

# Memoria Anual Sierra Exportadora 2015



**sierra**  
exportadora  
CONECTADO  
CON EL MERCADO



Comprador asegurado



Calidad  
certificada



Prospectiva e  
Inteligencia Comercial

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## *Macro Región Centro*

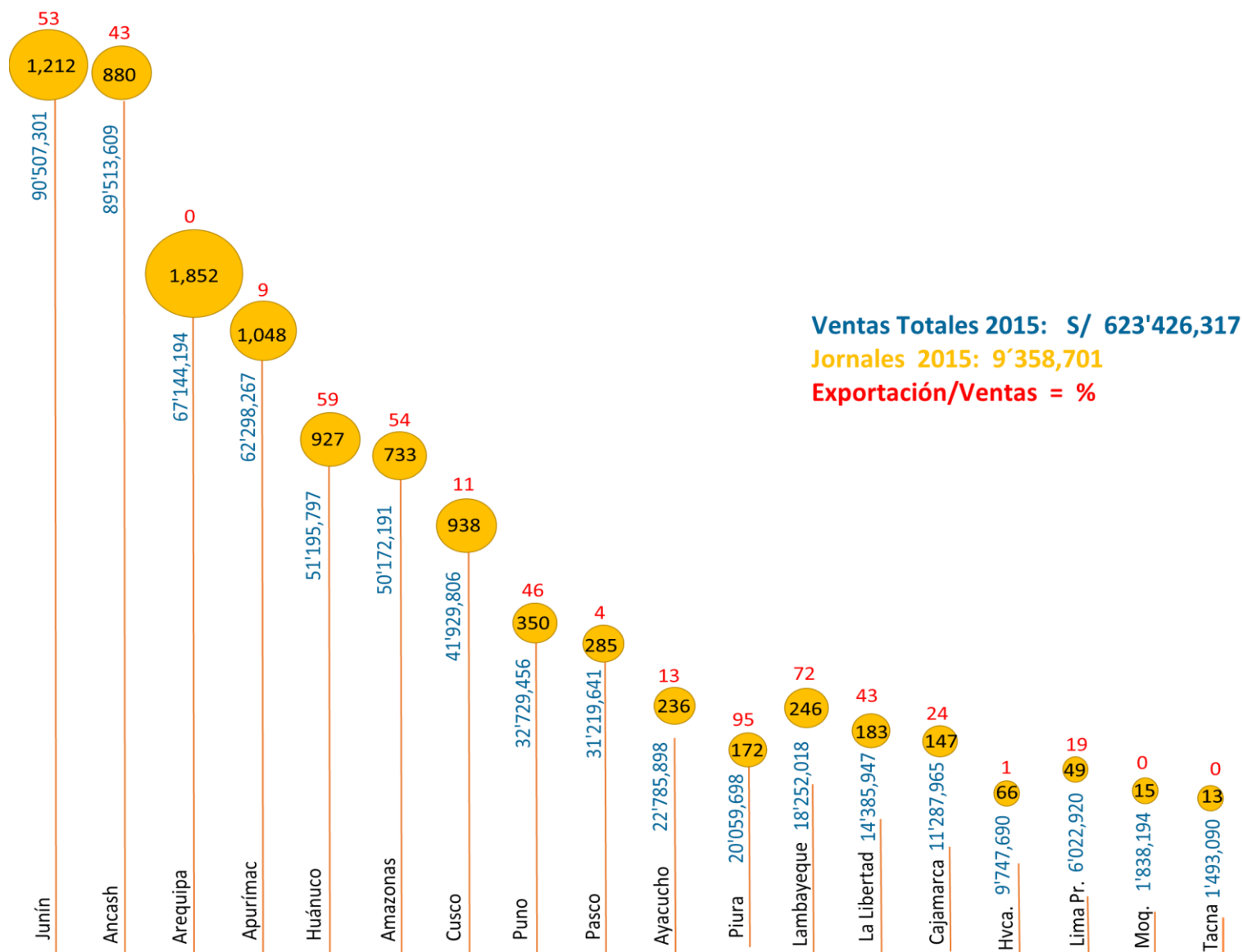
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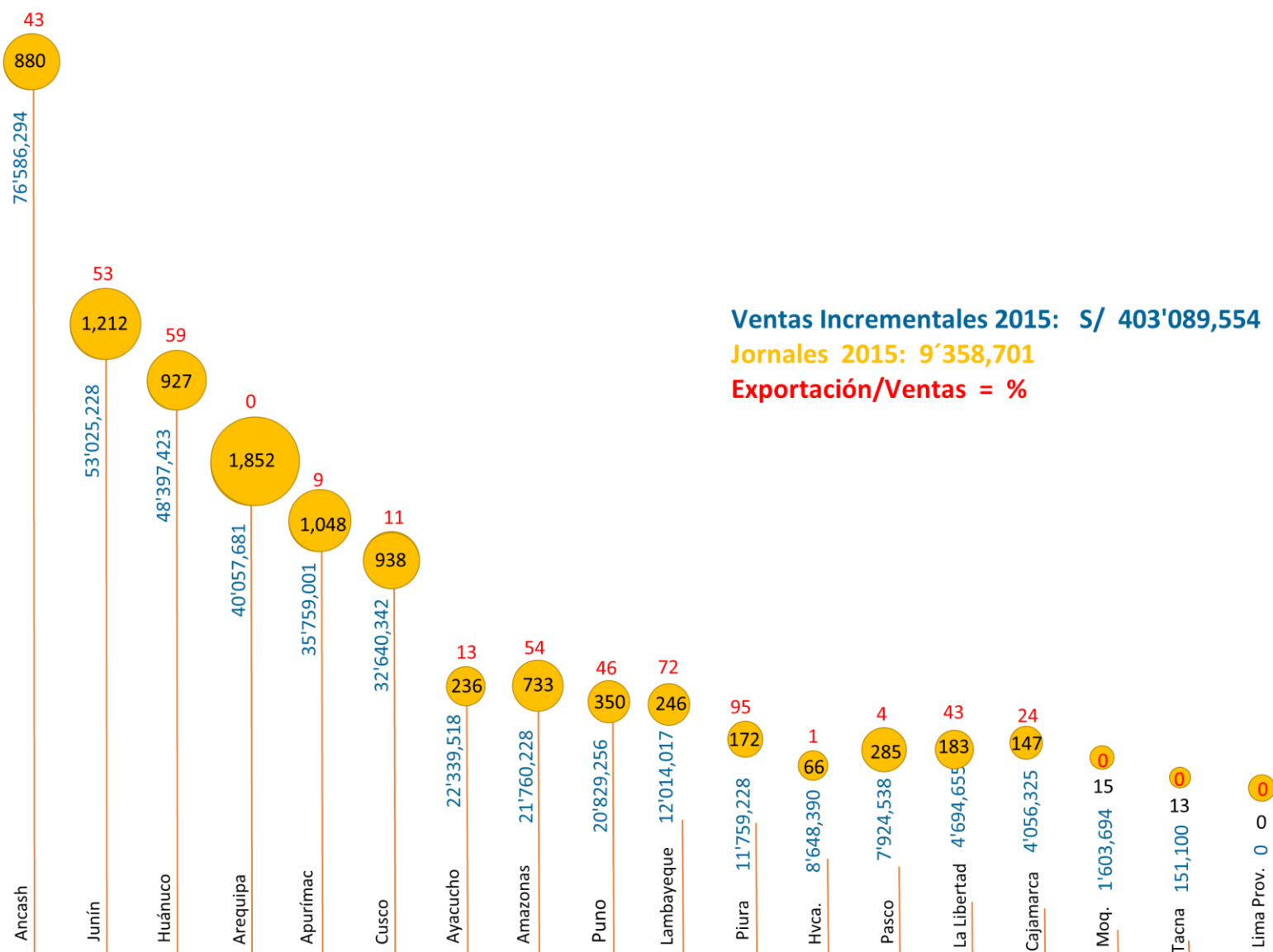
# Ventas, Exportaciones y Jornales

2015



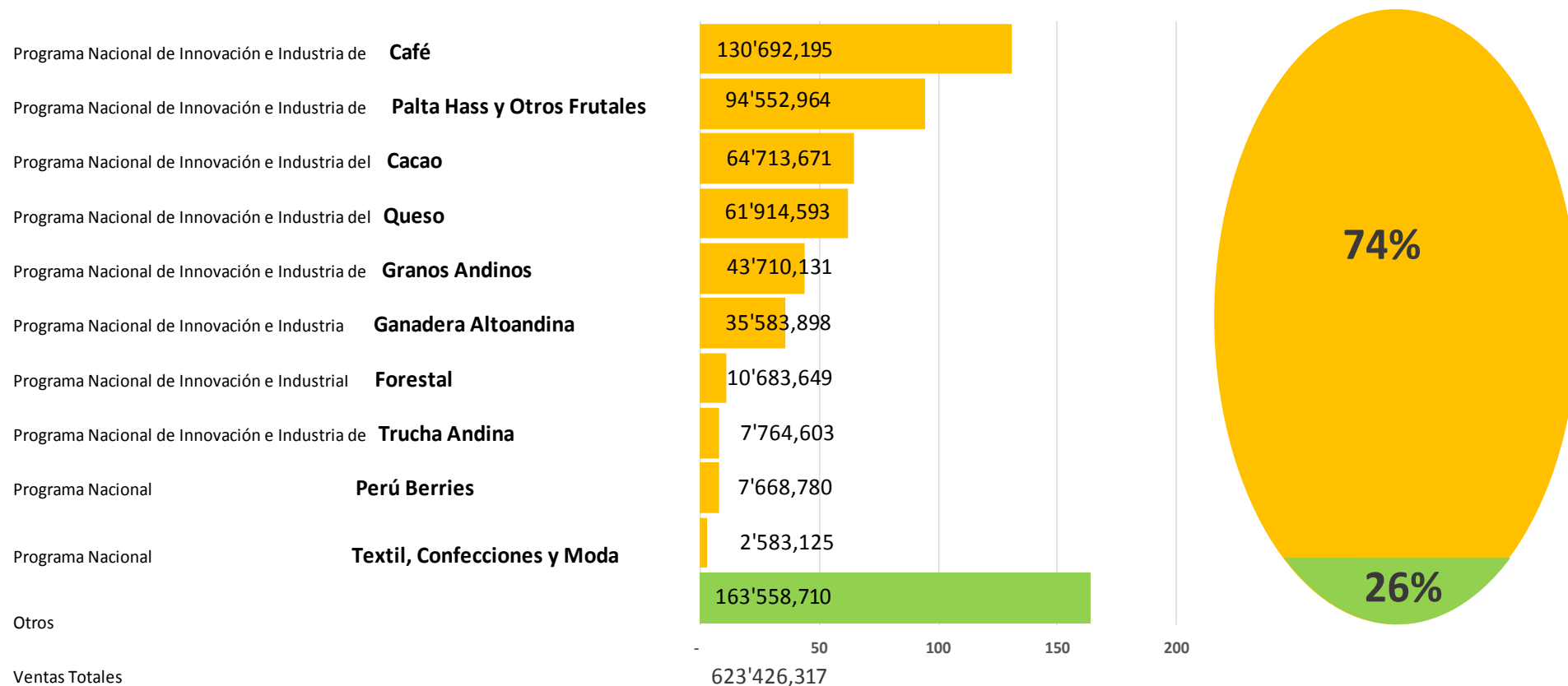
# Ventas Incrementales, Exportaciones y Jornales

