

# Peru

## Key indicators

Population (millions)	31.5
GDP (\$ billions)	180.3
GDP per capita (\$)	5726.9
Share of world GDP (PPP\$, %)	0.3
Current account surplus/deficit, share of GDP (%)	-3.8
Tariff preference margin (percentage points)	3.1
Imports and exports (goods and services), share of GDP (%)	44.5
Services exports, share of total exports (%)	15.8
Geographic region	Americas
Country group	
Income group	Upper-middle income

## SME Competitiveness Grid Summary

Average scores [0-100]	Compete	Connect	Change
Small	39.9	40.1	41.3
Medium	49.1	49.1	56.5
Large	70.8	71.9	74.6
All	45.8	46.1	51.6
BUSINESS ECOSYSTEM	41.2	49.2	48.4
NATIONAL ENVIRONMENT	67.5	55.2	52.8

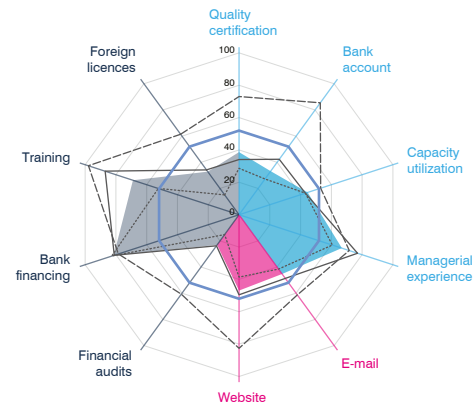
Reference level: 52.0 (a function of GDP per capita)

**Weaknesses are scores below: 26.0** | **Strengths are scores above: 77.9**

## SME Competitiveness Grid

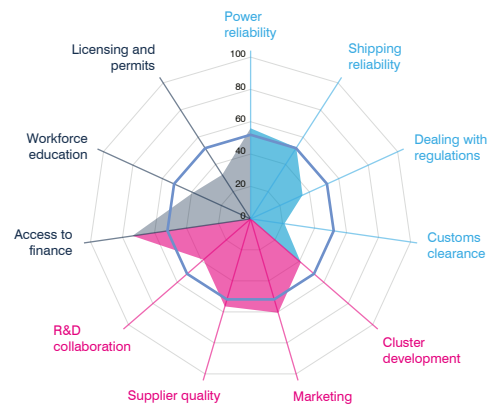
### FIRM CAPABILITIES (Normalized scores)

Compete	Small	Medium	Large	All
International quality certificate	28.7	34.1	73.0	38.7
Bank account	27.3	42.3	<b>85.4</b>	33.2
Capacity utilization	43.2	43.2	53.1	44.6
Managerial experience	60.6	77.0	71.7	66.8
<b>Connect</b>				
E-mail	41.6	48.6	61.3	45.3
Firm website	38.6	49.5	<b>82.6</b>	46.9
<b>Change</b>				
Audited financial statement	<b>15.1</b>	<b>23.8</b>	60.7	<b>23.1</b>
Investment financed by banks	<b>82.7</b>	<b>81.1</b>	<b>78.4</b>	<b>81.4</b>
Formal training programme	52.4	<b>87.0</b>	<b>97.8</b>	69.0
Foreign technology licences	<b>15.1</b>	34.2	61.5	32.8



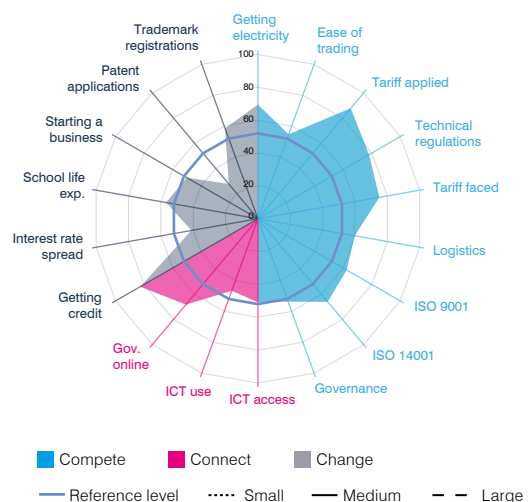
### BUSINESS ECOSYSTEM (Normalized scores)

Compete	Small	Medium	Large	All
Power reliability	52.3	64.0	60.9	56.0
Domestic shipping reliability	55.1	50.0	61.9	52.4
Dealing with regulations	30.8	46.2	39.9	35.4
Customs clearance efficiency	<b>21.0</b>	30.1	<b>17.3</b>	<b>21.2</b>
<b>Connect</b>				
State of cluster development				41.1
Extent of marketing				60.6
Local supplier quality				56.5
University-industry collaboration in R&D				38.6
<b>Change</b>				
Access to finance	<b>78.4</b>	61.0	<b>84.6</b>	73.8
Access to educated workforce	45.4	29.9	34.0	39.0
Business licensing and permits	36.8	<b>22.3</b>	40.1	32.4



