



# AGM 2022

PERUVIAN-CANADIAN CHAMBER OF COMMERCE

[www.perucanadacc.ca](http://www.perucanadacc.ca)

# Agenda

01. Opening Remarks
02. Annual Report
03. Financial Report
04. Presentation & Ratification BOD
05. Strategic Plan 2023
06. Questions & Answers
07. Adjournment



The image features a minimalist design with a white background. A thin grey rectangular border is centered on the page. Inside this border, the words "ANNUAL REPORT" are written in a bold, black, sans-serif font. On the left and right sides of the page, there are two thick, horizontal blue bars that extend from the edges towards the center, partially overlapping the grey border.

# **ANNUAL REPORT**

# New Website

WE MODERNIZED OUR WEBSITE TO ALIGN TO CURRENT STANDARDS, SIMPLIFY THE USE, AND DRIVE MORE VISITORS

## INFRASTRUCTURE

52 PROJECTS IN TRANSPORTATION, SANITATION AND ENERGY TO BE COMPLETED BY 2025



### MISSION

Assist Peruvian companies in Canada as well as Canadian companies in Peru to expand their business



### VISION

Promote and stimulate commercial development and investment between both countries in a spirit of cooperation and social responsibility



### OBJECTIVES

Promote, protect and secure the commercial, economic, social and professional interests of our members

# Social Media Analytics

## LinkedIn

Jan 31, 2022 - Jan 30, 2023 ▼

### Follower highlights

2,432      911  
Total followers    New followers in the last 364 days

## Facebook

Jan 1, 2022 - Dec 31, 2022 ▼

### Facebook Page reach ⓘ

8,057 ↑ 107.3%

vs. Jan 1, 2021 - Dec 31, 2021

## Instagram

Jan 1, 2022 - Dec 31, 2022 ▼

### Instagram reach ⓘ

3,515 ↑ 971.6%

vs. Jan 1, 2021 - Dec 31, 2021

# New Membership Management

During the year 2022 we also implemented a new system to manage our members, contacts, events and payments. This will allow us to create a foundation to provide additional services to our members.



## MEMBER REGISTRATION

New members will register directly into the new system, avoiding manual work.



## PAYMENTS / DONATIONS

The system is ready to receive payment from any credit card supplier.

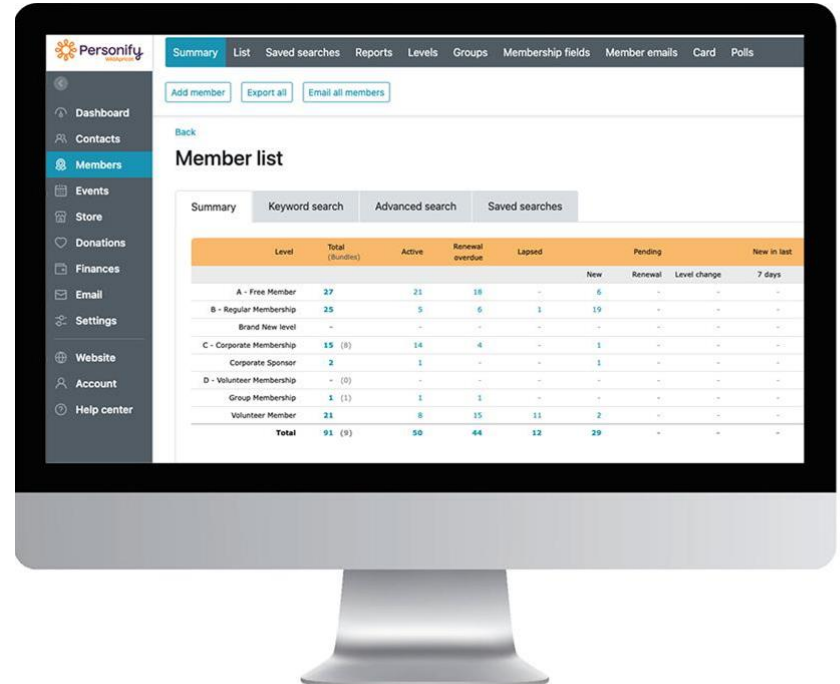


## EVENT REGISTRATION

In addition it keeps track of all the events delivered by the PCCC and keeps track of attendance.