2015



# Ventas por Programas Nacionales Territoriales (S/)

2015

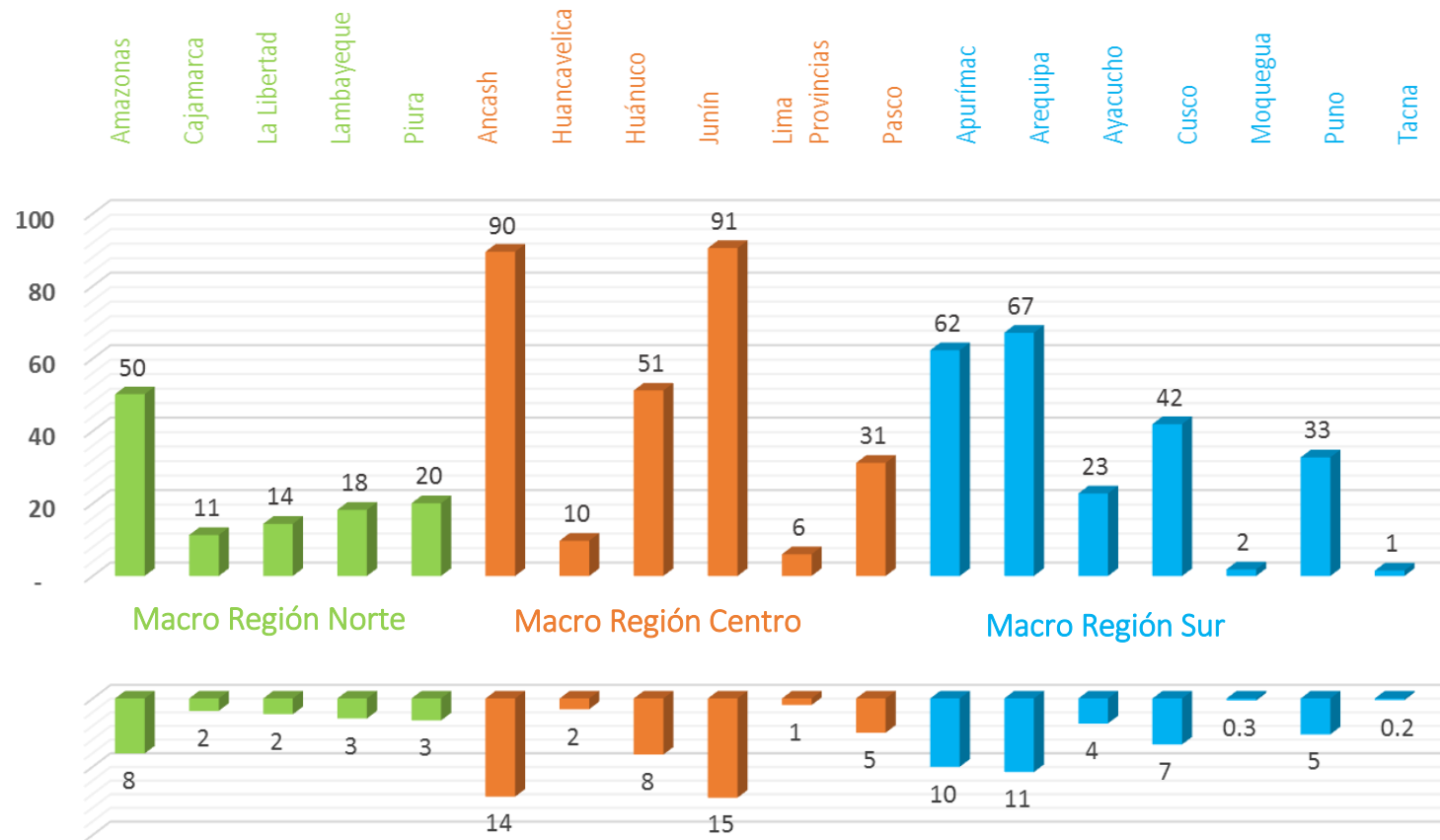


# Ventas

2015

Ventas  
(Millones S/)

Participación  
(%)



18%

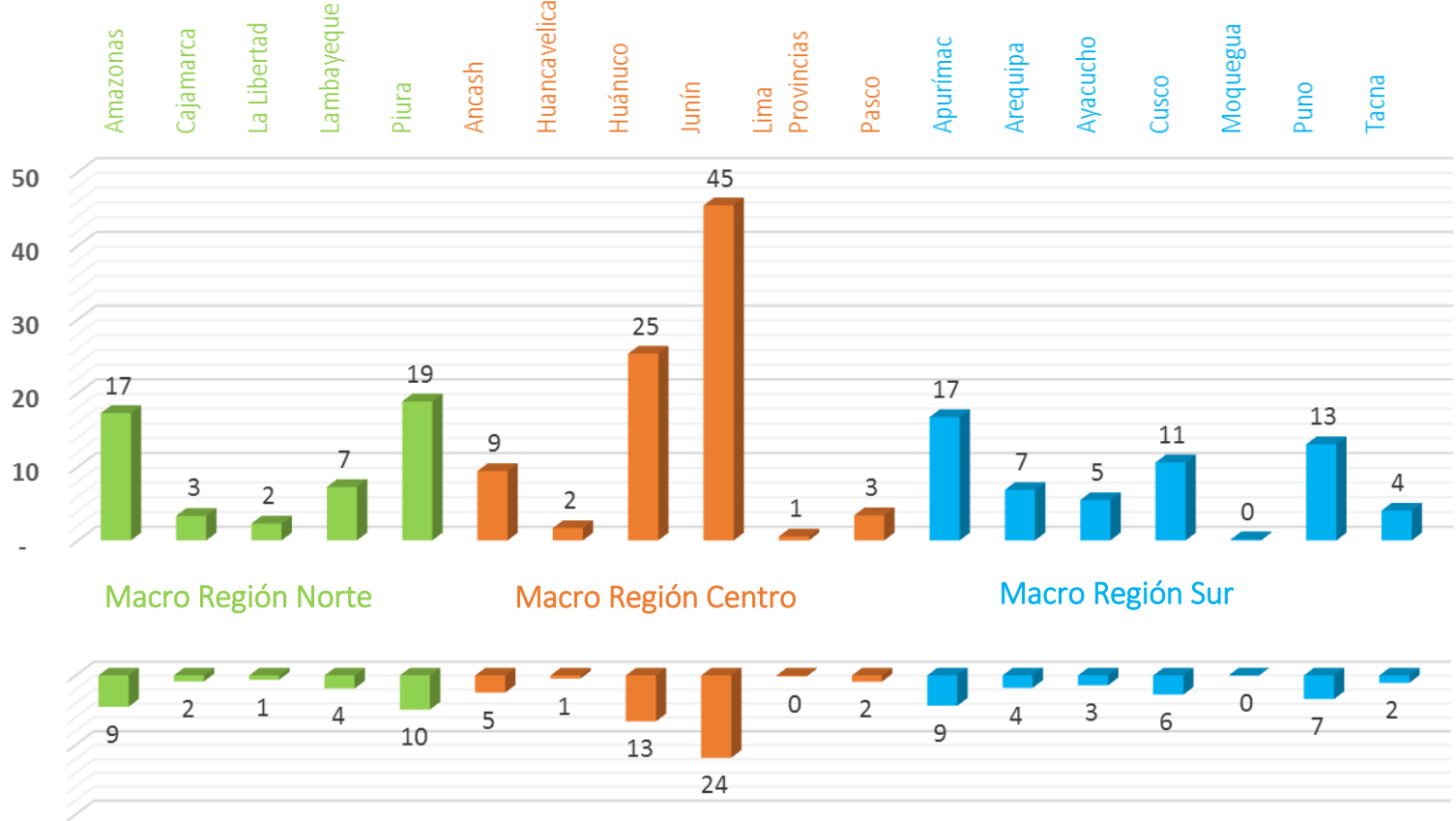
45%

37%

# Beneficiarios

2015

Beneficiarios (miles)



Participación (%)

