



Pathways Access Initiative in Peru

Quarterly Report June 2012

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Overview

The USAID and U.S. Department of State Pathways Access Initiative (PAI) supports U.S. corporations with supplier diversity and inclusion goals in Peru by identifying, training and certifying women owned businesses that qualify as diverse suppliers of goods and services. The long-term objective of the PAI is to increase the access of Peruvian women owned businesses to new markets so that they can compete for contracts and increase their economic productivity. Since the launch of PAI in February 2011, nearly 400 women have received market access training, over 100 have joined the WEConnect network, and 16 have qualified to receive access to WEConnect corporate members who are actively sourcing from women globally. WEConnect partnered with several business organizations to identify and train women business owners: Women Presidents' Organization, Goldman Sachs 10,000 women, Spinna, ADEX, and PromPeru, along with Chambers of Commerce in the main cities, COMMEX, FICCAT, Yente, USIL, CENTRUM, Citega Perú. The program is also working with complementary NGOs such as Avina and Idev to seek new opportunities. Programs in Arequipa, Puno, and Trujillo have taken place in coordination with other U.S. Embassy trainings in Peru. Connections through the WEConnect network are already increasing business opportunities for Peruvian women business owners.

In Orlando, FL from June 17-22, 8 certified Peruvian women joined a global delegation to participate in the Women's Business Enterprise National Council (WBENC) Conference and Business Fair with 3300 attendees and 400 exhibitors. Exhibitors were multi-national corporations who have a commitment to

including women business owners in their supply chains. The list of MNCs participating included WEConnect corporate members as well as new targets for the women business owners to access. The Pathways Access Initiative had a very visible presence with a booth and brochure and each WBE made 10 solid contacts for follow up. In addition, several participants attended a day of training on Monday, June 18th specifically for the global delegation and were able to have roundtable meetings with corporate representatives from the U.S., Europe, and Canada.

Success Story

One PAI success story begins with the introduction of several WEConnect certified Peruvian businesses to Full Circle Exchange in August 2011, a global corporate member who sources goods and services from women globally. Not only are two of those companies discussing sales to Full Circle but also through that connection, Milagros Johanson of Fidenza Disegno, received an invitation to come to the U.S. to meet and market her products directly to buyers from Walmart dot com in February 2012. In preparation for the meeting, Milagros diversified her product offerings by partnering with women entrepreneurs outside of Lima. While in the U.S. she built invaluable connections with women business owners with fair trade fashion lines, expanding her network with complementary companies. Based on the presentation of the PAI and businesses like that of Milagros, Walmart dot com buyers will source other products to be sourced from the WEConnect network in Peru and identified additional vendors at the PAI Vendor Opportunity Forum in Lima on March 27, 2012. While in Lima, they stayed in certified WBE lodgings, at Hotel Golf Las Incas, introducing another business owner to new markets in the private sector. This one example shows the impact of PAI on three businesses that employ over 500 Peruvians. Their success is just the beginning of new opportunities, networks, and market access that PAI is bringing to women business owners in Peru. Four additional companies have had the opportunity to sell goods through the PAI initiative and additional WBEs were able to make contact at the WBENC Conference in Orlando.

Trainings January- June 2012

February 23, 2011	Meet WBE at Trujillo	Trujillo, Peru
February 24, 2012	CCL Speed Fashion	Lima, Peru
March 27, 2012	Pathways Access Initiative Vendor Opportunity Forum	Lima, Peru
March 30, 2012	CCL Women Business Expo	Lima, Peru
April 19, 2012	WBEs in Lima	Lima, Peru
July 2012	WEConnect/Centrum Católica Forum for WBEs	Lima, Peru
July 2012	WEConnect Meeting for Gamarra WBEs	Lima, Peru
September 2012	WEConnect/Omnilife Foundation Breakfast	Lima, Peru
October 16, 2012	WEConnect Peru/Pathways Access Initiative Vendor Opportunity Forum in coordination with Secretary Clinton's visit	Lima, Peru