OUR ORGANIZATION ALL IN ONE PLACE! MEMBERS' DATA IS STORED SAFELY IN THE CLOUD, ALLOWING MEMBERS TO EASILY UPDATE, AND SHARE THEIR INFORMATION FROM ANY DEVICE.



# Streamlined Membership Levels

After the pandemic, we reviewed our member database and benefit usage, making the following changes:

- New Memberships focused on **NEEDS** not member's size
- Start over our members count to dedicate resources on **ACTIVE** members
- Rebranding of memberships
- Promotional Membership to give opportunity to new Small Businesses and Entrepreneurs
- Focus on **PARTNERSHIPS** that will provide additional benefits to our members
- GROUP** Memberships, to differentiated needs such as Peruvian Restaurants in Canada

## BUSINESSES



## INDIVIDUALS



# Membership Level - Benefits



ZINC

\$250 CAD

- Right to vote in the AGM
- 50% Discount on 1 Corporate Event Invitation
- 1 Free Ad per Year on our Social Media accounts
- 1 Free Ad per Year on our Monthly Newsletter
- Discount Pay Fee\* for a Sponsorship Table at Event
- Discount Pay Fee\* to exhibit Banner at Events
- Free Access to Courses and Development Seminars
- More...



COPPER

\$500 CAD

- Right to vote in the AGM
- 1 Free Invitation to a Corporate Event
- 1 Free Ad every 6 months on our Social Media
- 1 Free Article, and 1 Free Ad per Year on Newsletter
- 1 Ad and Company's logo with a link to your website
- Organize 1 Webinar a Year with your own Topic
- Discount Pay Fee\* for a Sponsorship Table at Events
- More...



SILVER

\$2,000 CAD

- Right to vote in the AGM
- 2 Free Invitations to Corporate Events
- Right to Nominate 1 Member to the PCCC BOD
- 1 Free Ad every 3 months on our Social Media
- 1 Free Article and Ad every 6 months on Newsletter
- Your Logo every 3 months on our Newsletter
- 1 Ad and Logo with a link to your website on our Webpage
- More...