25%

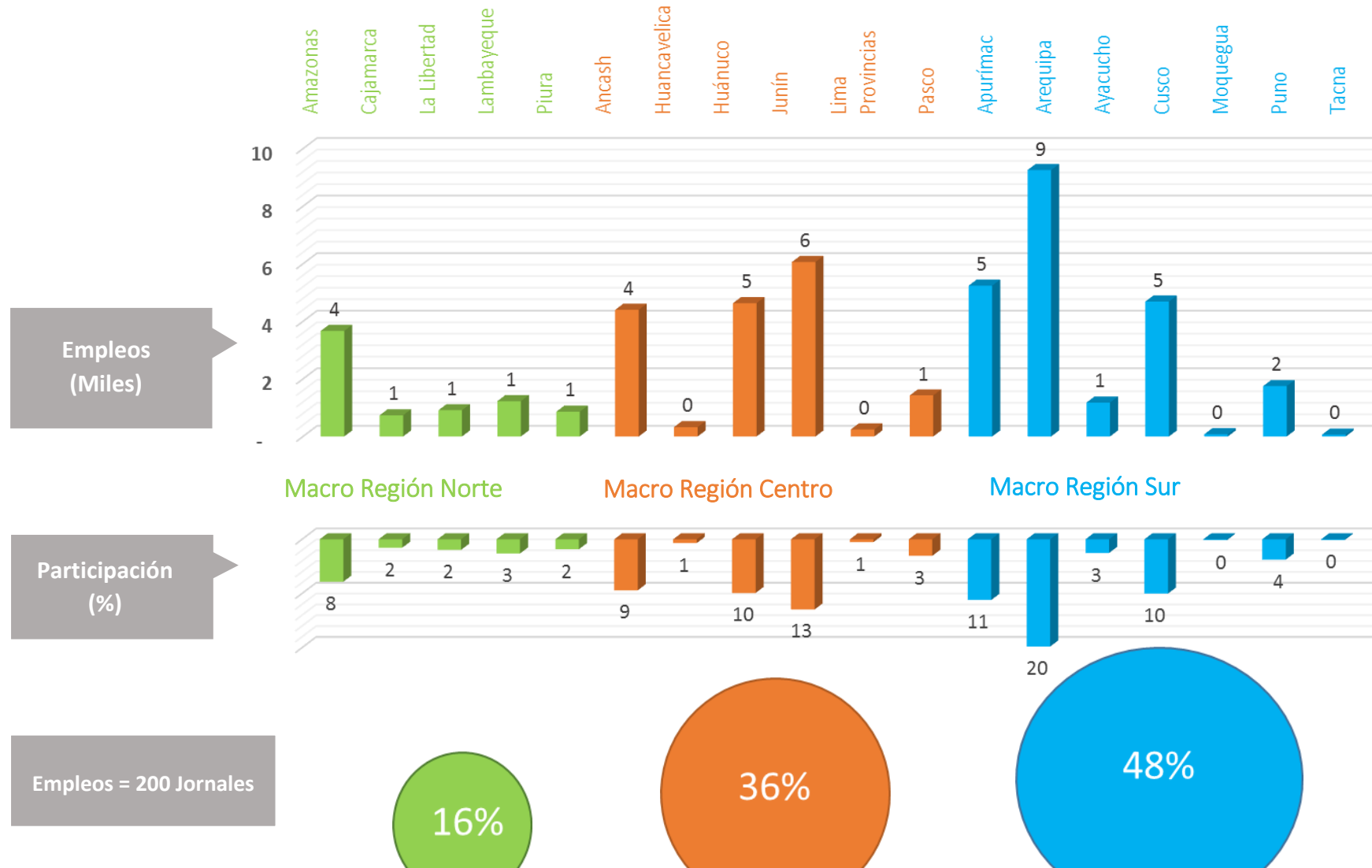
45%

30%

Fuente: Sedes  
Elaboración: OME

# Empleos

2015

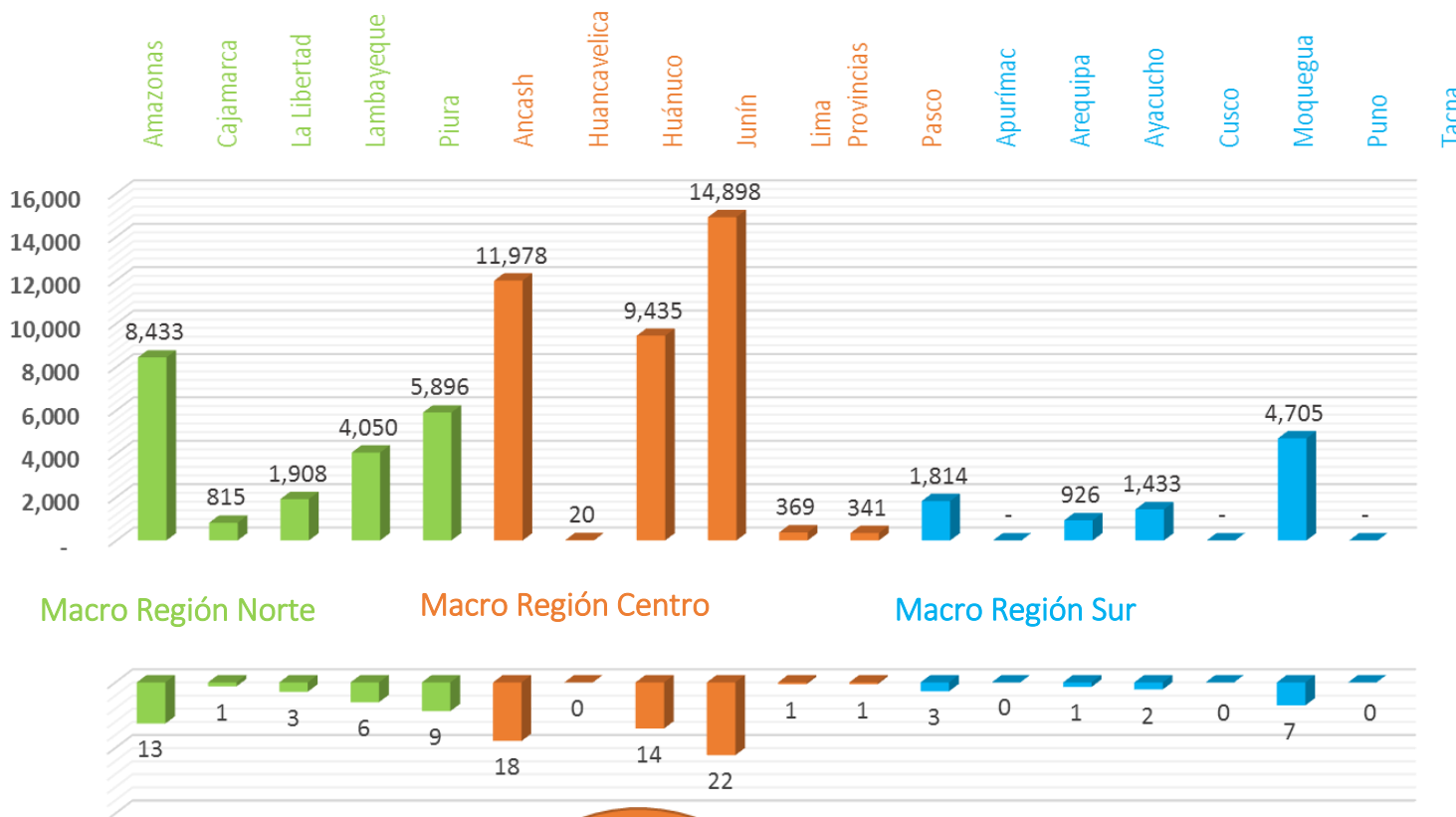




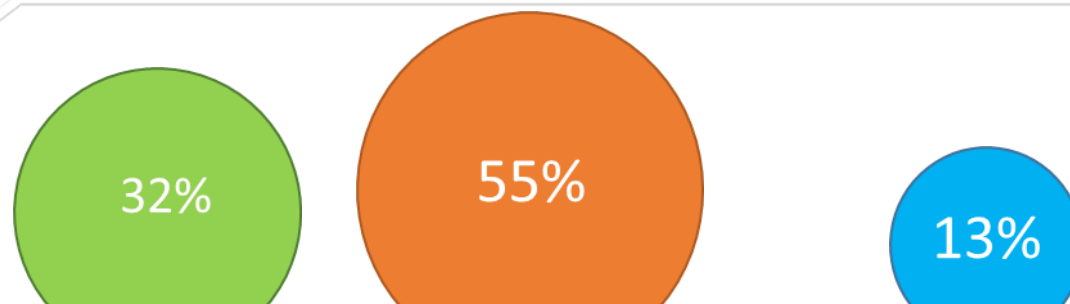
# Exportaciones

2015

Exportaciones  
(miles US\$)



Participación  
(%)



623 millones de soles **Ventas**

283 **Planes de Negocios**

9.3 millones **Jornales**

201 mil **Beneficiarios**

31 millones soles **Inversiones**

## Macro Región Norte

- 114 millones de soles en **ventas**
- 60 planes de **Negocio**
- 1 millón 200 mil **jornales**
- 49 mil **beneficiarios**
- 11 millones de soles **Inversiones**

## Macro Región Centro

- 278 millones de soles en **ventas**
- 86 planes de **Negocio**
- 3 millones 419 mil **jornales**
- 86 mil **beneficiarios**
- 20 millones de soles **Inversiones**

## Macro Región Sur

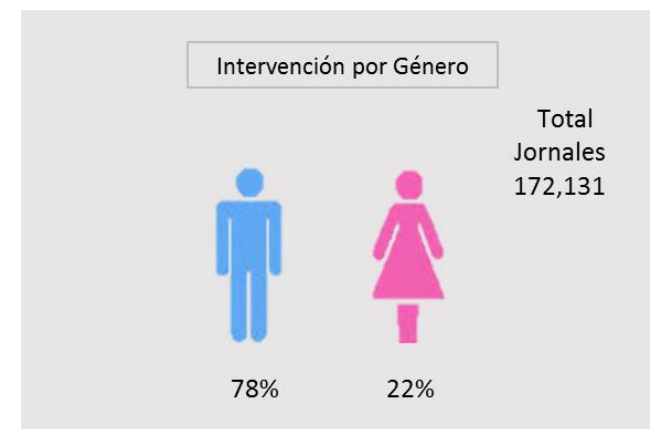
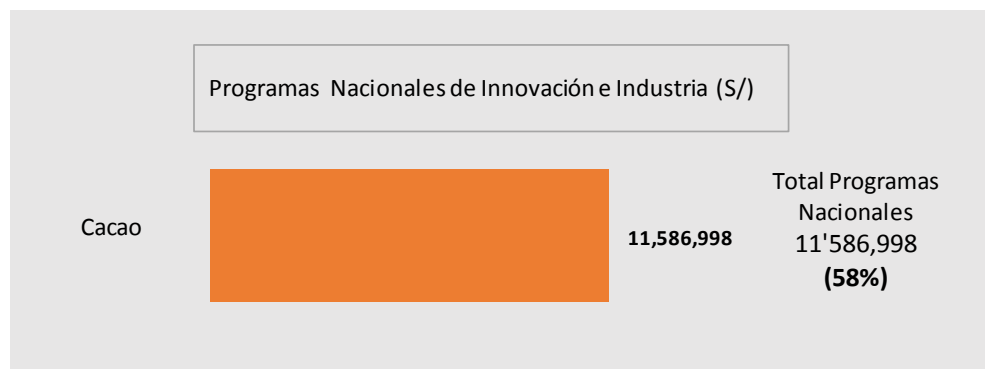
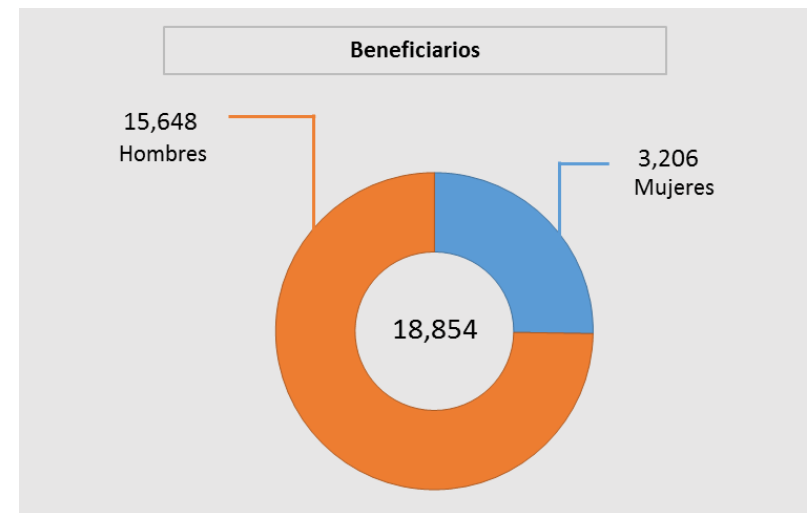
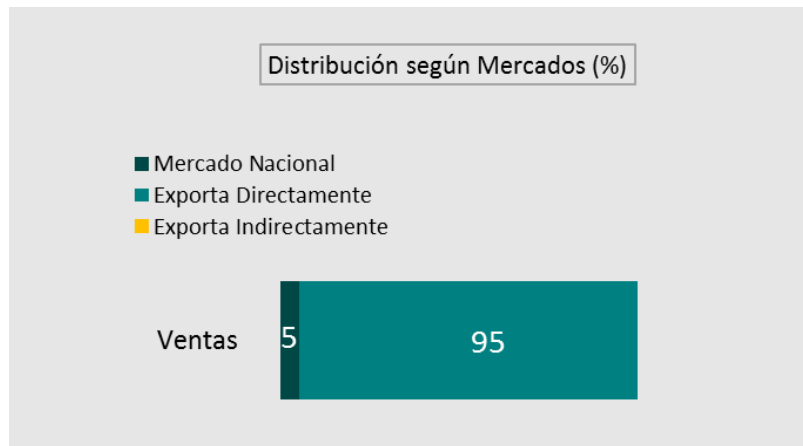
- 230 millones de soles en **ventas**
- 125 planes de **Negocio**
- 4 millones 451 mil **jornales**
- 57 mil **beneficiarios**
- 605 miles de soles **Inversiones**

# Resultados de Gestión 2015

## Macro Región Norte



Planes de Negocio	Ventas (S/.)	Jornal	Exportación Directa (US\$)	Beneficiarios
3	20,059,698	172,131	5,895,511	18,854

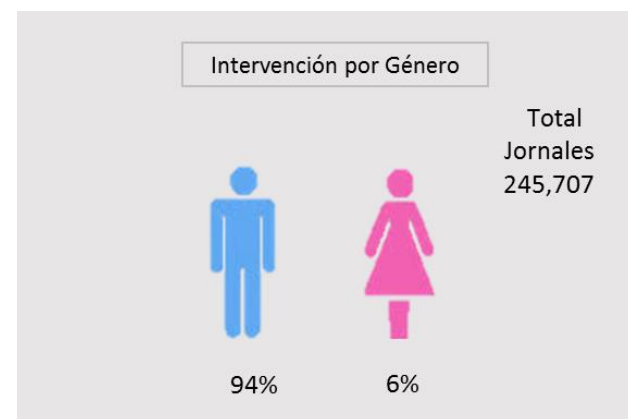
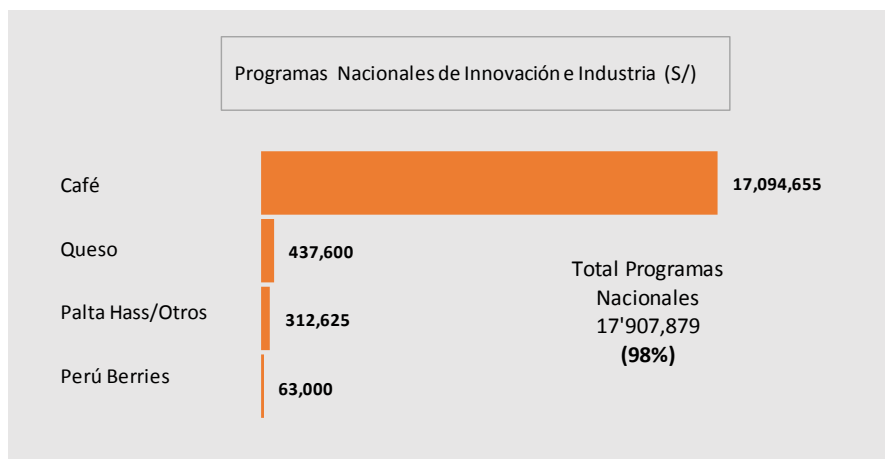
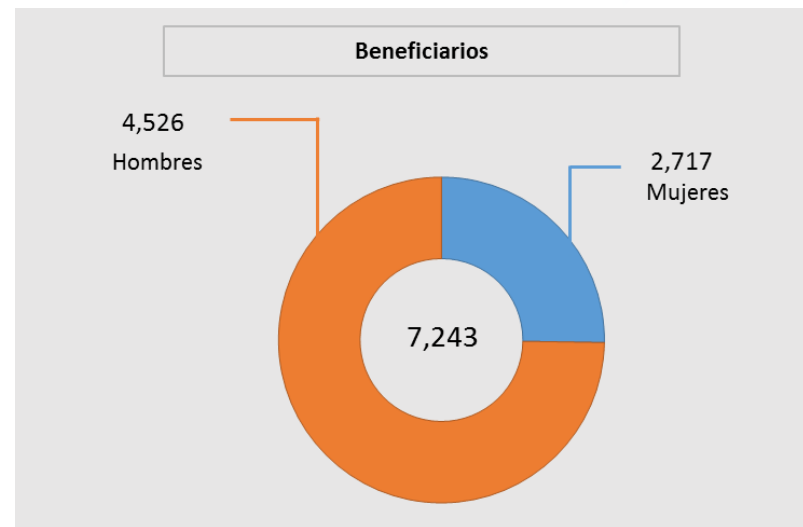
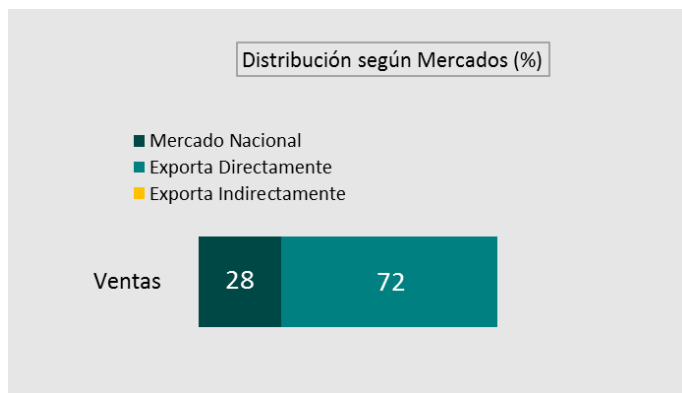


# Resultados de Gestión 2015

## Macro Región Norte



Planes de Negocio	Ventas (S/.)	Jornal	Exportación Directa (US\$)	Beneficiarios
7	18,252,018	245,707	4,050,305	7,243