Expos

April 26-28, 2012	Peru Moda	Lima, Peru
May 24-26, 2012	Expo Offices	Lima, Peru
June 22-24, 2012	Expo Bebé 2012	Lima, Peru
September 2012	FICCAT	Trujillo, Peru
September 2012	Mistura 2012	Lima, Peru
September 2012	Expo Mujer	Lima, Peru
October 2012	FIBELLA 2012	Lima, Peru
October 2012	Texmoda	Lima, Peru
November 2012	FIAGRO	Lima, Peru

Meetings

- FIMA Perú (August 2012)
- WEConnect Peru Forum for Corporations (August 2012)
- Scotiabank
- MiBanco

Progress toward Goals

Performance Indicator	Year 1	Year 2	June 30th
RESULT: Creating a Trade and Investment Enabling Environment			
1. Number of consultative processes with private sector as a result of USG assistance. 4.2.1-1	5	5	8*
2. Number of women participants in USG supported training events held that related to improving the trade and investment environment. 4.2.1-6	50	50	400
Performance Indicator	Year 1	Year 2	As of June 30th
RESULT: Increase Private Sector Capacity			
1. Number of public-private dialogue mechanisms utilized as a result of USG assistance. 4.6.2-6	2	2	6**
2. Number of women who become registered in the WEConnect Global portal	20	30	100
3. Number of women who become certified through WEConnect International	10	15	16

- *1. February 25, 2011– Launch of PAI, Lima Peru
- 2. June 9, 2011- Roundtable discussions with ExxonMobil, Ernst & Young, U.S. State Department, Lima, Peru
- 3. June 21-23, 2011 –Women’s Business Enterprise National Council Conference, Las Vegas, NV
- 4. September 6, 2011 –Participation in Walmart dot com Expo, Brisbane, CA
- 5. February 4-5, 2012 - Participation in Walmart dot com Expo, Brisbane, CA
- 6. February 13-15, 2012 – Inversión Impacto, Mérida, Mexico
- 7. March 27, 2012 – Vendor Opportunity Forum, Lima, Peru
- 8. March 30, 2012 – Informational Lunch with Chamber of Commerce, Lima
- 9. June 17-22 – WEConnect@WBENC Conference, Orlando, FL

- **1. February 25, 2011– Launch of PAI, Lima Peru
- 2. June 9, 2011- Roundtable discussions with ExxonMobil, Ernst & Young, U.S. State Department, Lima, Peru
- 3. October 5, 2011 –Pathways Ministerial, Dominican Republic
- 4. October 10-12, 2011 – Foromic, Costa Rica – Panel on Pathways Access Initiative
- 5. March 27, 2012 – Vendor Opportunity Forum, Lima, Peru
- 6. June 18, 2012 – WEConnect@WBENC Trainings and workshops

Numbers Projections and Timeline

As we continue to build awareness through the outreach plan and media plan, women business owners are able to self-register automatically in our website. As we promote the success stories of certified women and connect them with knowledge and education about entering the supply chain, those capable of doing business with major corporations will be encouraged to complete the certification process. Because self-registration is free, we are able to build that pipeline quickly and seamlessly from our website in coordination with our partners.

2012	Jan	Feb	Mar	Apr	May	June	July	August	Aggregate Numbers
Number of Women reached through outreach and events	0	40	50	35	25	--			400
Number self-registered/applied	2	7	19	20	13	--			100
Number Certified	3	0	2	4	1	1			16

Next Steps

Based on the success and delivery of the first year's goals, the following are the goals for PAI in the next quarter and year.

- Funding has been secured through the InterAmerican Development Bank for Phase II of the Peru Program. Using the success stories and impacts of the PAI, WEConnect will increase market opportunities to women business owners in other regions around Peru.
- In coordination with Secretary Clinton's visit to Peru on October 16 and as part of the International Council of Women Business Leaders (ICWBL) subcommittee on Access to Markets, WEConnect will hold a meeting for high level stakeholders to highlight the public private partnerships developed within the program and the success stories and impacts for women entrepreneurs in Peru.
- Using the success stories and materials developed with PAI, WEConnect Peru will connect with other projects that are part of the WEAmericas program to connect women entrepreneurs regionally to build capacity and access larger contracts.
- To sustain the program, WEConnect Peru is engaging local corporate members as well as U.S. contacts made during trade missions organized by PAI.

