

# INVITATION

## Peru, flavor and culture



It is a staging about our culinary traditions, linked to the culture expressions of different regions of our country.

Through, “Peru, flavor and culture”, you will be able to learn how the territory and culture become determining factors, so that the products used in the preparation of our meals identify with our traditions.

Thus, our geographical space, our climate, our land provides special properties to the foods that identify Peruvians. All this, added to the knowledge, customs, traditions of production and culture since immemorial times, creating unique and unrepeatable foods.

Pisco, Maíz Blanco Gigante Cusco, Pallar de Ica, Café Villa Rica, Loche de Lambayeque, Café Machu Picchu – Huadquiña, Maca Junín – Pasco, Aceituna de Tacna, Cacao Amazonas Perú, become products that identify Peru and its people. They are part of our culture and gastronomy. To all of them is added Chulucanas, a craft that is traditionally made in the north of Peru and adorns the tables and houses of all Peruvians.

Here you will know Peru through its food and culture.

Welcome.

Date : **Thursday 21th of July**  
Time : **18:00**  
Place : **WIPO Lobby**  
**Chem. des Colombettes 34, 1202 Genève, Suiza**

Ambassador **Luis Chuquihuara Chil**, Permanent Representative of Peru to International Organizations based in Geneva.

**Julián Palacín Gutiérrez**, Executive President of the National Institute for the Defense of Competition and the Protection of Intellectual Property of Peru – Indecopi.