



SeCompetitivo – Strengthening Peru's competitiveness, Phase III

SeCompetitivo III aims at supporting Peru in improving the competitiveness of its private sector, thus contributing to sustainable and inclusive economic development. It does so on national level by providing strategic and thematic expertise for the designing and implementation of public policies, and on subnational level by supporting value chains strengthening initiatives with emphasis on generating added value, in three selected regions.

Rationale

Peru is currently facing considerable challenges: the economy has weakened, poverty have increased, and the country has one of the highest levels of informality in Latin America. In addition, the political situation remains unstable. These dynamics are threatening inclusive growth and social cohesion.

To address these structural constraints, SeCompetitivo III builds on Switzerland's longstanding engagement in Peru. The programme is aligned with the National Plan for Competitiveness and Productivity 2030, supporting key reforms that aim to boost competitiveness, strengthen value creation in selected sectors, and facilitate Peru's integration into global markets. It also contributes to Peru's OECD accession agenda, offering targeted support, with a high degree of flexibility and Swiss technical expertise.

Objectives and activities

SeCompetitivo's overall objective is to contribute to **poverty reduction, a decrease in informality, and sustainable development** by increasing non-traditional exports and creating jobs and income through improved competitiveness.

The programme supports **private sector competitiveness** through initiatives at both the **national and subnational level**, focusing on three thematic areas:

- 1. Innovative and sustainable productive development**, facilitating access to domestic and international markets

Country/region

Peru

Funding partner

Consejo Nacional De
Competitividad y
Formalización

Implementing partner

Helvetas

Project duration

2023-2027 (Phase III)

Total budget

CHF 15,000,000

SECO contribution

CHF 12,000,000



2. **An enabling environment for business**, including trade facilitation and access to finance
3. **Market-oriented skills development** to improve employability and meet private sector demand

At the national level, SeCompetitivo provides strategic and thematic expertise to improve competitiveness policies and strengthen public-private dialogue. At the subnational level, in addition to supporting the formulation and implementation of public policies, the programme supports agribusiness (e.g. cocoa, coffee, banana) and tourism value chains in **three main regions**, working with local actors to promote sustainable and inclusive economic growth.



© Lenin Quevedo: Cocoa tasting, Innova Cacao Sostenible Project

Previous Results


SeCompetitivo I and II have contributed to measurable results and scalable approaches:


- **USD +75 million** in annual exports from agro-industrial value chains supported by the programme
- **+21,000 jobs** strengthened in key value chains
- **8,900 people** – including producers, workers, technicians, teachers, and public officials – have developed relevant skills
- **370 private organizations** (such as cooperatives, MSMEs, and trade associations) received targeted support
- **27 new value-added products** developed, including cacao derivatives (liqueur, nibs, coating), sacha inchi (refined oil, protein flour, flavored snacks), banana-based products (puree, frozen IQF), and eight new nature and adventure tourism routes
- **Export performance and value addition in sustainable sectors such as organic cacao, coffee, and panela** were significantly enhanced, positioning Peru more strongly in international markets
- Innovative models in **circular economy, regional innovation, and sustainable tourism** were successfully piloted and are now informing public policies and scaling efforts in other regions
- **Collaboration between public and private actors** on competitiveness reforms was institutionalised and reinforced, improving coordination and implementation at both national and regional levels
- Formulation of the National Competitiveness and Productivity Policy and Plan for 2030
- Elaboration of the first Regional Competitiveness and Productivity Plan (San Martín region)
- Strengthened collaboration between public and private actors on competitiveness reforms

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Integration in value chains



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