Documentation of best practices that can be replicated

- Trade Missions
- Vendor Opportunity Forum Outreach and Agenda
- Documentary Film – WEConnect secured outside funding for film crew
- Inclusion in State and Corporate communications

Materials Used

- Vendor Opportunity Forum Agenda (See Appendix)
- WEConnect Newsletter
<http://archive.constantcontact.com/fs002/1104450241935/archive/1109727064231.html>
- YouTube Video: Milagros Johanson:
<http://www.youtube.com/watch?v=Wjc0QvO0SII&context=C4bfd318ADvjVQa1PpcFM9G1TP0b0Vr2NIXKNnxueKe50FfLq6tQo=>
- State Department Web Chat:
<http://conx.state.gov/event/women-and-entrepreneurship-spanish/>
- State Department Press Releases
<http://www.state.gov/secretary/rm/2012/04/187908.htm>
<http://www.state.gov/r/pa/prs/ps/2012/04/187904.htm>
- WEConnect International Press Release:
<http://www.weconnectinternational.org/images/stories/media/press/weamericas%20press%20release.pdf>
- WEConnect International Brochure (See Appendix)

Appendix

A. Vendor Forum Agenda



Iniciativa Pathways Access

Vendor Opportunity Forum

Lima, Peru

Agenda

27 marzo 2012

From 9:00 a.m to 5:00 p.m.

Cámara de Comercio de Lima. Lima, Perú.

Dirección: Av. Giuseppe Garibaldi N° 396 - Jesús María, Lima 11, Perú

Includes: Morning Coffee Break and Lunch

9:00 a.m. Bienvenida, Saludo y Presentación Inicial de WEConnect International

Palabras de Claudia Leno y Liz Cullen

9:30 a.m. Speaker Local Alejandro Indacochea

11:00 a.m. Coffee Break

11:30 a.m. Palabras de Representante de COMEX Miguel Cabello

Comercio Electrónico para emprendedoras

11:50 a.m. Milagros Johanson

GG de Fidenza Diseño y la primera empresaria certificada por WEConnect International en el Perú

12:20 p.m. Speaker Liz Cullen, WEConnect International

Los beneficios de la Certificación WEConnect International

1:00 p.m. Almuerzo

2:00 p.m. Speaker Jacalyn Spedding representante de Departamento de Estado

2:15 p.m. Charla a cargo de Full Circle Exchange

Como promover su negocio a grandes corporaciones.

3:00 p.m. Rueda de Negocios

Proveedores, Compradores, Empresarias y Organizaciones a fin se relacionan para promover el crecimiento de las empresas de mujeres

5:00 p.m. Cierre

B. List of Results from WEConnect Vendor Opportunity Forum



April 25, 2012

Liz Cullen

WEConnect International

1120 Connecticut Ave, NW

Suite 1100A

Washington, DC 20036

Dear Liz,

Following is an update on Full Circle Exchange's business relationships with women-owned businesses in Peru as a result of our participation in the WEConnect Peru conference this past March.

Fidenza Disegno, S.A. – Although Full Circle Exchange and Fidenza had an existing business relationship prior to our trip to Peru (thanks to an introduction by WEConnect in February), the opportunity to visit the Fidenza production facility to see the quality and craftsmanship behind the jewelry and to meet the women employed here was incredible. As a result of our time with Milagros Johansson, the new collaborative brand "Isabella Lazarte for Full Circle Exchange" was created and will be a hero item on Walmart.com for the June 15 launch of their women's empowerment e-commerce site and on the Full Circle Exchange website. Currently, Fidenza is developing their Fall/Holiday linesheet for Walmart.com which will be presented to the buyers on May 7. Samples of Isabella Lazarte jewelry have been presented to the Smithsonian Store and we are awaiting feedback. We are confident that a second order will be placed for the holiday season. The Isabella Lazarte collection will be presented to SamsClub for inclusion in their women's empowerment store as well - details on this presentation date are TBD.