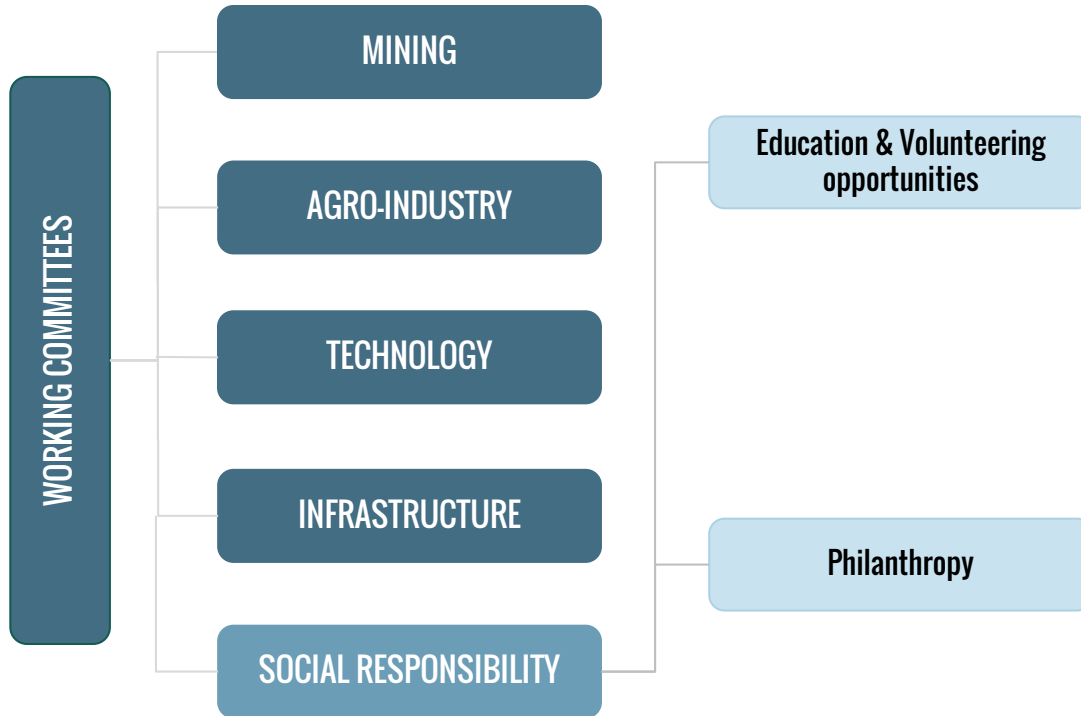
GOLD

\$4,000 CAD

- Right to vote in the AGM
- 5 Free Invitations to Corporate Events
- Right to Nominate 2 Members to the PCCC BOD
- 1 Free Ad every month on our Social Media accounts
- 1 Free Article and Ad every 3 months on Newsletter
- Your Company's logo every month on our Newsletter
- 1 Ad and Logo with a link to your website on our Webpage
- More...



# New committee : Social Responsibility



## VISIONER PROGRAM

An alternative to allow high school students to get involved and learn about business development and investments between Canadian and Peruvian companies.

Students in grades 10 and 11 preparing for the future and boosting socializing skills and awareness of international organizations and social issues.

**3 Months Duration - 50 hrs volunteering work**

## GIVING BACK

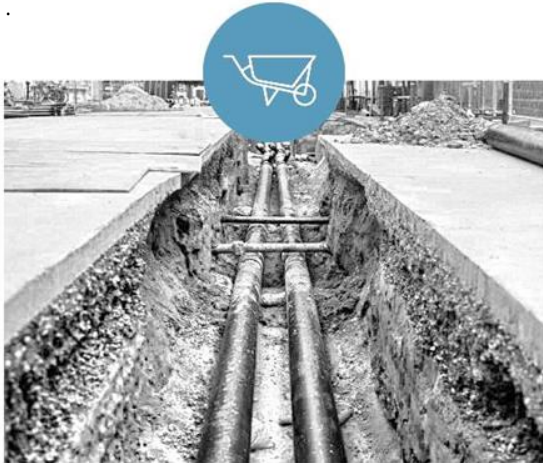
Support Peruvian community in Canada and directly in Peru by becoming the liaison between PCCC Members, Sponsors & Partners and Philanthropic organizations dedicated to provide a positive impact to social issues

Our scope includes but is not limited to: Newcomers, young entrepreneurs, gender equality, etc.

# Events 2022

## UNOPS OPPORTUNITIES FOR THE PRIVATE SECTOR

The briefing on Opportunities for Infrastructure Projects in Water and Sanitation in Peru gave the audience useful tools and information to help current, potential, and diverse vendors build and improve their chances of being awarded UNOPS contracts.



## DOING BUSINESS IN CANADA

The discussion aimed to give a general focus, the current regulatory frameworks, legal, financial, and cultural aspects, essential to enter the Canadian economy, one of the most advanced economies on the planet, known as the G-7.



## FOSTERING PERUVIAN ENTREPRENEURSHIP IN BC

Peruvian entrepreneurs and aspiring entrepreneurs in British Columbia (BC) benefited from learning about the steps needed to build a successful business in British Columbia, as well as incentives for their small businesses.



# Events 2022

## GREENFIELDS EXPLORATION IN PERU - OPPORTUNITIES

The favorable environment for Peru was explained by showing the rise in prices in the last 5 years of Peru's main export metals, trends in mineral discoveries globally, Exploration Projects 2022, and opportunities for Greenfields exploration in Peru were discussed.



