

CORPORATE

# SUSTAINABILITY

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VISIONER PROGRAM

AND COMMERCIAL COLLABORATION

## SUSTAINABILITY CHALLENGES

Corporate sustainability poses  
financial and regulatory challenges  
amid global competition.

ÍTALO  
ACHA

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Retrieved from Viator, 2024



## INTRODUCTION

In this newsletter, the Visioner Program had the opportunity to interview one of the most influential figures in the commercial relationship between Canada and Peru, Minister Italo Acha. On April 18th, this interview was conducted to explore the commercial agreements between Peru and Canada that enhance the capability to establish a more open and expansive market between these two countries internationally.



## Uncovering Sustainability: Navigating Challenges for Business Growth

The pursuit of corporate sustainability presents formidable challenges for businesses. Financially, implementing eco-friendly practices entails additional costs, particularly when necessitating advanced technologies and production process alterations. Moreover, navigating tax regulations while sustaining global competitiveness poses regulatory hurdles.

## MAPLE MOMENTUM: NAVIGATING TORONTO'S ENTREPRENEURIAL ECOSYSTEM FOR PERUVIAN INNOVATORS

Peruvian entrepreneurs aspiring to penetrate the Canadian market benefit from a diverse array of support mechanisms, comprising chambers of commerce and governmental agencies. The Peruvian-Canadian Chamber of Commerce assists in identifying potential partners, while the Ontario Chamber of Commerce serves as a subsequent stage for expansion.

Furthermore, the City of Toronto provides specialized economic programs and a dedicated unit for economic and business development. These initiatives are tailored to aid entrepreneurs in navigating the intricacies of the Toronto market, signifying a focused orientation towards fostering economic integration within the city's boundaries.



Retrieved from Ministerio de Relaciones Exteriores, 2024

## Exploring Toronto's Entrepreneurial Oasis: Insights for Peruvian Innovators

Toronto, a cosmopolitan metropolis with a population exceeding 6.2 million in its metropolitan area, boasts a diverse demographic composition, prominently featuring European, Filipino, Chinese, Indian, Caribbean, Arab, and emerging Latin American communities.

Notably, the burgeoning Peruvian populace, numbering 25 thousand, has catalyzed the establishment of prestigious Peruvian eateries and facilitated the introduction of Peruvian products, fostering a burgeoning market and entrepreneurial opportunities.





# From Machu Picchu to Montreal: Unraveling the Consulate's Cultural Canvas in Canada

## Peruvian Cultural Promotion in Canada

Peruvian cultural endeavors in Canada, particularly showcased through culinary and artistic initiatives, reflect a concerted effort by the Peruvian Consulate in Toronto to foster cultural exchange. The participation in the Restaurants Canada Show underscores the strategic promotion of Peruvian gastronomy, notably emphasizing the iconic pisco.

## Cultural Engagement Beyond Cuisine

The Consulate of Peru in Toronto extends its cultural outreach beyond gastronomy to encompass various artistic expressions. Collaborations with Peruvian institutions like the Patronato de las Artes del Perú and exhibitions featuring works by artists such as Martin Chambi demonstrate a concerted effort to disseminate Peru's cultural wealth.

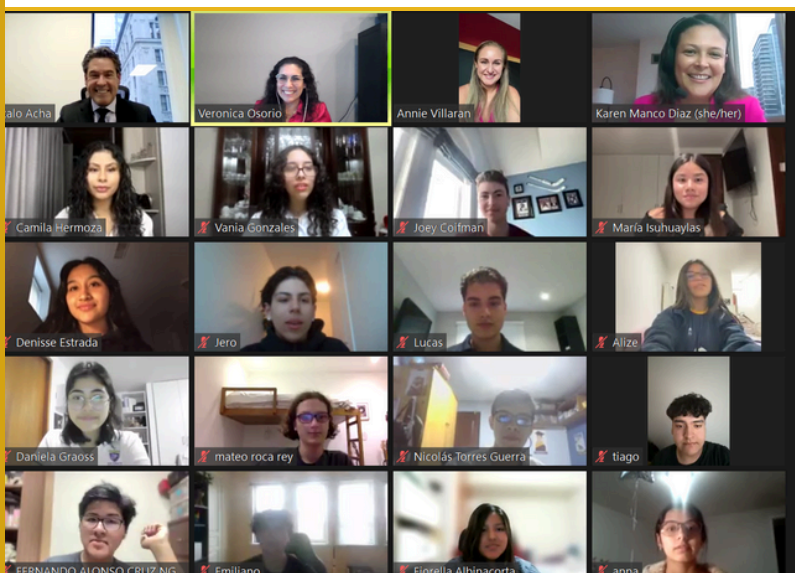
## Toronto: A Nexus of Cultural Exchange

Toronto emerges as a pivotal locale for cultural exchange, characterized by its diverse and receptive population. The receptivity of Toronto towards diverse cultures provides a fertile ground for the dissemination of Peruvian culture in Canada. This cultural openness not only facilitates the integration of Peruvian cultural elements but also underscores the significance of cultural diplomacy in fostering mutual understanding between Peru and Canada.

## Forecasting Toronto's Demographic Shifts & Business Dynamics

The Peruvian population in Toronto has experienced a notable increase over the past two decades, rising from approximately 5000 individuals to nearly 15,000, marking a 300% growth. However, forecasts suggest a plateau in Toronto due to the high cost of living, prompting a shift towards provinces like Manitoba, Saskatchewan, and British Columbia.

From a business perspective, this demographic growth is anticipated to foster stronger Peru-Canada ties by facilitating easier access to Peruvian products in Toronto, thereby encouraging the establishment and sustainability of Peruvian-owned businesses, which in turn, will bolster the Peruvian market presence in the region.



## Empowering Peruvian Entrepreneurs: Inside the Collaborative Efforts of the Peruvian Consulate

The consul general of Peru actively engages with the chamber of commerce to represent Peruvian interests and foster collaboration with Toronto's business community, including participation in the Hispanic Chamber of Commerce. Through initiatives like the Latin-America Bilateral Trade Initiative (LABTI), in conjunction with other Latin American countries and Toronto, efforts are made to enhance trade relations and facilitate business missions between Canada and Peru.

Emphasis is placed on promoting small and medium Peruvian enterprises across Canada, identifying trade opportunities, and facilitating monthly engagements with Toronto consulates and business authorities to strengthen collaboration between Canada and Peru.