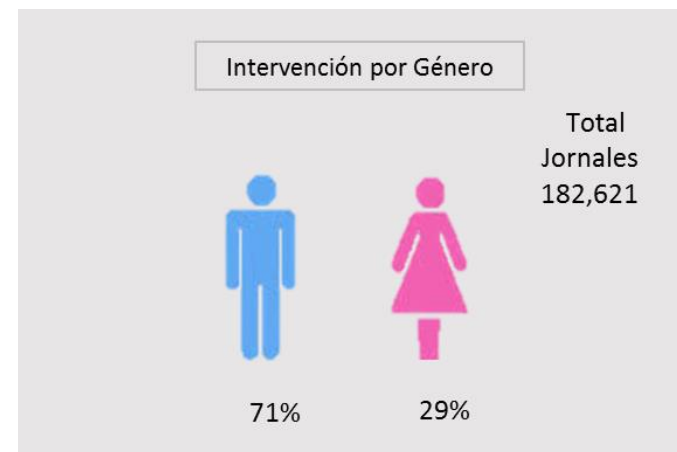
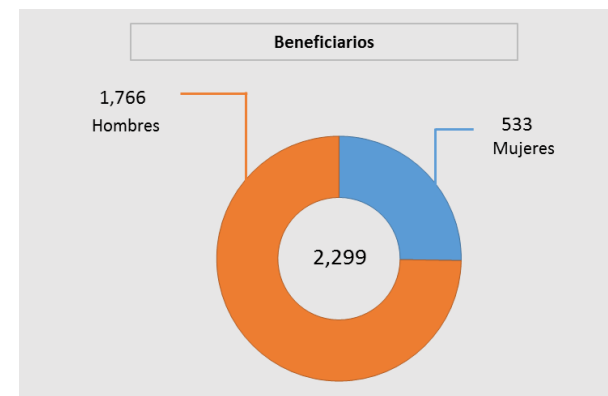
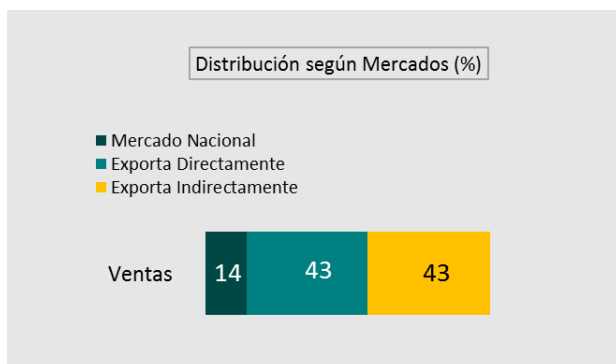


# Resultados de Gestión 2015

## Macro Región Norte

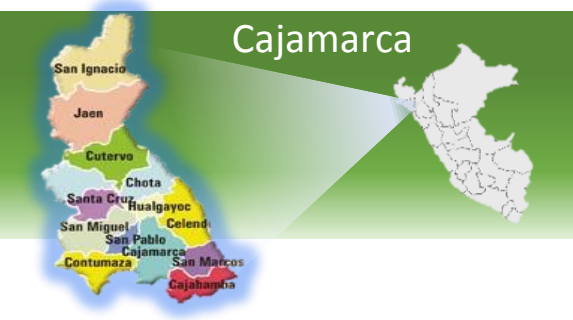


Planes de Negocio	Ventas (S/.)	Jornal	Exportación Directa (US\$)	Exportación Indirecta (US\$)	Exportación Total (US\$)	Beneficiarios	Inversión
7	14,385,947	182,621	1,907,802	1,931,682	3,839,484	2,299	1,313,589

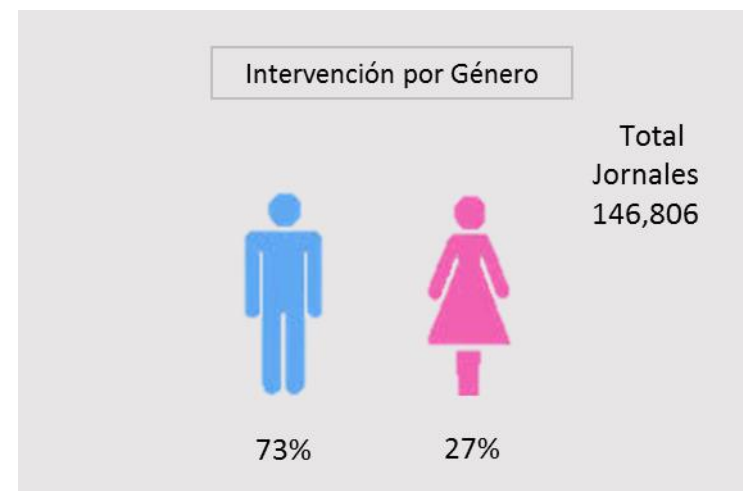
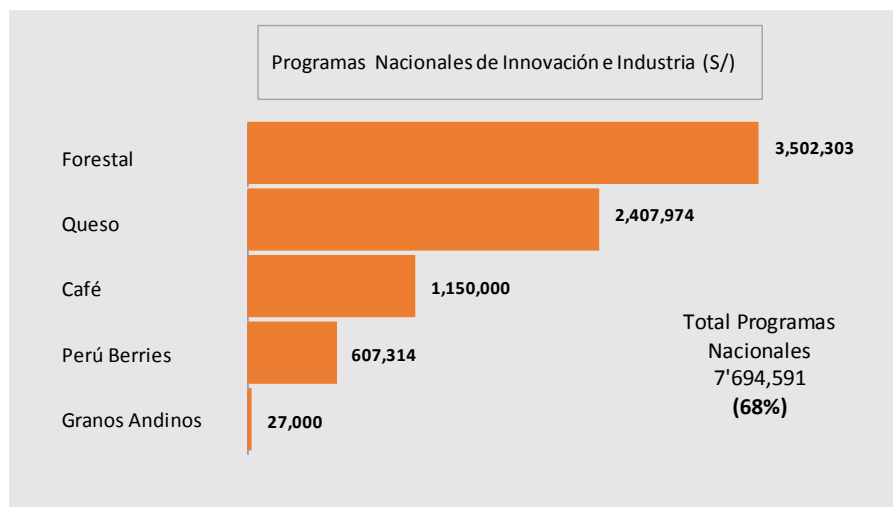
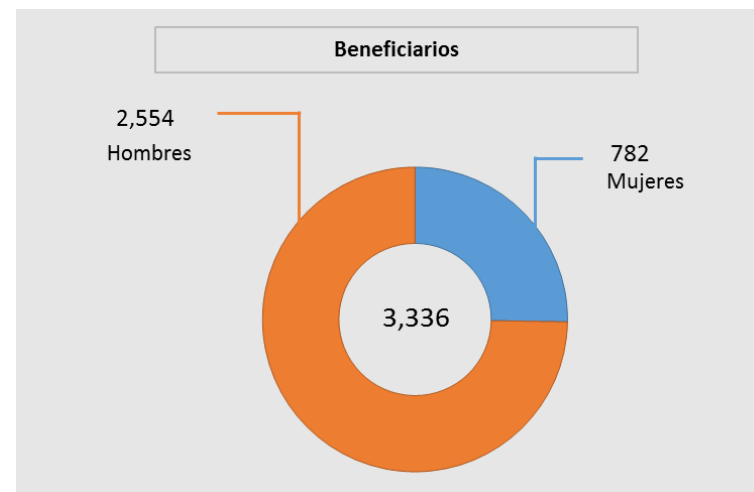
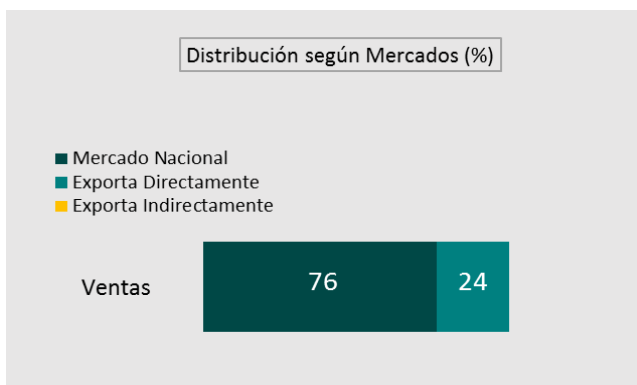


# Resultados de Gestión 2015

## Macro Región Norte



Planes de Negocio	Ventas (S/.)	Jornal	Exportación Directa (US\$)	Beneficiarios	Inversión
16	11,287,965	146,806	815,226	3,336	9,500,000

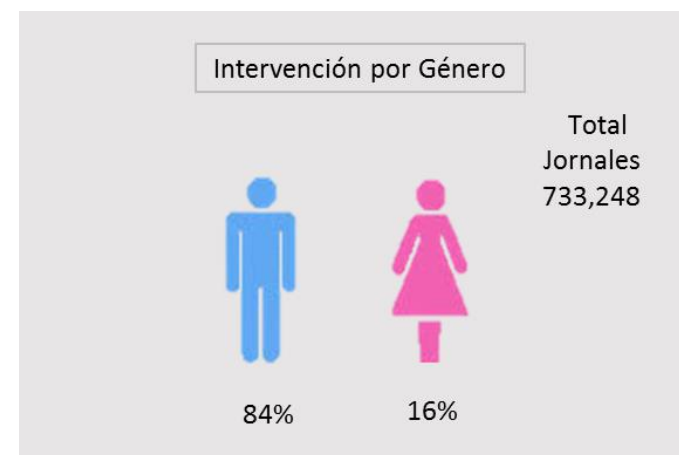
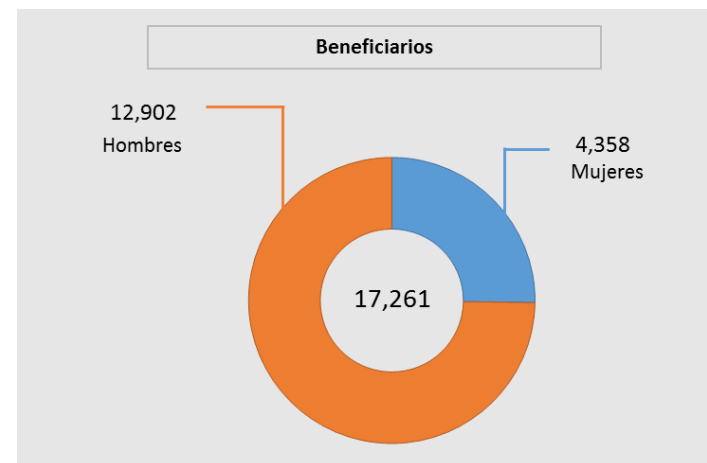
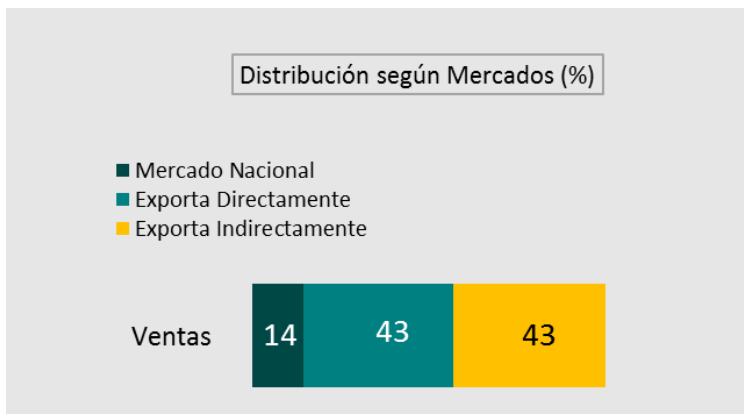


# Resultados de Gestión 2015

## Macro Región Norte



Planes de Negocio	Ventas (S/.)	Jornal	Exportación Directa (US\$)	Exportación Indirecta (US\$)	Exportación Total (US\$)	Beneficiarios	Inversión
27	50,172,191	733,248	8,432,873	992,901	9,425,774	17,261	15,000



