

From July to December 2020



2020 Cacao and Chocolate Virtual Showroom



2020 Cacao and Chocolate Virtual Showroom

Organizers:



PERÚ Ministerio
de Agricultura y Riego



DEVIDA
Corredor Nacional para el Desarrollo y Vida sin Drogas



PERÚ Ministerio
de Comercio Exterior
y Turismo



Al servicio
de las personas
y las naciones

prom
perú



PERÚ Ministerio
de la Producción



PERÚ Ministerio
de Relaciones Exteriores



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BACKGROUND

The effects of the Covid-19 pandemic in Perú and worldwide have stagnated businesses and generated great financial losses. Many cacao and chocolate growers, as well as service providers and suppliers to the chocolate industry have experienced the negative consequences.

The government-implemented policies to control and avoid the propagation of Covid-19 have caused the reinventing of this event. The organizers of this year's event have modified their approach by using today's powerful hi-tech tools.

Consequently, here we present this innovative hi-tech platform, the 2020 CACAO AND CHOCOLATE VIRTUAL SHOWROOM.



2020 Cacao and Chocolate Virtual Showroom



Objectives:



Reactivate and streamline the economy in the cacao and chocolate markets.



Give exhibiting vendors the opportunity to use the virtual showroom as a lower-cost option to the actual physical one, considering the hard financial condition most vendors are facing nowadays.



To be one of the pioneer events projecting innovative power in this industry.



Facilitate the networking with world-wide businesses.



Increase availability and visibility due to a 24/7 presence and contact possibility. Date and time limits have vanished.



Allow monitoring of all activities, site-visits, most relevant information, most searched products, while collecting data useful for the development and enhancement of our events.



Increase the number of visitors and contacts.



Promote consumer education, providing information on the health benefits of cacao to a wider audience, improving local sales of Peruvian chocolate.



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What is Virtual SCCH?

The 2020 Cacao and Chocolate Virtual Showroom (Salon del Cacao y Chocolate SCCH, in Spanish) is a new bilingual online platform. It is designed to exhibit products and services from the cacao and chocolate sector. The platform offers exhibiting vendors, visitors and buyers a site where they can interact simultaneously from anywhere in the world.

It is accessible via internet from any mobile device and easy to operate. With this platform, our exhibiting vendors will have access to better business and sales opportunities. Contacting prospective clients and companies becomes an easy task, in a fast and simple way.





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What will be in the Virtual SCCH?

Designed to our own requirements, it will have:

- ✓ **Pavillions:** with sections for cacao growers, chocolate growers, suppliers, trade organizations.
- ✓ **Virtual Stands:** With all the business information, product catalogs, with direct-sales possibilities.
- ✓ **Auditoriums:** Virtual rooms, dedicated to the Cacao and Chocolate Latinamerican Forum, as well as choco-demos, workshops, tasting, conferences, chocolate making, etc.
- ✓ **Networking Rooms:** To facilitate interaction among visitors and exhibiting vendors.
- ✓ Information Center for visitors in need of additional information. And other features to allow them communicate timely in a streamlined and direct way.