Alpacifica and Natybel – Full Circle Exchange introduced Meg McFarland of Alpacifica and Norma Velasquez Osorio of Natybel to WEConnect while in Peru. Meg McFarland was in attendance at the WEConnect conference. These two women entrepreneurs (one Peruvian, one American) have been working together to produce Alpaca dog accessories and knitwear. Our visit with WEConnect to their production facility enabled us to better understand their production capacity and core skillsets. As a result of their time with Full Circle Exchange and WEConnect, Meg and Norma have since decided to form a partnership and will now be the co-owners of Natybel. Our hope is that Natybel will become a certified WEConnect business. Natybel is currently developing Fall/Holiday linesheets for Walmart.com and samples of their pet accessories have been presented to the Smithsonian Store. Natybel for Full Circle Exchange will be included in the presentation to SamsClub.com.

Art Atlas –As a result of our meeting with Jessica Rodriguez, owner of Art Atlas Peru, Full Circle Exchange has been able to further cultivate a relationship with this amazing entrepreneur and to better understand this organization's incredible capabilities. Currently, Full Circle Exchange and Art Atlas are collaborating on the development of a new value-priced collection of knit accessories for Winter 2012. The collection will be presented to Walmart on May 7 and we are confident that we will have product

placement in the U.S. by fall. We feel very strongly that this is a producer we can also introduce to Sam's club. Samples of Art Atlas' current collection have also been presented to the Smithsonian Store.

Industrias Sisa – Full Circle Exchange is in the process of identifying a target list of retailers to whom we would like to present the line of gourmet and nutritional products from Rio Sisa & Omega Gourmet. We are working to find an appropriate retail partner to bring a gift set of Peruvian food products from Claudia and her family in for the holidays.

Green Handbags – This eco-friendly producer of handbags and totes is a self-registered WEConnect member who was introduced to Full Circle Exchange at the Lima conference. Full Circle Exchange has been in correspondence with Esther Gonzales Mori, the woman entrepreneur behind this organization, about the possibility of bringing her bags in to the U.S.; this will likely be a Spring/Summer 2013 supplier. Esther is currently working on completing FCE supplier vetting forms.

Full Circle Exchange has been very pleased with the caliber of women-owned businesses and the quality and diversity of products and services represented by WEConnect Peru members. By providing us with the opportunity to begin the vetting process in country, with direct and personal access to the production facilities, Full Circle Exchange has been able to more efficiently provide product development assistance and go to market strategies.