### NATIONAL ENVIRONMENT (Normalized scores)

Compete	All
Getting electricity	69.5
Ease of trading across borders	54.7
Applied tariff, trade-weighted average	<b>87.8</b>
Prevalence of technical regulations	<b>78.1</b>
Faced tariff, trade-weighted average	75.1
Logistics performance index	59.8
ISO 9001 quality certificates	62.4
ISO 14001 environmental certificates	66.1
Governance index	53.7
<b>Connect</b>	
ICT access	50.9
ICT use	46.6
Government's online service	68.2
<b>Change</b>	
Ease of getting credit	<b>82.7</b>
Interest rate spread	41.2
School life expectancy	56.8
Ease of starting a business	50.0
Patent applications	27.6
Trademark registrations	58.6



**Note:** Scores range from 0 to 100, a higher score indicates a better outcome. Series with missing data are indicated as (-) in the tables and omitted from the radar charts.

**Source:** World Bank Enterprise Survey (2010) for firm level data; for other sources and methodology see Annex.

## SME Export Potential

Peru is an upper-middle income country with a population of 31.5 million and GDP of \$180.3 billion. Goods and services account for 84.2% and 15.8% of exports, respectively.

The country's unrealized potential to increase existing exports lies within its home region and to Asia and Europe (see table below). *Copper* has an unrealized export potential of nearly \$393 million in the home region, \$806 million to Asia and \$190 million to Europe. Other products with unrealized potential to these regions include *coffee* and *gold*.

Regarding new export products, Peru has diversification opportunities in textiles, metals, as well as beverages with products such as *plain woven fabrics of cotton*, and *ferro-chromium*. The production of the former good involves a relatively strong presence of SMEs and women. Other products for diversification include *wire of non-alloy aluminium* and *grape must*.

Small firms in Peru perform well in having investments financed by banks and accessing finance. They underperform, however, in having audited financial statements and owning foreign technology licences. The largest performance gap between small and large firms lies in having bank accounts. The country's national environment performs well in the trade policy-related indicator, the prevalence of technical regulations, and ease of getting credit.

## Unrealized potential: Existing export products

Product description	Product code	Exports (\$ million)	Value of unrealized potential exports by destination (\$ million)					Development indicators			
			Africa	Americas	Asia	Europe	Oceania	Price stability	SME presence	Women employed	Technology
			0 1000	0 1000	0 1000	0 1000	0 1000				
Copper, refined, in the form of cathodes and sections of cathodes	740311	2079		~200	~800	~100		Green	Red	Red	Red
Coffee (excluding roasted and decaffeinated)	090111	943		~200	~100	~100		Green	Red	Red	Red
Flours, meals and pellets of fish or crustaceans, molluscs or other aquatic invertebrates, unfit for...	230120	1598		~100	~200	~100		Green	Green	Green	Red
Gold, incl. gold plated with platinum, unwrought, for non-monetary purposes (excluding gold in powder...	710812	3976		~100	~300	~100	~100	Red	Red	Red	Red
Fresh grapes	080610	578		~100	~100	~100		Green	Red	Red	Red
T-shirts, singlets and other vests of cotton, knitted or crocheted	610910	347		~100		~100		Green	Green	Green	Red
Fats and oils of fish and their fractions, whether or not refined (excluding liver oils and chemically...	150420	425		~100	~100	~100		Red	Green	Green	Red
Silver, incl. silver plated with gold or platinum, unwrought (excluding silver in powder form)	710691	339		~100	~100	~100		Red	Red	Red	Red
Fresh or chilled asparagus	070920	482		~100	~100	~100		Green	Red	Red	Red
Preparations of a kind used in animal feeding (excluding dog or cat food put up for retail sale)	230990	137		~100	~100	~100		Green	Green	Green	Red

**Notes: Unrealized potential table:** Top 10 products in decreasing order of unrealized export potential to the world. **Exports:** Average value over 2011-2015. **Price stability, SME presence, and Women employed:** Green - performance above a country's trade-weighted mean. Red - the opposite. **Technology:** Green - transformed products exported by countries at least matching the country's per capita GDP. Red - the opposite. Blank spaces - data not available.

**Source:** ITC Export Potential Map, <http://exportpotential.intracen.org>