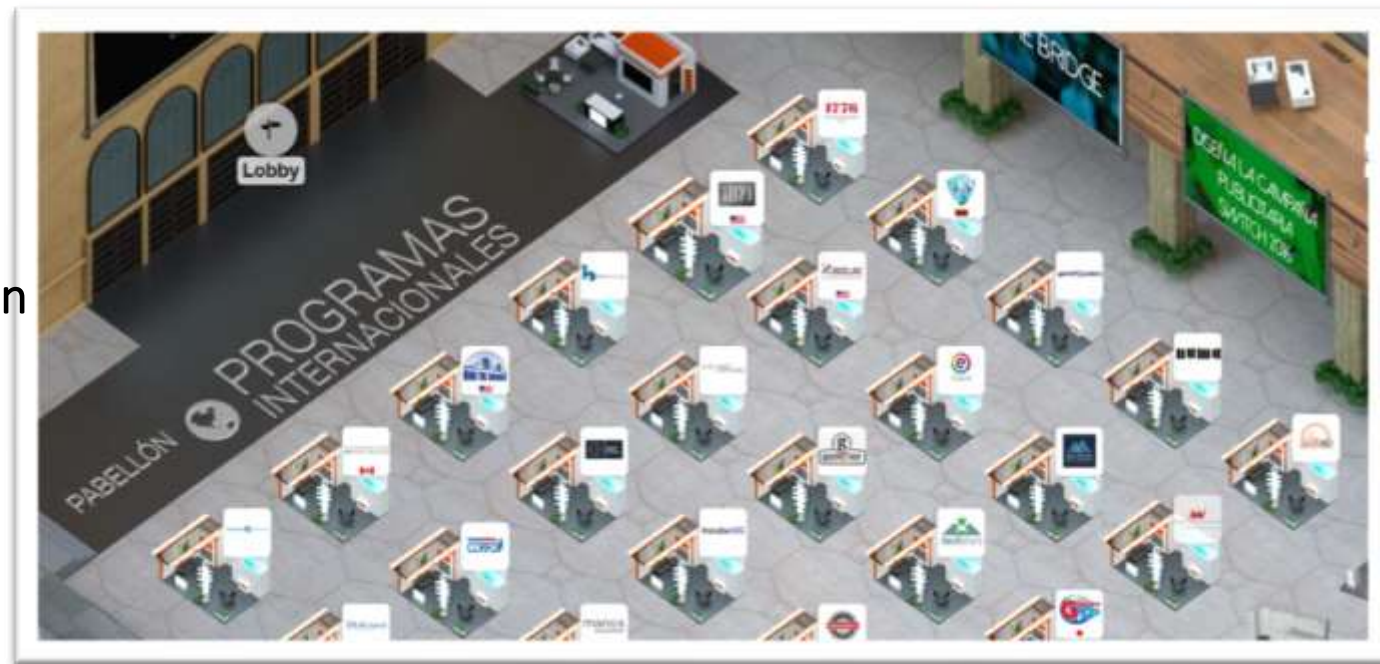
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PAVILLION SECTION

- ◆ Chocolate Pavillion
- ◆ Cacao Pavillion
- ◆ Suppliers Pavillion
- ◆ Regions and Municipalities Pavillion
 - Each region will have a pavillion.
- ◆ Corporate Pavillion
 - Each company will have a pavillion.
- ◆ Government Institution Pavillion
 - Each Institution will have a pavillion.

This section will layout vendors into specialty groups:



Inside the pavillion there will be space for banner-style advertisement available to the event organizers, sponsors and associates.

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Virtual Stand



- Various stand layouts will be included for display of logos and brand exposure at vendor choice.
- Users will have access to a control panel to individualize and upgrade images and stand content.
- Each stand will have link options to cart, check out and delivery features.
- Stands will be linked to product and service search engines.
- Sponsors will have highlighted space available to showcase their brands
- Link to our “partnering virtual stores”.



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Networking Rooms

- Meeting scheduling, contact data and business information exchange.
- **Business-to-Business Networking (B2B)**



The Internacional Business Roundtable will remain under PROMPERU, linked to the platform.



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Conference Room



- **Connection and link** via Zoom or Google Meet in individualized conference rooms.
- **Live or pre-recorded presentations and conferences** with downloading options.
- **Video Storage** for use as consulting and educational online tools.
- **Interaction Options** with exhibiting vendors according to their needs.
- **Conference Library.**



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Benefits to the Exhibiting Vendor:

- ✓ **Low-Cost Alternative**, with savings in travel/setup costs, enabling vendors to attend our event.
- ✓ **Database**, vendors will have access to information about their stand visitors.
- ✓ **On-line Link button to their Store** enabling vendors to sell their showroom products by units with delivery to Lima locations.
- ✓ **All-Inclusive Platform** useful to small businesses with no webpage.
- ✓ **More clients**: Selling and on-sale offers of products to a larger clientele, opening new markets.
- ✓ **Partnerships**: Form strategic alliances with other businesses, distributors, suppliers and buyers in both national and international markets.
- ✓ **At anytime**: No time constraints for the clients or business owners. The business owners can update their stands at anytime, likewise the clients can buy products anytime.
- ✓ **Larger Markets**: Keep protected and expand vendors actual client base with the same hi-tech tools enjoyed by foreign businesses.