Kind Regards,

Kristie Newnham
Program Director, Full Circle Exchange

C. Data on WEConnect Businesses as of June 2012

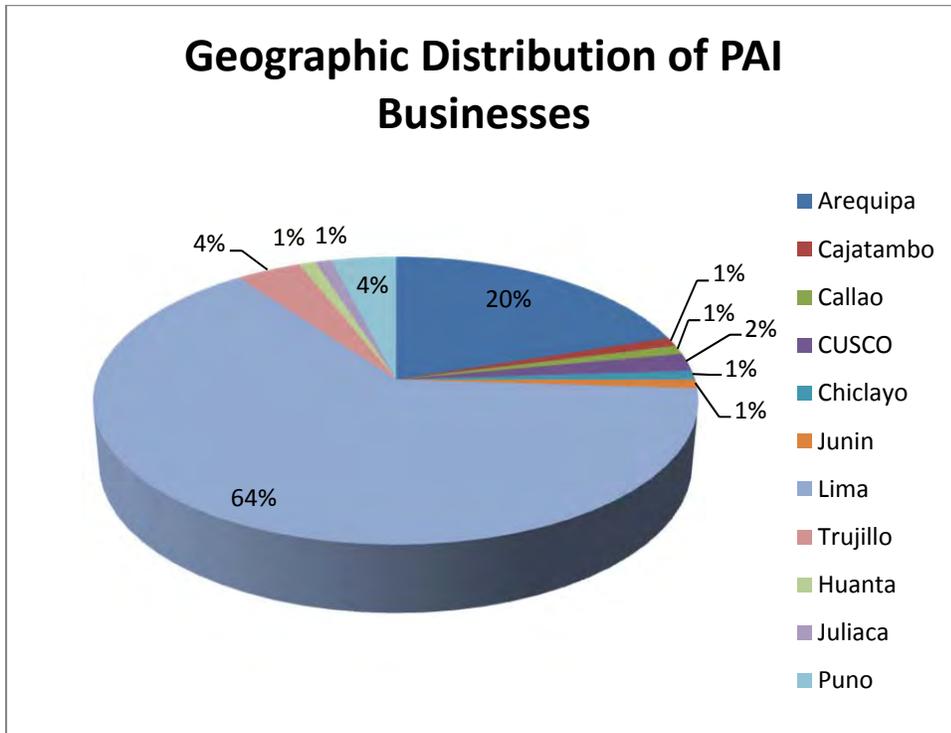
Certified Businesses: 16

Self-Registered Businesses: 100

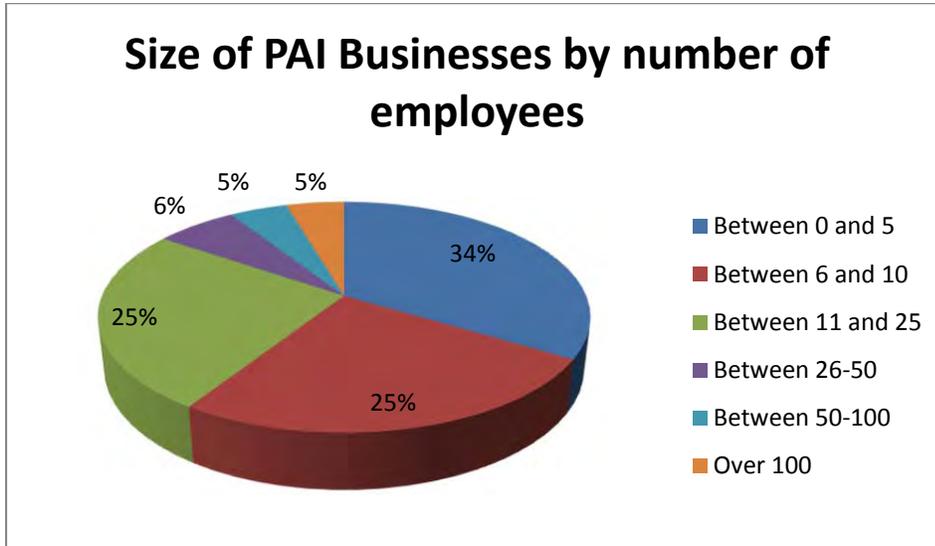
Total Women Business Owners reached: 400

Data is from those in the WEConnect Network.

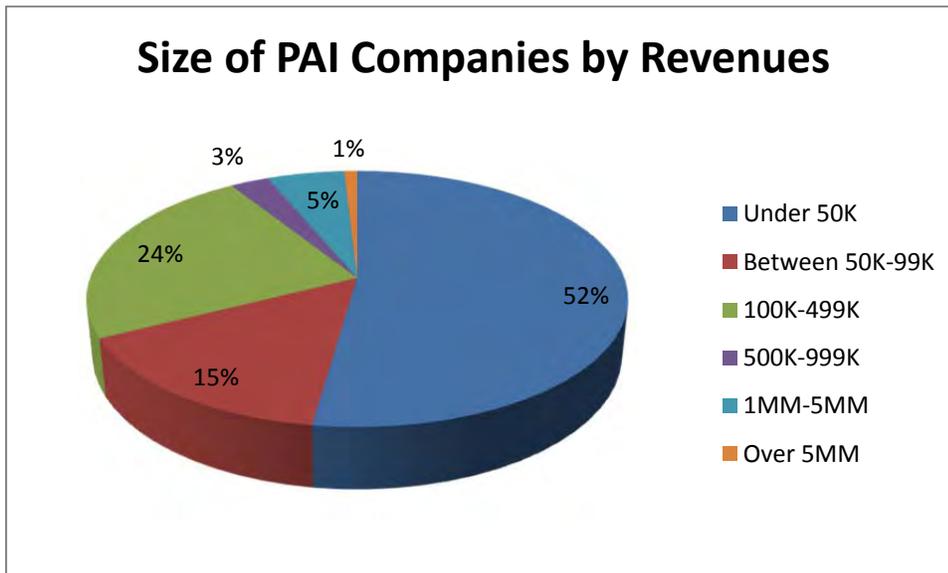
The PAI has reached women business owners throughout Peru with the main concentration in Lima. The geographic reach expanded to Cusco, Trujillo, Juliaca, and Huanta in the past quarter.



