

# Peru independence day

## New fruitful era of Peru-Japan partnership

Juan Carlos Capunay  
AMBASSADOR OF PERU

As we celebrate the 189th anniversary of the independence of Peru on July 28, we are very pleased to regard the high level of understanding that the bilateral relations between Peru and Japan have achieved.



Japan, a strategic partner for Peru, is among the priority countries of our foreign policy in Asia in various aspects: po-

litical, economic, commercial and cultural.

In the political field, relations between the two countries are at their finest moments and the prospects are most promising. In June 2009, our country welcomed H.I.H. Prince and Princess Hitachi on the occasion of the 110th anniversary of Japanese immigration to Peru. Since the official visit to Japan by President Alan Garcia in November, there have been more than six Peruvian high-level visits to Japan that have strengthened and given more substance to the bilateral relations.

In this regard, it is worth pointing out the significant momentum of the relations between the Peruvian National Congress and the Japanese Diet by means of the renovation of the Japan-Peru Parliamentary Friendship League in February 2009.

In the economical and trade aspects, it is noteworthy that after the Peruvian Minister of Foreign Relations Jose Antonio Garcia Belaunde visited Japan to inaugurate Expo Peru in February 2009 in Tokyo, several business conferences and seminars, as well as investment, cultural and tourism exhibitions, including a

food festival, were organized. Expo Peru was one of the main highlights for Peru in the Japanese capital in the last few years.

Another important trade event has been Peru's participation within the last five years at Foodex Japan, the largest international food fair in Japan and Asia. This year, with its own pavilion, food products were showcased by more than 10 Peruvian companies.

In January this year, the Ministry of Agriculture, Fisheries and Forestry of Japan (MAFF) officially opened the Japanese market to fresh Pe-

ruvian mangoes of the Kent variety. This decision has been positively impacting Peruvian mango exporters' activity, while granting a greater variety of this fruit to Japanese consumers. In March, the Embassy of Peru successfully promoted a marketing campaign through major supermarket chains in Tokyo, with the prospects of similar nationwide activity in the near future.

It is significant to know that as of Dec. 10, 2009, the Agreement on the Promotion, Protection and Investment Liberalization between Peru and Japan, or Bilateral Investment Treaty (BIT), has entered into force, a fundamental pillar to attract more investment and new technologies from Japan. The BIT was also conceived as the basis for the establishment of an Economic Partnership Agreement (EPA) between both countries. This international instrument is supported by a strong political will from both governments for its timely subscription and approval, a fact that will undoubtedly boost bilateral trade exchange.

Furthermore, Peru is open to strengthening economic relations between both countries and improving access conditions for Japanese companies investing in Peru by means of the forthcoming negotiations on the Peru-Japan Agreement to Avoid Double Taxation, as announced during the meeting between President Garcia and then Prime Minister Yukio Hatoyama last November.

The relationship with Japan will remain strong with the focus on economic and trade aspects since it is an area of major concern for both countries. Hence, the importance of hold-



Old mountain: The Historic Sanctuary of Machu Picchu, on an Andes Mountain ridge 2,430 meters above sea level, is a UNESCO World Heritage site and one of Peru's most popular tourist destinations. EMBASSY OF PERU

## Further strengthening of ties leads to prosperity

Shimpei Miyamura  
CHAIRMAN, JAPAN-PERU BUSINESS COMMITTEE

On behalf of the Japan-Peru Business Committee (CEPEJA), I wish to extend my heartfelt congratulations to the people of the Republic of Peru on the occasion of the 189th anniversary of their independence.



Since 1873, when Peru became the first country in South America to establish diplomatic relations with Japan, our countries have enjoyed a close bond, both economically and culturally. I wish to reaffirm our commitment to this long friendship as the Republic of Peru celebrates its Independence Day. Thanks to the strong leadership of President Alan Garcia and the tireless efforts of its people, Peru has achieved political stability and outstanding economic growth. I would especially like to commend Peru for boldly

growing its economy a forecasted 5 percent to 6 percent in 2010, one of the biggest increase rates in South America.