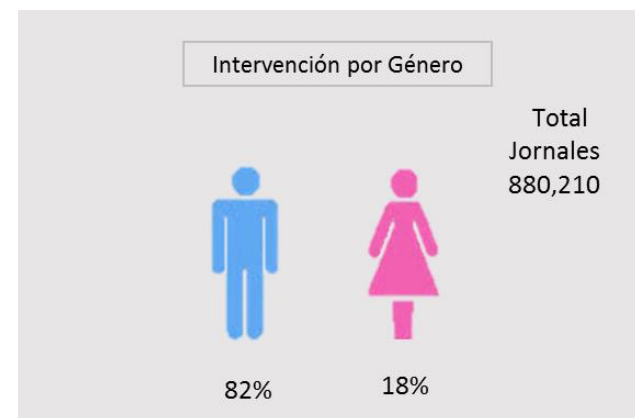
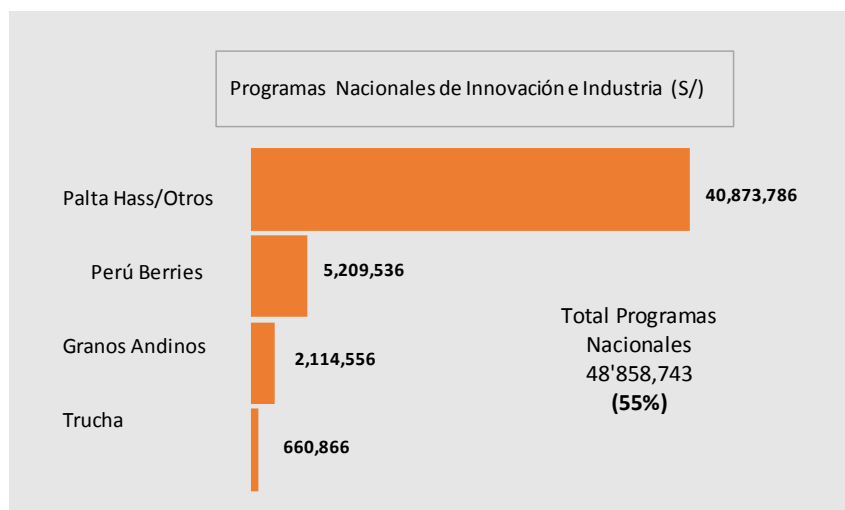
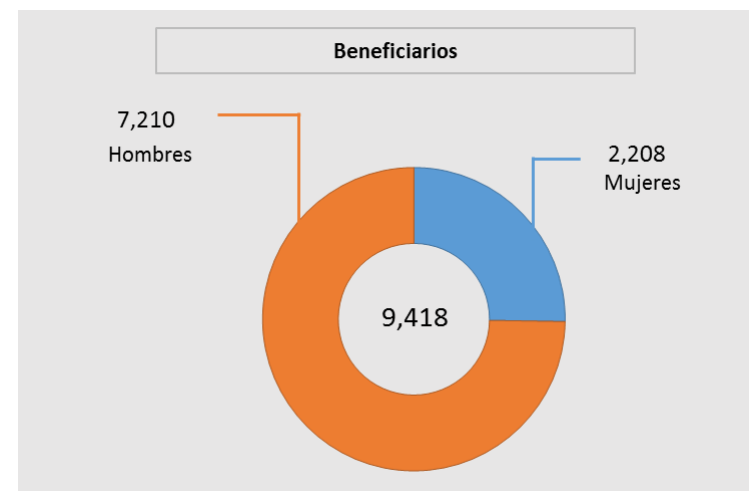
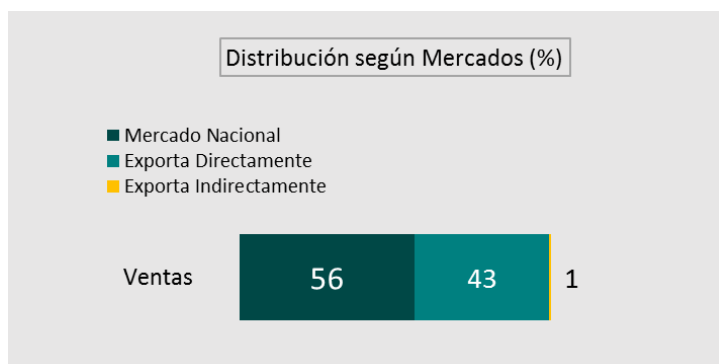
# Resultados de Gestión 2015

## Macro Región Centro



Ancash

Planes de Negocio	Ventas (S/.)	Jornal	Exportación Directa (US\$)	Exportación Indirecta (US\$)	Exportación Total (US\$)	Beneficiarios	Inversión
20	89,513,609	880,210	11,977,596	213,527	12,191,124	9,418	292,171



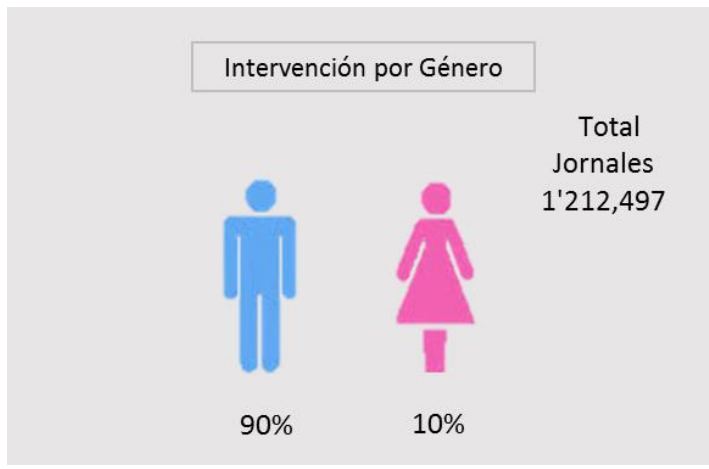
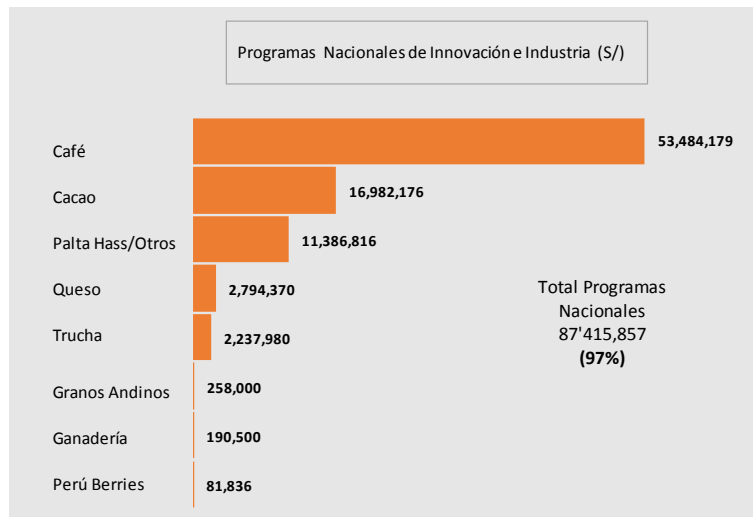
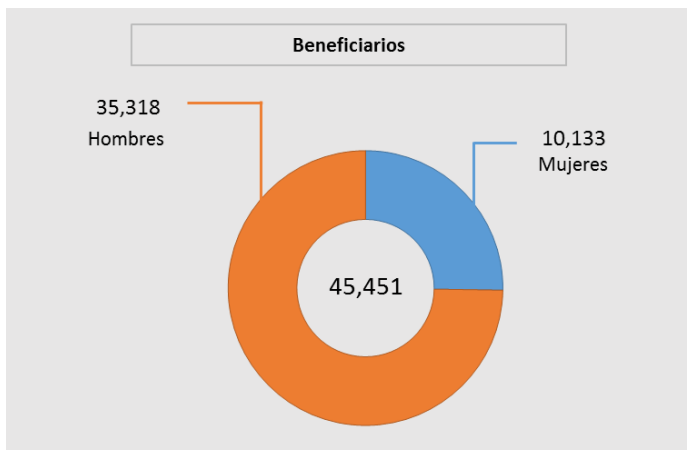
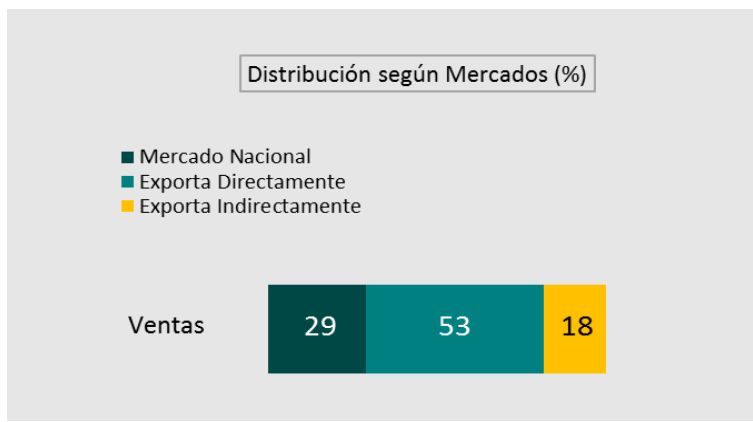


# Resultados de Gestión 2015

## Macro Región Centro



Planes de Negocio	Ventas (S/.)	Jornal	Exportación Directa (US\$)	Exportación Indirecta (US\$)	Exportación Total (US\$)	Beneficiarios	Inversión
31	90,507,301	1,212,497	14,897,889	5,295,843	20,193,732	45,451	1,066,067



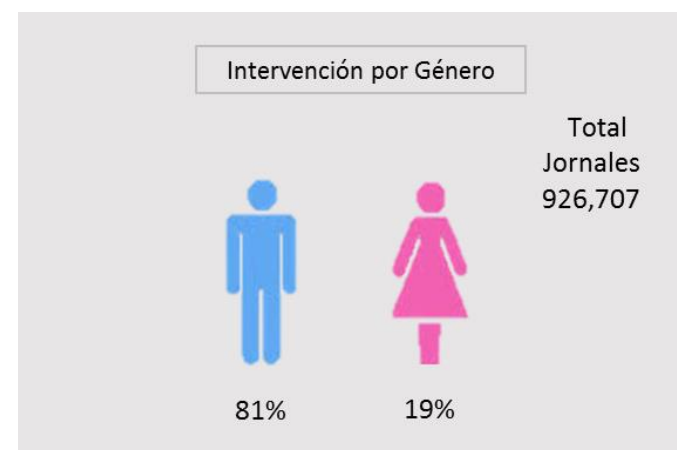
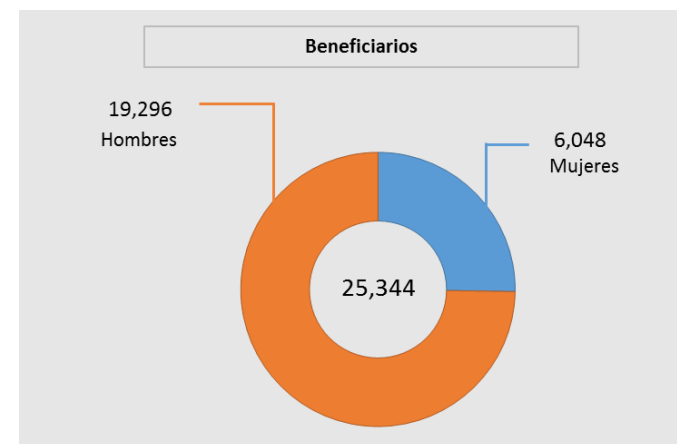
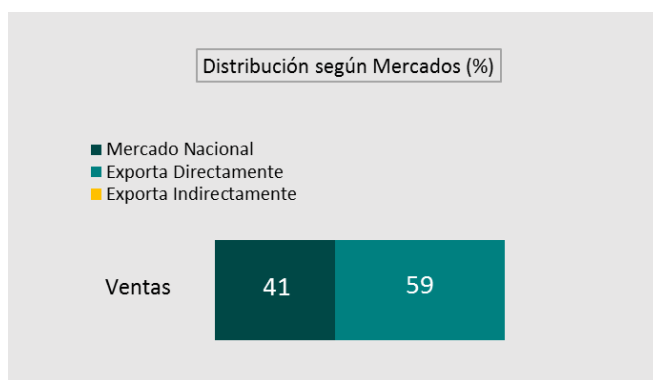
Fuente: Sedes  
Elaboración: OME

# Resultados de Gestión 2015

## Macro Región Centro



Planes de Negocio	Ventas (S/.)	Jornal	Exportación Directa (US\$)	Exportación Indirecta (US\$)	Exportación Total (US\$)	Beneficiarios	Inversión
18	51,195,797	926,707	9,434,718	-	9,434,718	25,344	396,000