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Public Outreach and Marketing

STRONG DIGITAL MARKETING CAMPAIGN





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VIRTUAL PLATFORM SAMPLES



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Sign Up (Register)

v. Sign In (Enter)

About the Event

Virtual Visit

Vendors

Activities

Sales

Past Events



Education District

Employment and Talent Forum Fair enclosure

jacobo.rodriguez

Gloria Antoral





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☆ Pavillions

☆ Stands

/ Pabellón / Stands



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List of Businesses

Select a Specialty

Enter Business

Search

Name

v



[Visit the Stand](#)



[Visit the Stand](#)



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[Visit the Stand](#)



[Visit the Stand](#)



[Visit the Stand](#)



Chat and get answers to your questions

[List of Businesses](#)

[Online Chat](#)





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VENDORS/ BUSINESS APOINTMENTS

APPOINTMENT SCHEDULE

2020 JULY						
Lun	Mar	Mie	Jue	Vie	Sab	Dom
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
12	12	12	12			

Hora (*)

Seleccionar

(*)Tipo de Cita:

Chat

Skype

HangOut

(*) Asunto cita

Asunto cita

Agendar

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- ♦ [Forum](#)
- ♦ [Choco Demo](#)
- ♦ [Workshops](#)

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Conference Hall

Organizers:



Organizers:



Chat and get answers to your questions

[Video Library](#)

[Most Popular Videos](#)

[Live Conferences](#)





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Fee Adjustment for Pre-registered Participants





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PRODUCERS:
CHOCOLATE PRODUCERS- CACAO
PRODUCERS





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PRODUCERS - 2020 VIRTUAL VERSION

2020 virtual version enrollment, fees until June 15

Category:

Fees:

VIRTUAL STAND STANDARD



USD \$ 470

Cost includes IVA

VIRTUAL STAND PLUS



USD \$ 550

Cost includes IVA

VIRTUAL STAND PREMIUM



USD \$ 770

Cost includes IVA

SPONSOR VIRTUAL STAND
PREMIUM PLUS BENEFITS



USD \$ 4,470

Cost does not include IVA





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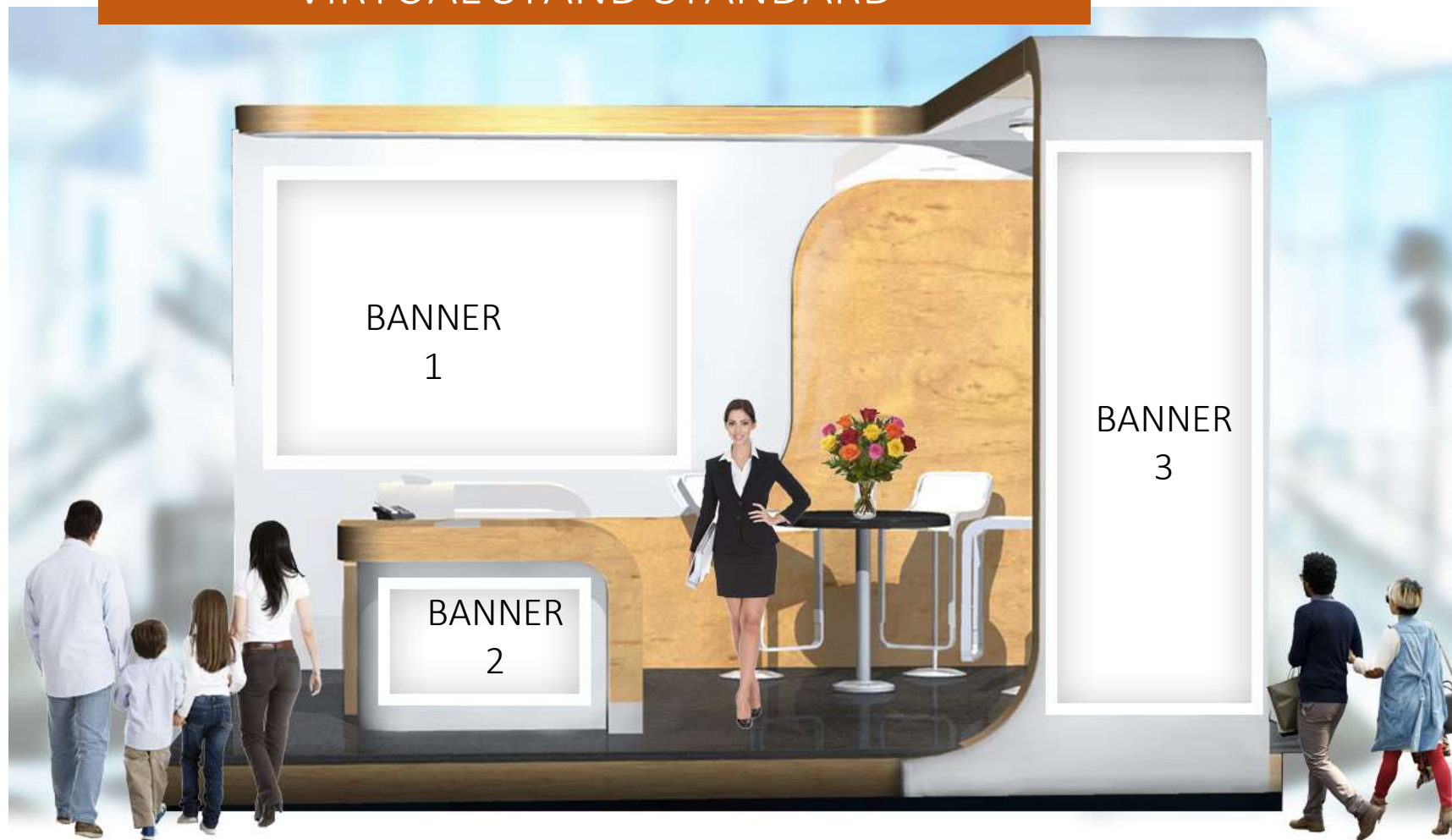
VIRTUAL STAND STANDARD

Producer Virtual Stand Content

- Get to know us
- Catalog
- Schedule a meeting
- Place an Order
- Contact us
- 3 digital Banners

Cost
USD\$ 470

Cost includes IGV



[About us](#)

[Catalog](#)

[Appointments](#)

[Place your order](#)

[Contact us](#)