The CEPEJA was set up in 1993 to encourage a friendly working relationship and to promote trade and investment between the two countries. When President Garcia visited Japan in March 2008, we also welcomed CEPEJA-Peru Chairman Luis G. Vega and key Peruvian members of the committee. The seventh joint meeting was held in Tokyo, after an interval of nine years, and as a result of that meeting a joint statement was released calling for the timely conclusion of a Bilateral Investment Treaty (BIT) between the two countries. Shortly after this statement was issued, thanks to great efforts by both governments, a BIT was promptly signed in November 2008. The eighth meeting was held in Tokyo in February 2009.

The ninth CEPEJA meeting was held on April 13 this year in Lima for the first time in 11 years. The honorable Presi-



Distinction: Shimpei Miyamura, chairman of the Japan-Peru Business Committee, is awarded the Grand Cross of the Order of Merit by Peruvian Ambassador Juan Carlos Capunay at the embassy in Tokyo on June 16. JAPAN-PERU BUSINESS COMMITTEE

dent Garcia gave a keynote speech to the 240 attendees. Ongoing negotiations since May 2009 culminated in vigorous exchanges of opinion at the ninth meeting, which resulted in the issue of a joint statement urging the timely conclusion of a strategic Economic Partnership Agreement (EPA) between our countries and timely commencement of negotiations on a bilateral tax convention.

On April 12, one day before the ninth CEPEJA meeting, the first joint meeting of the Committee on Improvement of the Investment Environment was held by government and private sector representatives of both countries, as set forth in the BIT. Issues regarding the expansion of investment for both Japan and Peru were discussed.

On April 14, one day after the ninth CEPEJA meeting, a Japan-Peru SME Forum was held by CEPEJA-Japan, recognizing the vital role that small and medium-size enter-

prises play in strengthening the economic ties between the two countries. The forum brought constructive exchanges of opinion and successfully introduced policies to foster and support SMEs.

I believe that the timely conclusion of the EPA and a bilateral tax convention will lead to further prosperity in the future.

Also, on a more personal note, in June, I was deeply moved to be honored by the Republic of Peru with the Grand Cross of the Order of Merit for Distinguished Services. I fully realize that this momentous honor is not the result of mere personal efforts, but a recognition by the Peruvian government of the continuous hard work of everyone in and around the CEPEJA.

In closing, I would like to take this opportunity to reaffirm my commitment to strengthening the economic ties of our two countries, with the goal of greater prosperity for both.

## Official visits highlight advances in relations nearly 140 years old

Masahiko Komura  
PRESIDENT, THE JAPAN-PERU PARLIAMENTARY FRIENDSHIP LEAGUE

On behalf of the Japan-Peru Parliamentary Friendship League, I would like to extend special greetings to the people and government of the Republic of Peru on its 189th Independence Day anniversary.



Last November, on the occasion of the official visit to Japan by the President of the Republic of Peru Alan Garcia, I had the great honor to give a welcoming dinner together with my colleagues of the league. We had a very good time talking about a bright future for the relations between our two countries. In particular, our conversations focused on our relations in the economic area, as they have been developing remarkably in recent years and have huge prospects for the

future. The Japan-Peru Bilateral Investment Treaty came into force last December; the Japan-Peru Business Committee (CEPEJA) has been greatly reactivated, with its ninth meeting held in Lima last April; and the negotiations for an Economic Partnership Agreement (EPA) are under way, which are expected to be concluded before long. In November this year, we expect President Garcia to visit Japan again to participate at the Asia-Pacific Economic Cooperation (APEC) Leaders' Meeting in Yokohama. That will be a valuable opportunity for us to advance our bilateral relations in a wider context of partnership across the Pacific.

It is my sincere wish that these significant moves and events, together with close contact between our peoples during nearly 140 years of diplomatic relations as well as our shared interest in history, culture and tradition, will deepen and strengthen even further our bonds and cooperation into the future.



Funerary mask: The exhibition Precursor of the Inca Empire: The Golden Capital of Sican, which has been touring Japan since 2009 in Tokyo, showcases a variety of ancient artifacts. The exhibit is currently at Sendai City Museum (until Aug. 22) before visiting Kagoshima (Aug. 28-Oct. 24).

**Congratulations to the People of the Republic of Peru on the 189th Anniversary of Their Independence Day**



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**NIPPON SUISAN AMERICA LATINA, Perú S.A.**

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