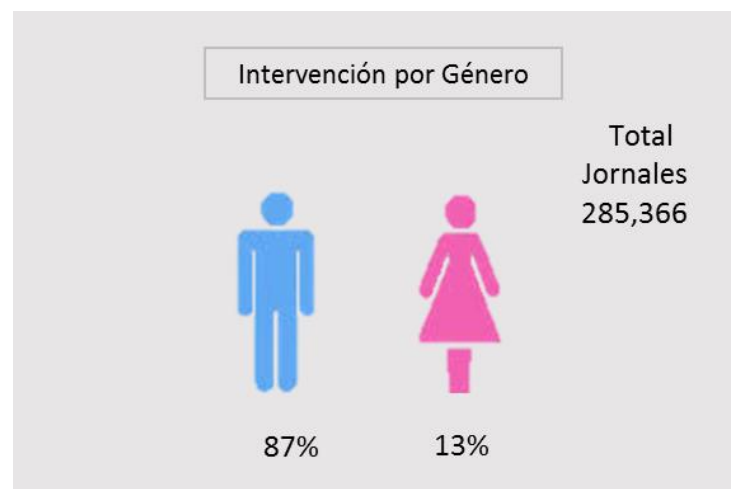
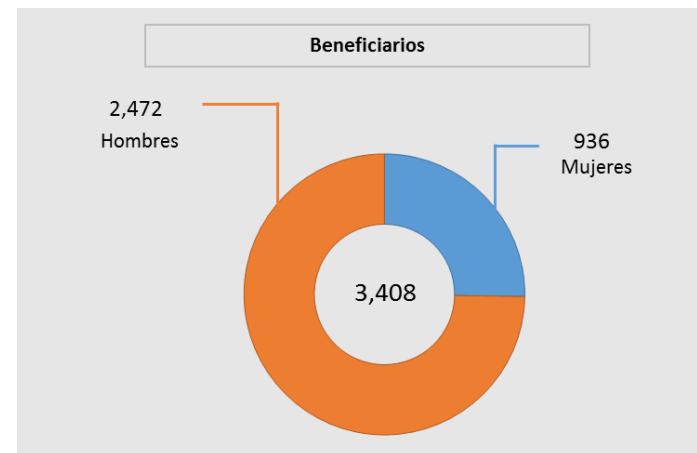
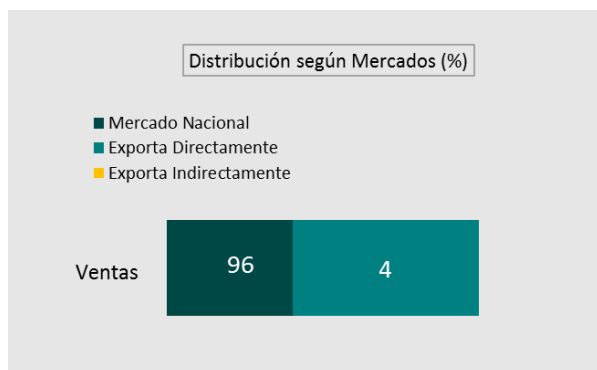


# Resultados de Gestión 2015

## Macro Región Centro



Planes de Negocio	Ventas (S/.)	Jornal	Exportación Directa (US\$)	Beneficiarios
9	31,219,641	285,366	341,446	3,408

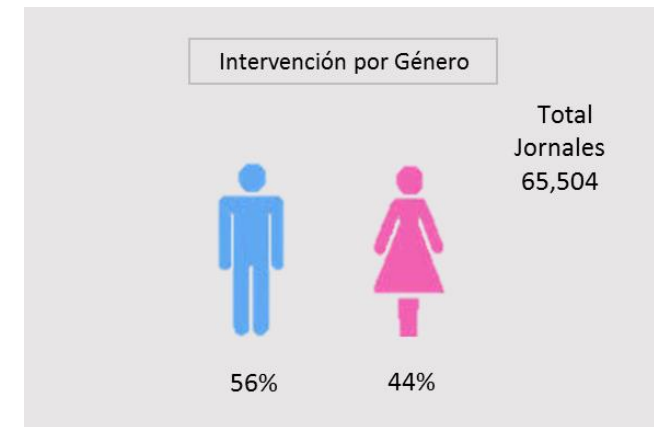
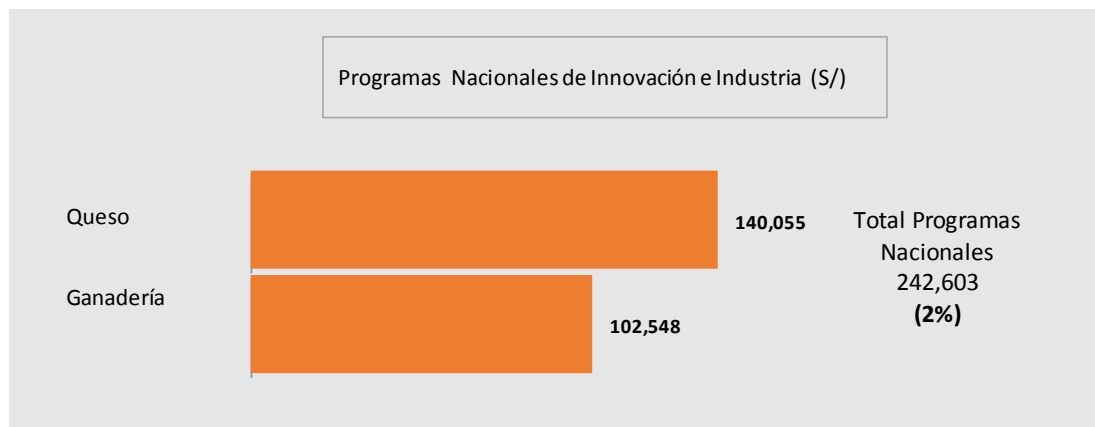
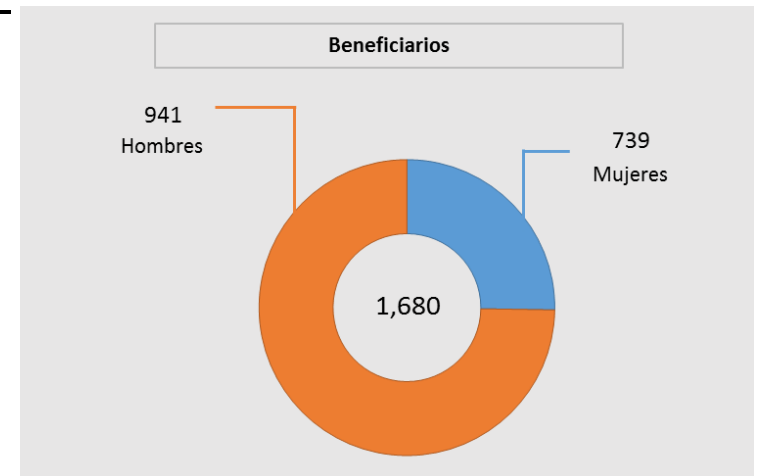
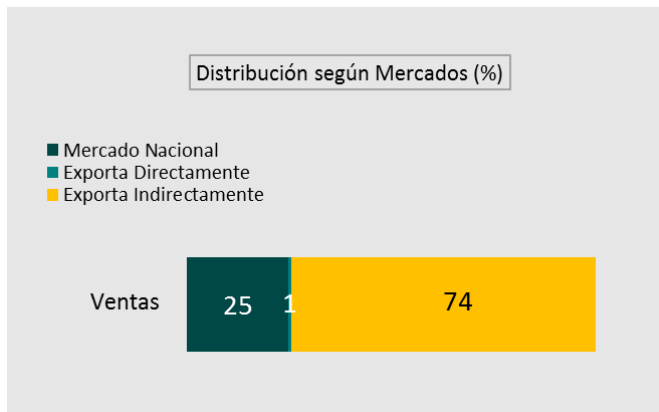


# Resultados de Gestión 2015

## Macro Región Centro



Planes de Negocio	Ventas (S/.)	Jornal	Exportación Directa (US\$)	Exportación Indirecta (US\$)	Exportación Total (US\$)	Beneficiarios
6	9,747,690	65,504	20,280	2,248,573	2,268,853	1,680

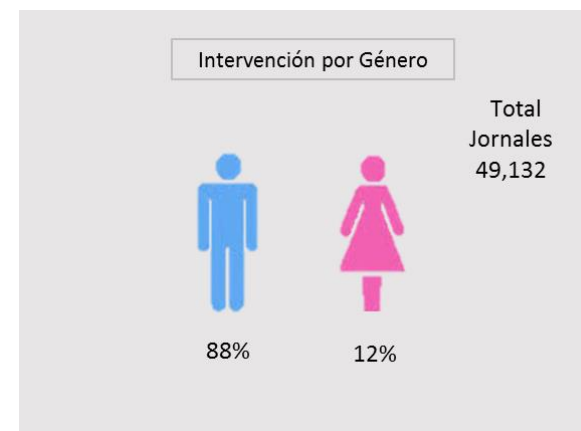
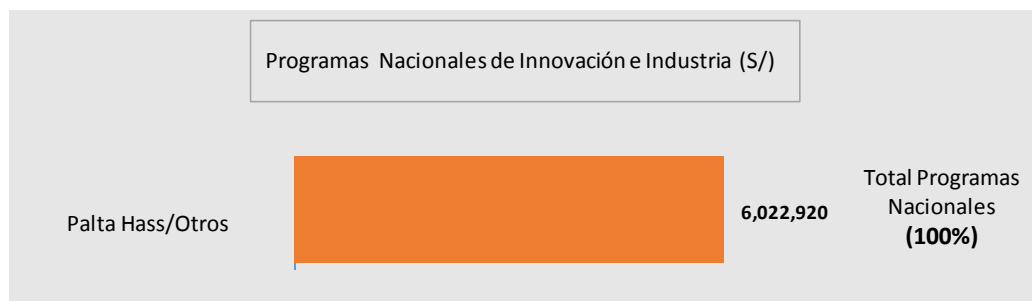
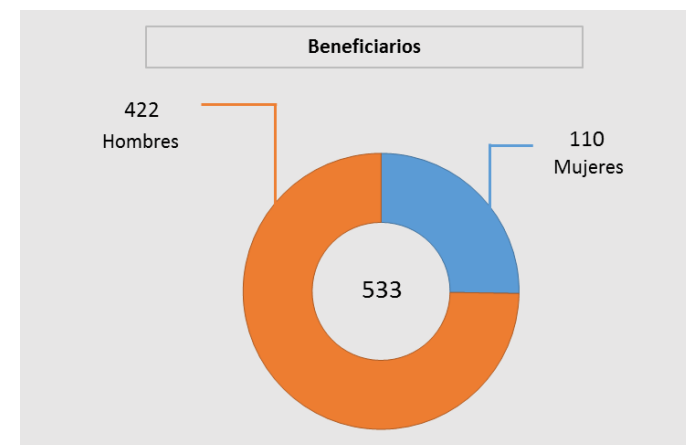
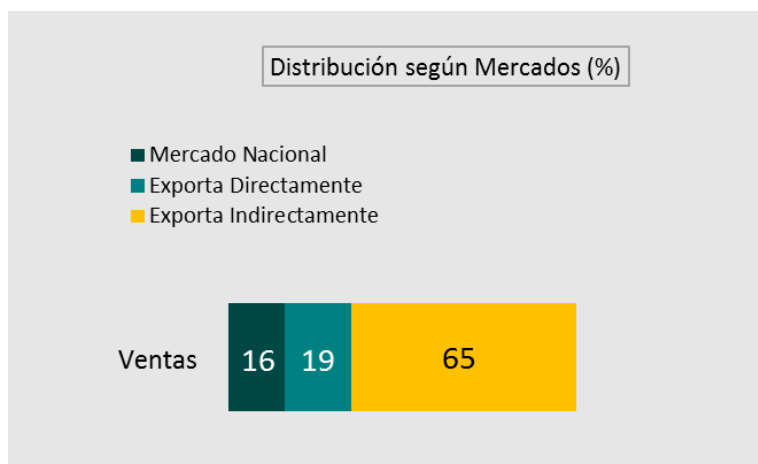


# Resultados de Gestión 2015

## Macro Región Centro



Planes de Negocio	Ventas (S/.)	Jornal	Exportación Directa (US\$)	Exportación Indirecta (US\$)	Exportación Total (US\$)	Beneficiarios	Inversión
2	6,022,920	49,132	369,484	1,234,131	1,603,615	533	18,405,292

