

**International Seminar**  
**The Role of Renewable Energies in Providing Clean Rural Energy**  
**February 12 – 13, 2001**  
**Lima, PERU**

**OPORTUNITIES of BIO-  
BUSINESS IN THE AMAZON  
REGION OF PERU**

**Alberto Gonzáles**  
**Executive Director**  
**FONAM PERU**  
**February, 2001**

# ¿WHAT IS BIODIVERSITY?

- Variability in living organisms of any source includes:
  - **Ground and marine ecosystems**
  - **Other aquatic ecosystems**
  - **Ecological complex including:**
    - Diversity in each specie
    - Among species
    - And the ecosystems

## BIO-BUSINESS

- **They produce equal or bigger richness with less waste and are low risk businesses**
- **Generates local employment and leave richness in their location**
- **They handle better low resources and replace the damaged**
- **Prevent the negative impact instead of having to repair them**

# BIO BUSINESS PROGRAM IN PERU

- 1. Biodiversity conservation**
- 2. Sustainable use of its components**
- 3. Fair distribution of the benefits.**

# BIO BUSINESS PROGRAM IN PERU

continuation.....

## OBJECTIVES:

- ❖ Promote investments, trade and the operation of the biological resources market.
- ❖ Involve the local and native communities.
- ❖ Design incentives for the promotion and conservation and sustainable use of the biological resources
- ❖ Promote agreements between the private sector and the native and local communities.

## **Bio-Business constraints in the Amazon Region of Peru**

- **Remote areas**
- **low-income population**
- **Eventual or non-existing energy sources**
- **Few opportunities of sustainable business**

# **Bio Business in the Amazon Region of Peru**

## **BUSINESS OPPORTUNITIES**

- **Aquiculture**
- **Natural dyes and colorants**
- **Medicine Plants: “Uña de Gato”**
- **Nutraceuticals: Camu Camu**
- **Organic Products**

# Bio Business in the Amazon Region of Peru

## BUSINESS OPPORTUNITIES

- **Flours**
- **Liquors**
- **Handicraft**
- **Nectar**
- **Zoo breeding**

# **Bio Business in the Amazon Region of Peru**

## **BUSINESS OPPORTUNITIES**

- **Barbasco**
- **Tropical woods**
- **Reforestation**
- **Woods for carbon**

# **Bio Business in the Amazon Region of Peru**

**WITH ENERGY AVAILABLE**

- **Production transformation**
- **Value added**
- **Rural agribusiness**
- **More and better incomes**
- **An important portion of the income generated remains in the place.**

# **Bio Business in the Amazon Region of Peru**

**IF THE ENERGY IS CLEAN.....**

- **Cheaper**
- **Less emissions**
- **It contributes to form a market with reduce emissions to apply to the Clean Development Mechanism**

# TO PROMOTE PRODUCTIVE ACTIVITIES ORIENTED TOWARD SOFISTICATED AND EXPORT MARKETS

- ❖ Identify markets and buyers.
- ❖ With market information, identify:  
producers organizations with good quality  
production.
- ❖ Provide specialized technical assistance to get a  
product with all the standards required by the  
international market.
- ❖ With the existing offer and eventually improved,  
oriented to a better markets.

## IMPLEMENTING THE JOB

- ❖ Review of existing activities
- ❖ Identify success cases
- ❖ Pilot project to be implemented
- ❖ Build up the institutional support to the long and mid term.



*FOR YOUR ATTENTION...*

*THANK YOU SO  
MUCH...*