## UNDERSTANDING THE CONSTRUCTION SECTOR IN PERU

The Trade Commissioner Services in Peru presented a report with collected intelligence, necessary for Canadian companies to understand the Peruvian construction market: Opportunities & Challenges, Portfolio of relevant projects, and Key Players.



## CURRENT & FUTURE VISION OF RELATIONS PERU-CANADA

The Embassy and Consulates of Peru in Canada came together to share with the Peruvian community their vision of the relation Peru-Canada. Immigration, Access to Employment, and Business Opportunities for Peruvian SMEs & Entrepreneurs were discussed.



# Events 2022

## CANADA! HOW TO EMIGRATE SAFELY

Experts in immigration matters made known all the immigration options that Canada, in its different provinces, offers to the Peruvian community and thus be able to emigrate successfully. Free appointments were offered to discuss migration possibilities.



## PUBLIC PROCUREMENT IN CANADA

Peruvian entrepreneurs based in Canada familiarized with the public procurement process (BIDS) at the federal level. Attendees received a User Manual from PROMPERU and now can serve as a link between Peruvian exporters and Canadian public entities.



# Event Partners 2022

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We thank our event partners from last year. Their support and collaboration have been vital to the success of our Chamber. Thank you for partnering with us.



Embassy of Peru  
in Canada



Consulate General of  
Peru in Toronto



Consulate General of  
Peru in Montreal



Consulate General of  
Peru in Vancouver





# FINANCIAL REPORT



# Financial Report

## STATEMENT OF REVENUE AND EXPENDITURES

Year ended June 30, 2022 and 2021

	<u>2022</u>	<u>2021</u>	<u>Variance \$</u>	<u>Variance %</u>
<b>Revenues</b>				
<b>Membership fees</b>				
<b>Events Income</b>				
<b>Total Revenue</b>				
<b>Expenditures</b>				
<b>Marketing Expenses</b>				
<b>Dues &amp; Memberships</b>				
<b>General Administration</b>				
<b>Total Expenditures</b>				
<b>Excess(deficiency) of income over expenses</b>				

*Information available to Members, upon request*

# Financial Report

## STATEMENT OF FINANCIAL POSITION

As of June 30, 2022 and 2021

	<u>2022</u>	<u>2021</u>	<u>Variance \$</u>	<u>Variance %</u>
<b>Assets</b>				
Cash				
Accounts Receivable				
Inventory				
<b>Total Assets</b>				
<b>Liabilities</b>				
Accounts Payable & Accruals				
<b>Net Assets</b>				
Opening Balance				
Excess(deficiency) of Results				
<b>Total Liabilities &amp; Assets</b>				

*Information available to Members, upon request*



# **BOARD OF DIRECTORS**



# Presentation & Ratification of BOD



**Alexis Ricordi**  
President



**Ana Maria Villaran**  
Director



**Javier del Rio**  
Director



**Luis Felipe Quiros**  
Vice President



**Omar Salas**  
Director



**Luis Miguel Arce**  
Director



**Sandra Barreto**  
Treasurer



**Sergio Mendoza**  
Director



**Kevin McCormick**  
Director



# **STRATEGIC PLAN 2023**

# Strategic Plan 2023



## ENABLE BUSINESS OPPORTUNITIES FOR MEMBERS

Continue developing opportunities for our members, in 2023 we will be focusing on increasing number of active members, the development of our Mining Chapter and a Restaurants group



## STRENGTHEN OUR ORGANIZATION FOUNDATION

The PCCC as a Federal Organization will continue strengthening its connection with Toronto, Montreal and Vancouver Peruvian Consulates, organizing In-person events and delivering webinars focused on areas of interest for our community



## DEVELOP VOLUNTEERS

We provide our volunteers with the opportunity to use their experience and expertise in supporting our mission. And at the same time, developing new skills and increasing their network in Peru and Canada



## DEVELOP STRATEGIC PARTNERSHIPS

Develop partnerships with strategic stakeholders



# THANK YOU

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