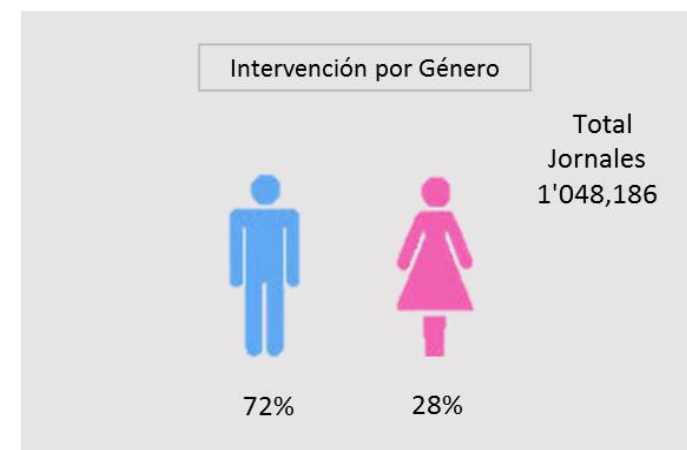
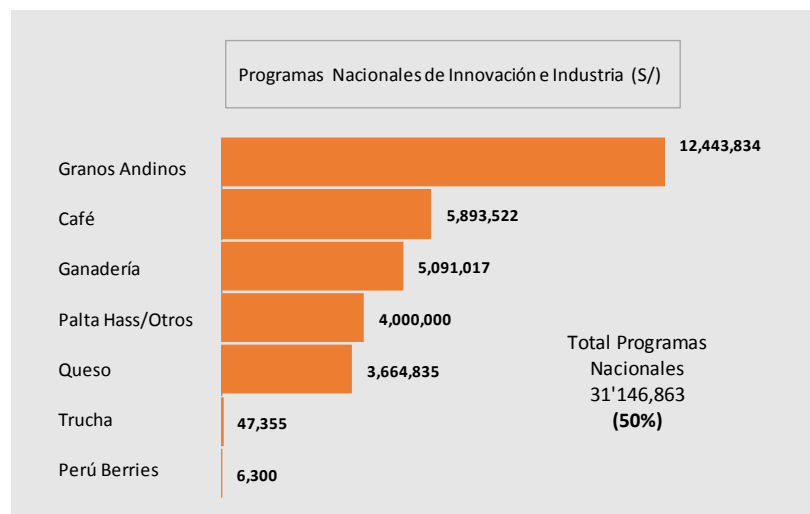
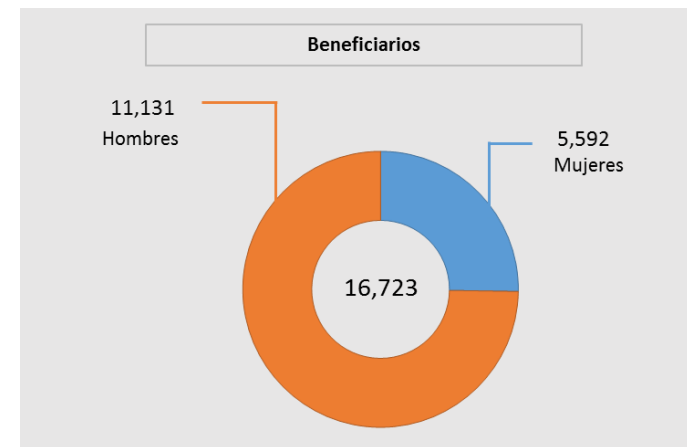
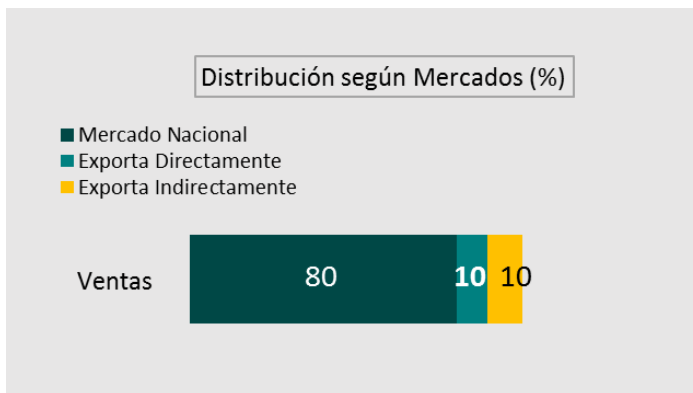


# Resultados de Gestión 2015

## Macro Región Sur



Planes de Negocio	Ventas (S/.)	Jornal	Exportación Directa (US\$)	Exportación Indirecta (US\$)	Exportación Total (US\$)	Beneficiarios	Inversión
26	62,298,267	1,048,186	1,813,882	2,025,113	3,838,995	16,723	249,099

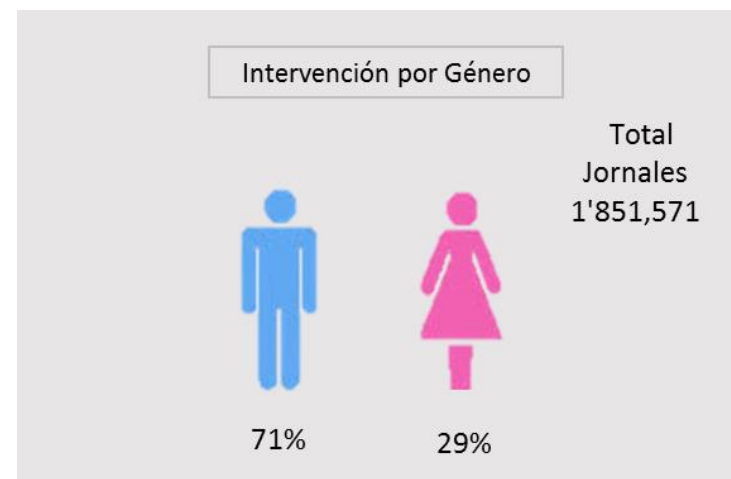
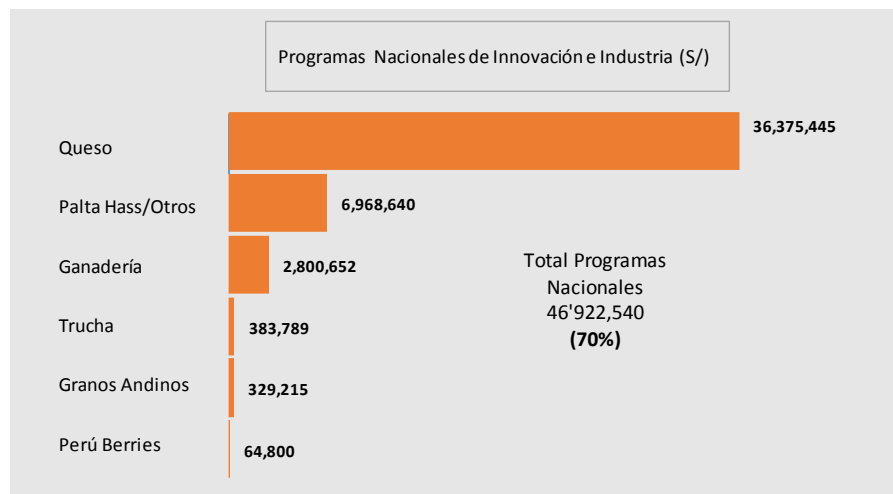
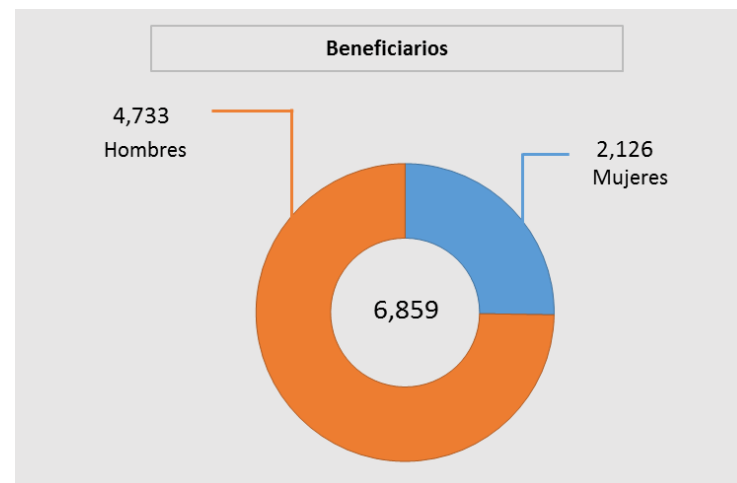
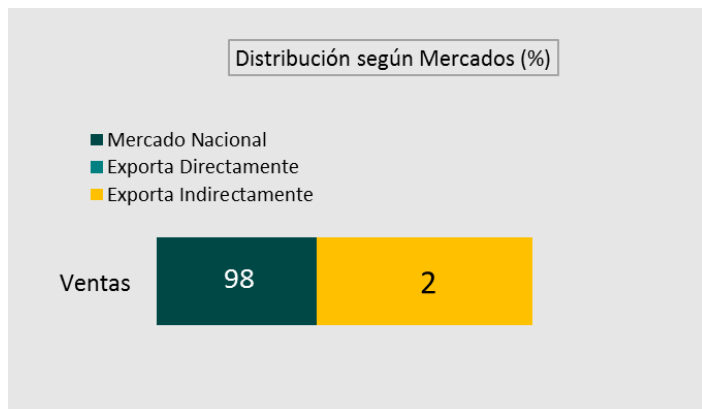


# Resultados de Gestión 2015

## Macro Región Sur



Planes de Negocio	Ventas (S/.)	Jornal	Exportación Indirecta (US\$)	Exportación Total (US\$)	Beneficiarios
23	67,144,194	1,851,571	463,522	463,522	6,859

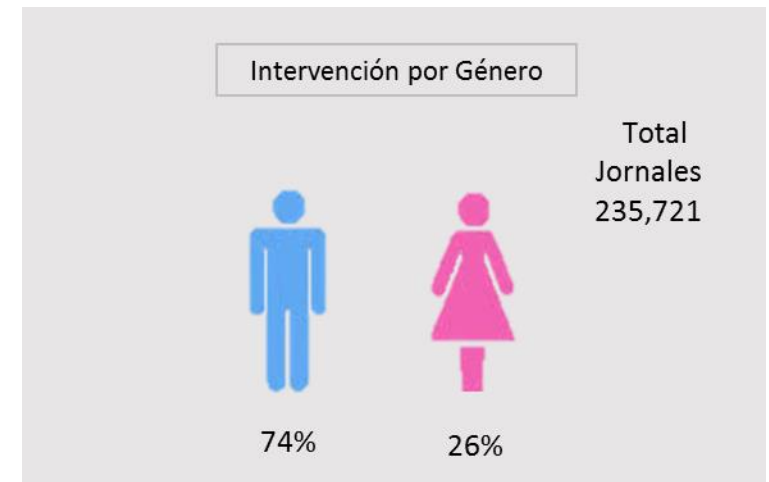
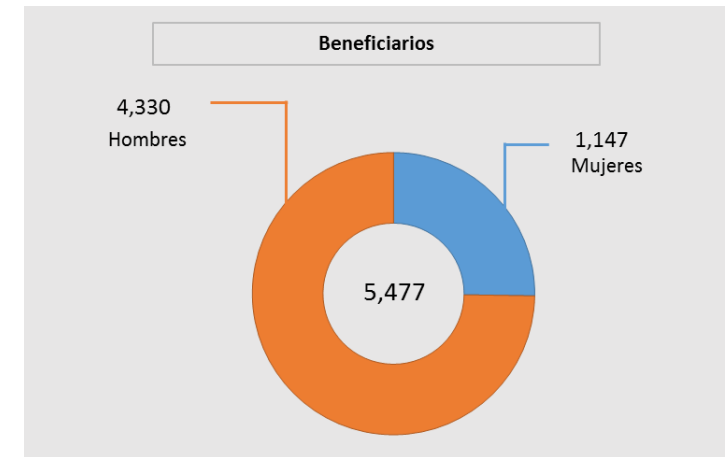
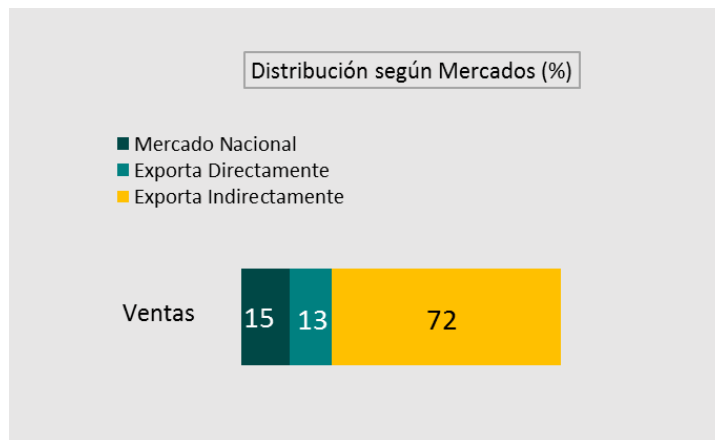


# Resultados de Gestión 2015

## Macro Región Sur



Planes de Negocio	Ventas (S/.)	Jornal	Exportación Directa (US\$)	Exportación Indirecta (US\$)	Exportación Total (US\$)	Beneficiarios
6	22,785,898	235,721	926,398	5,077,090	6,003,488	5,477