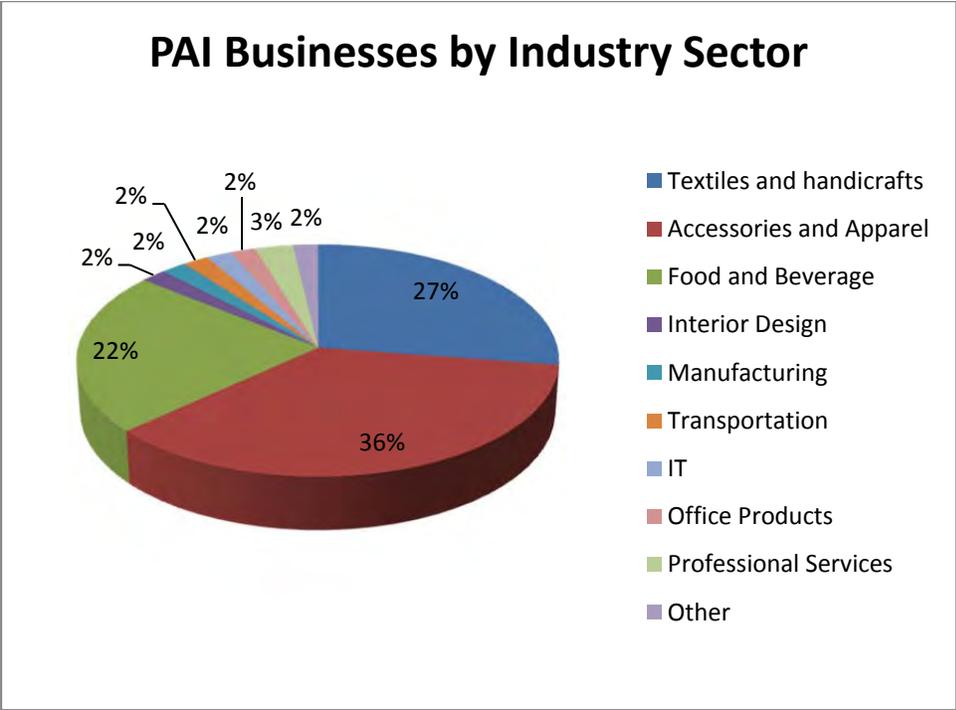
While the majority of PAI businesses have fewer than 10 employees, over a third have over 10 employees.



Slightly more than half of self-registered PAI businesses have revenues of under \$50,000 USD and another 15% are between \$50,000 and \$99,000 USD. One third of the businesses generate revenues of over \$100,000 USD and several of those are multi-million dollar businesses.



While there are a range of sectors represented by PAI businesses, the majority reflect Peru’s natural resources in Food and Beverage and Accessories and Apparel, along with traditional artisanal handicrafts. In the last quarter, several more professional services companies are represented.



Publications and Materials



Buyers from Full Circle Exchange meet with certified WBEs in Lima, March 2012



Women Business owner meets U.S. State Department Franklin Fellow Jackie Spedding at the Vendor Forum March 27, 2012



WEConnect Peru Booth at WBENC Conference, Orlando FL June 2012



WEConnect/Pathways meets with Citega Peru, and organization dedicated to business owners in the textile industry.6 became self-registered after the presentation. June 28, 2012