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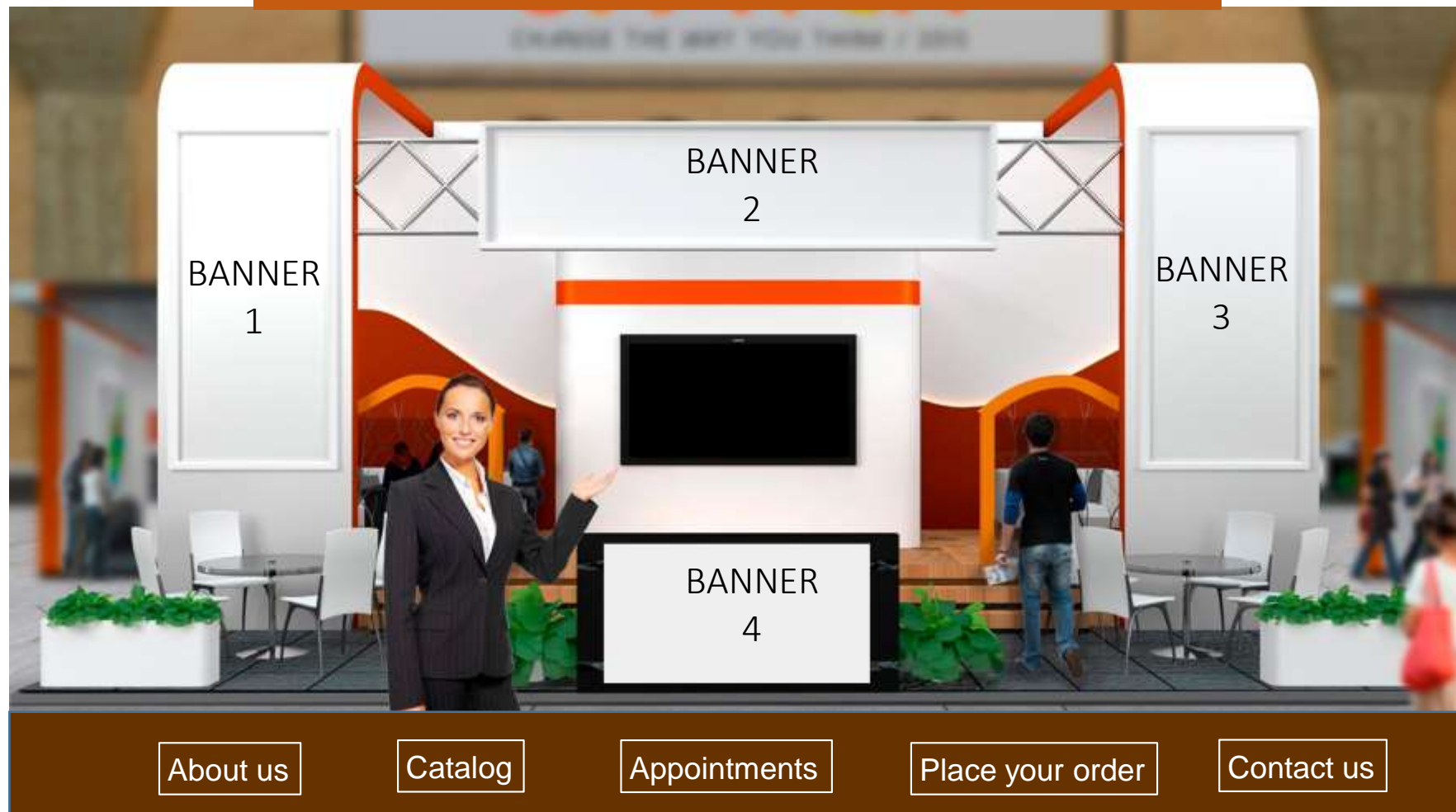
VIRTUAL STAND PLUS

Producer Virtual Stand Content

- Get to know us
- Catalog
- Schedule a meeting
- Place an Order
- Contact us
- Video
- 4 digital Banners

Cost
USD\$ 550

Cost includes IGTV





2020 Cacao and Chocolate Virtual Showroom

Producer Virtual Stand Content

- Get to know us
- Catalog
- Gallery
- Downloads
- Schedule a meeting
- Place an Order
- Chat
- Contact us
- Video
- 5 digital Banners



Cost
USD\$ 770

Cost includes IGV



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VENDORS IN THE SPOTLIGHT

SPONSORSHIP





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SPONSORSHIP

Benefits:

- Virtual Stand Premium Plus, a functional site with all the features.
- Logo display in all virtual sections and views in the platform (virtual rooms, virtual banners).
- Time slots for virtual conferences.
- Database with information about the stand visitors.
- High-exposure in press releases.
- Posting with publicity in social networks used in the event, including logo and special mention.
- Other requests subject to coordination.

