

Business Roundtable in Lima

This is the most important International Business Roundtable (B2B) for the tourism industry in Peru. It is organized by the National Chamber of Tourism – CANATUR and has been declared of national interest by the Ministry of Foreign Trade and Tourism (MINCETUR). The event brings together Peruvian tour operators and tourism entrepreneurs from key markets such as North America, Latin America, Europe, and Asia.

This event provides a unique platform for business negotiations, training, and showcasing the most outstanding Peruvian tourism products on an international level. It also presents an excellent opportunity for various Subnational Governments to showcase to the world the vast tourism potential of their region, province, or district—not only as an attractive destination for visitors but also as an investment opportunity.

OBJECTIVES:

- To provide an exclusive opportunity to establish business relationships through pre-scheduled meetings in a professional setting, thereby strengthening the international promotion of Peru's tourism destinations.
- To enhance the image of our country by highlighting the progress and achievements in the reactivation of tourism, reaffirming Peru's potential as an attractive and vibrant destination.
- To promote globally the richness and diversity of our country by showcasing the segments and attributes that make it unique. From its exquisite gastronomy and luxury offerings to its culture, adventure, nature, and handicrafts, every aspect of Peru makes it a truly extraordinary destination.

