve this, the Communications Area of USAID | Facilitando Comercio developed specific strategies to address and inform the target audience in the best possible way, taking into account the requirements of counterparts, the availability of resources, strategic objectives of the activity and other key variables.

In addition, the Communications Area also supported the elaboration of Publications such as Manuals and Studies, providing support for their editing and dissemination. Likewise, the Area has also continued updating USAID | Facilitando Comercio's webpage with new material and news, which have also been incorporated in the Bimonthly Bulletin.

A brief description of the most important dissemination activities can be found lines below:

IP week: The Project participated in the organization, execution and dissemination of all the activities involving the event. Among them, the Project developed spots and a video for the launching event of the Antipiracy Campaign called "Compra Legal. Compra Original" (Buy Legal. Buy Original), it also organized the photographic exposition called "Appellation of Origin. Wonders of the Peruvian Spirit" and covered the presentation of the Manual for Patent Examiners, Copyrights Guide, among others. [\(Summary of Media Coverage\)](#)



Publications: USAID | Facilitando Comercio coordinated with graphic designers, editors and other providers the design and printing of manuals, guides, studies, leaflets, among others:

- **Administrative Simplification:** (1) Operating License Informative Leaflets and (2) the Exploratory Study on the Role of Local Governments.

- **Intellectual Property:** (1) Manual for Patent Examiners and (2) Copyrights Guide.
- **Trade Facilitation:** Rules of Origin Manuals for (1) the Agriculture and (2) Textile sectors.



Update of the Project’s webpage and Bimonthly Bulletin: The webpage is under constant update with news, publications, pictures, videos, etc. Regarding the Bulletin, it is developed every two months and covers the most important activities performed by the Project during that timeframe. It is delivered to stakeholders and the general public, who can receive the publication by subscribing in the Project’s webpage. The last report covering March- April 2012 was submitted to 1,153 subscribers; approximately double the amount of the first Bulletin, launched for January-February 2012.

USAID FACILITANDO COMERCIO

Boletín Semanal
Marzo - Abril 2014

CONÓZCANOS

El programa USAID | Facilitando Comercio de la Agencia de los Estados Unidos para el Desarrollo Internacional promueve la competitividad y la formalización de la economía de América del Perú y otros países de la región Andina, como Bolivia, Colombia y Ecuador, desde junio del 2010, y tendrá vigencia hasta el año 2015.

VIDEOS

Mira todos los VIDEOS en nuestro canal YouTube

Seminario para exportadores e importadores. "Apoyando al Comercio Legal, Compra Original"

La Estrategia de Comercio y Empleo y el Programa Comercio organizan el 26 de abril un taller para exportadores e importadores en Lima. [VER MÁS](#)

El objetivo es llegar a la población para, a través de reflexiones sobre la actividad empresarial que se realiza, en su mayoría, por Microempresarios. [VER MÁS](#)

Se presentarán importantes resultados para formar cultura de respeto por la propiedad intelectual. [VER MÁS](#)

Señores Julián José Muñoz Argandoña del Cooperación y Trabajo de Profesionales de Asociación Inicial. [VER MÁS](#)

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El objetivo de estos talleres fue la capacitación y asistencia de una población de actividad comercial formalizada. [VER MÁS](#)

MÁS NOTICIAS DE ESTE BOLETÍN

- Universidad de San Martín de Porres, Delegado de Comercio Andino de América y Líder | Facilitando Comercio, celebran Día Mundial de la Propiedad Intelectual presentando campaña emprendedora "Compra Legal, Compra Original".
- Programa de alto nivel de internacionalización y desarrollo socioeconómico de la tecnología en los procesos de innovación y desarrollo a través de la innovación.
- Investidores que garantizan el Comercio Nacional de Inmigrantes de Perú obtienen resultados de alto crecimiento y desarrollo de comercio de Lima.
- Actividades, Sociedad Civil e Industria Farmacéutica, toman como ejemplo legal de medicamentos.

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Exploratory Study on the Role of Local Governments in the Operation of New Businesses: A presentation was held in the Municipality of Miraflores. All the details and coordination covering the dissemination, protocol and logistics were discussed with USAID Peru, USAID | Pro Descentralización and the Municipality of Miraflores.



Baseline on the perception of journalist about intellectual property: Overview, corrections and contributions to the investigation in order to obtain a detailed perception on how intellectual property is perceived by journalists and the degree of knowledge and coverage that the topic receives.

Forums, Workshops, Trainings: Logistical coordination was provided for the following events ([Summary of Media Coverage](#)):

- Anticipated Clearance, Administrative and Customs Law Workshops held in Trujillo, Piura, Chiclayo, Arequipa and Lima.
- Training events on Intellectual Property on Patents, Copyrights, Innovation, Distinctive Signs, etc, performed in Universities, the Judiciary, Public Institutions, among others.
- Seminar for exporters and importers “Taking advantage of the Free Trade Agreement with the U.S.A: Operational Procedures” performed at the U.S Embassy.
- The Project is currently organizing the National Inventions Contest to be held soon.
- Dissemination of school plays on intellectual property.
- Working Table to discuss the Technical report to identify major constrains in the telecomm sector.