Cost USD \$4,470
plus IVA



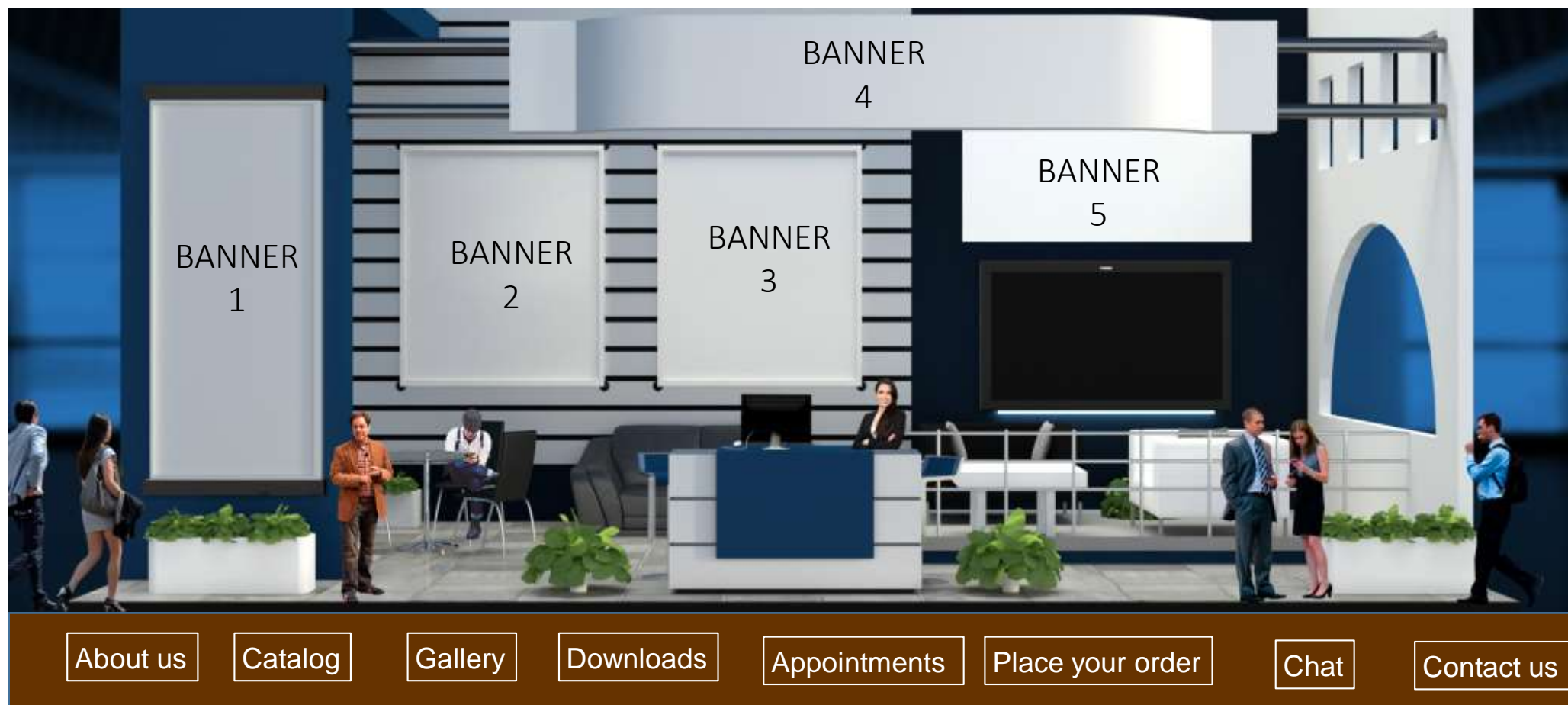


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VIRTUAL STAND PREMIUM PLUS

Sponsor Virtual Stand Premium Plus Content

- Get to know us
- Catalog
- Gallery
- Downloads
- Schedule a meeting
- Place an Order
- Chat
- Contact us
- Video
- 5 digital Banners





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We are with You!

As an exhibiting vendor, we offer you the following:

- ✓ Instructions and training for filling out forms and portal information.
- ✓ Technical assistance and constant support related to your presentation in order to take advantage of all of the platform functions.
- ✓ Delivery of an informative kit which helps you advertise and promote your participation in this new and innovative showroom.
- ✓ Constant presence and a welcome-to-the-portal post via the showroom network.
- ✓ If possible, we may send out graphic and advertising materials.
- ✓ Access to the portal enabling you to make information changes or additions in a fast and simple way.





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YOU ARE
OUR PRINCIPAL PARTNER





Salón del cacao y chocolate virtual 2020

General Production By:



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