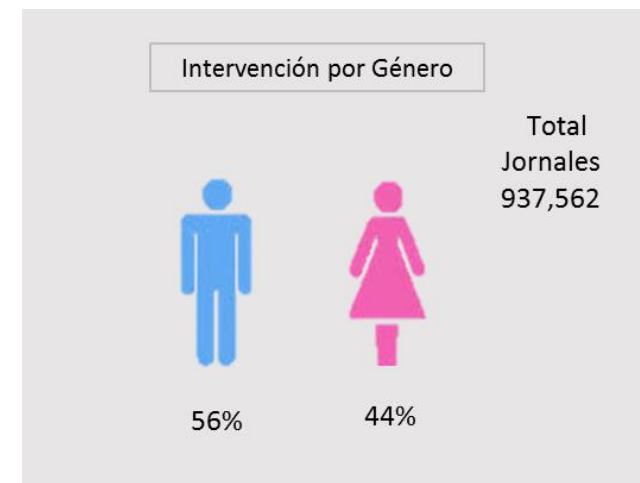
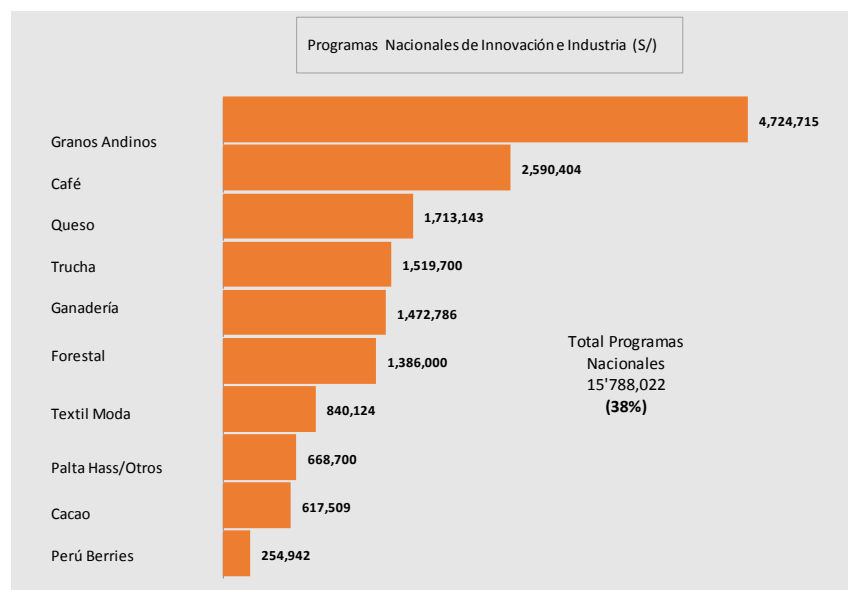
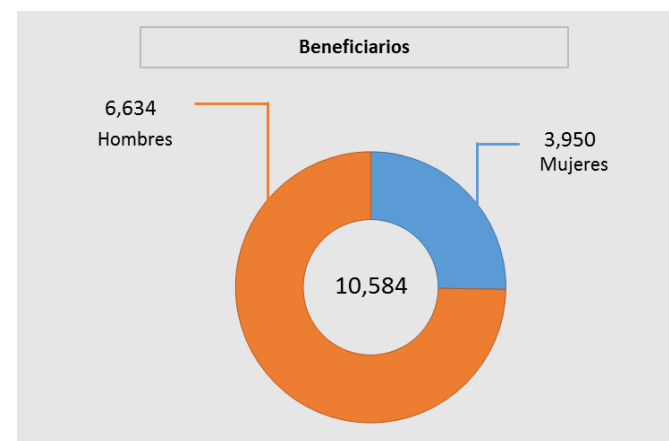
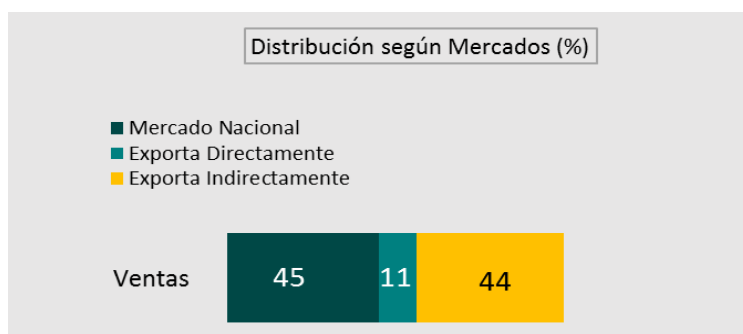
# Resultados de Gestión 2015

## Macro Región Sur



Cusco

Planes de Negocio	Ventas (S/.)	Jornal	Exportación Directa (US\$)	Exportación Indirecta (US\$)	Exportación Total (US\$)	Beneficiarios	Inversión
35	41,929,806	937,562	1,432,983	5,942,782	7,375,765	10,584	138,408

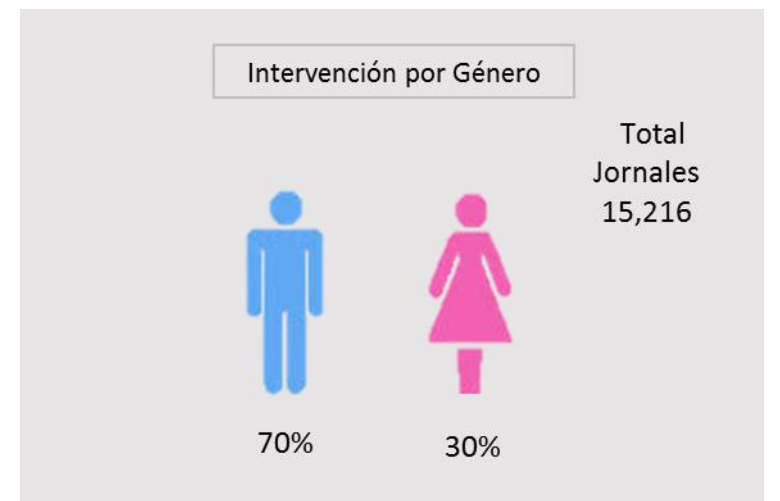
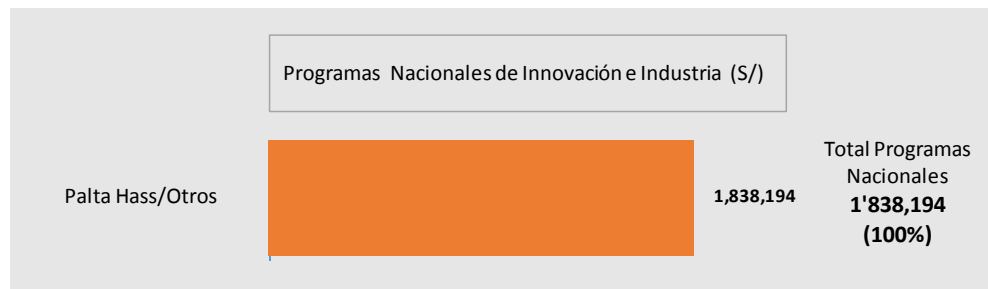
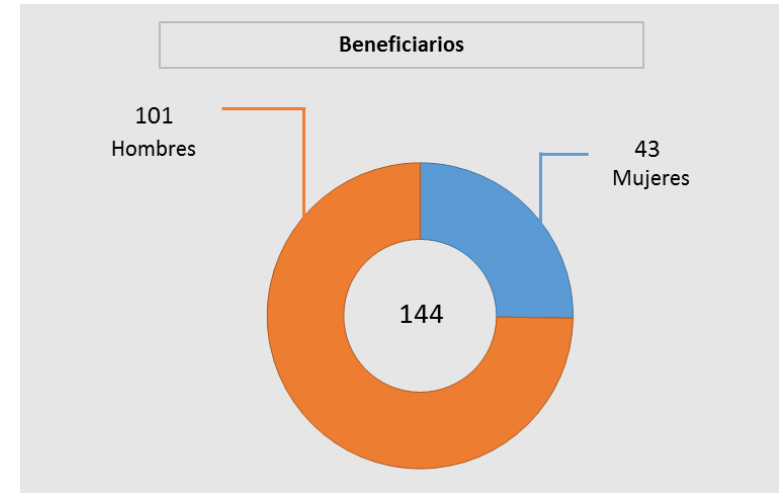
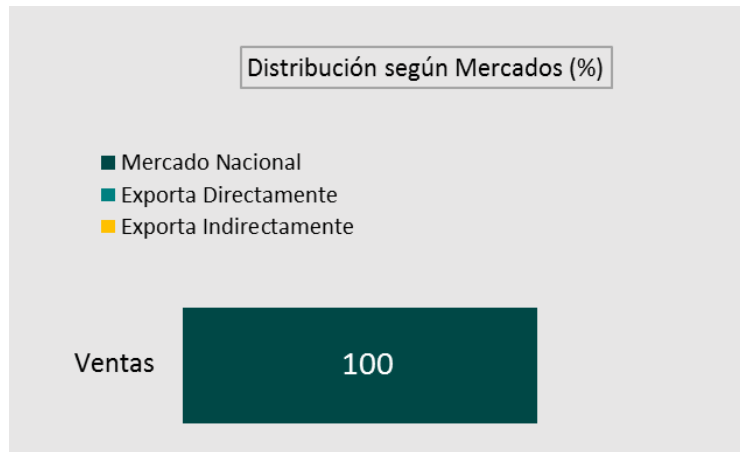


# Resultados de Gestión 2015

## Macro Región Sur



Planes de Negocio	Ventas (S/.)	Jornal	Beneficiarios
1	1,838,194	15,216	144

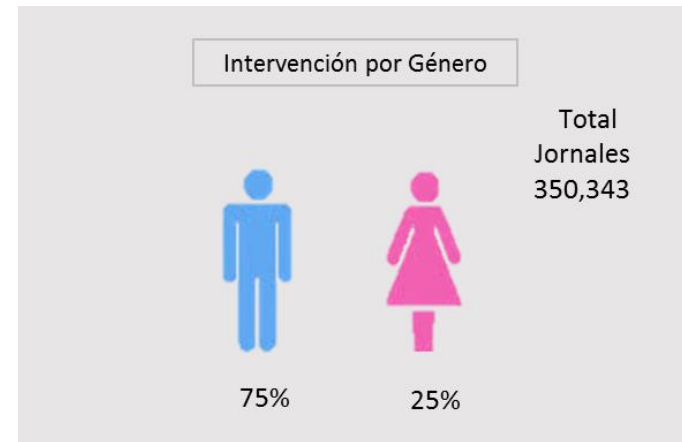
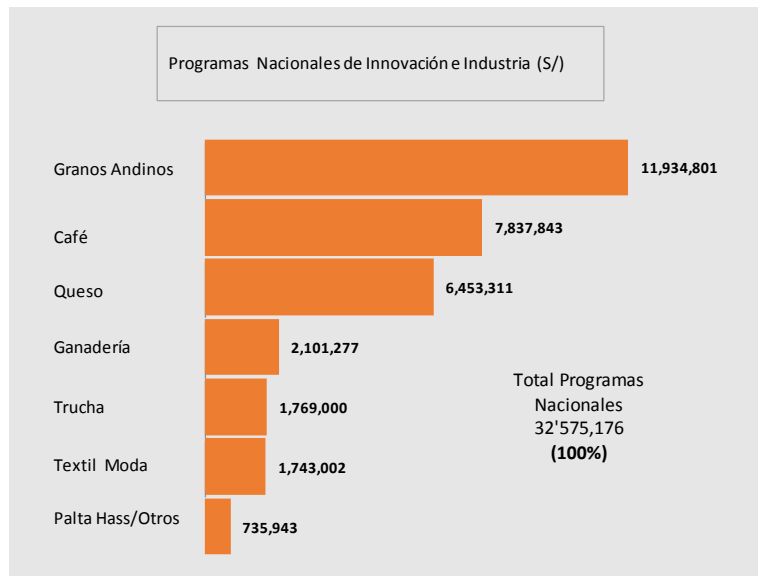
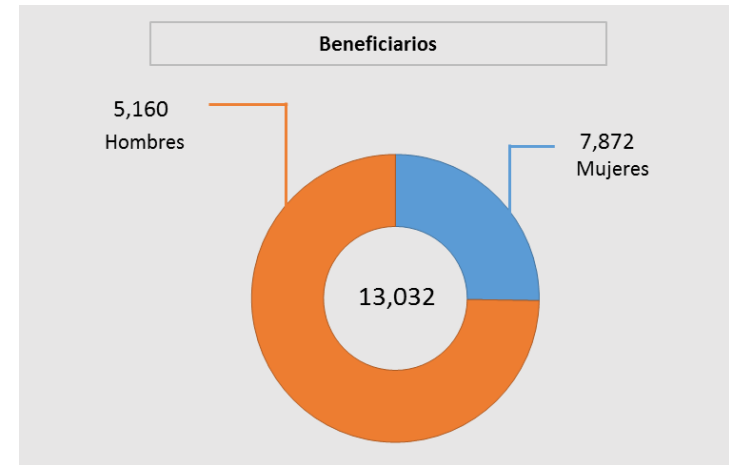
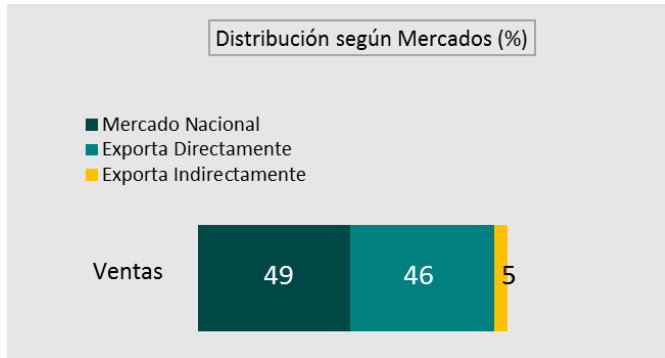


# Resultados de Gestión 2015

## Macro Región Sur



Planes de Negocio	ventas (S/.)	Jornal	Exportación Directa (US\$)	Exportación Indirecta (US\$)	Exportación Total (US\$)	Beneficiarios	Inversión
27	32,729,456	350,343	4,704,700	439,051	5,143,751	13,032	130,000

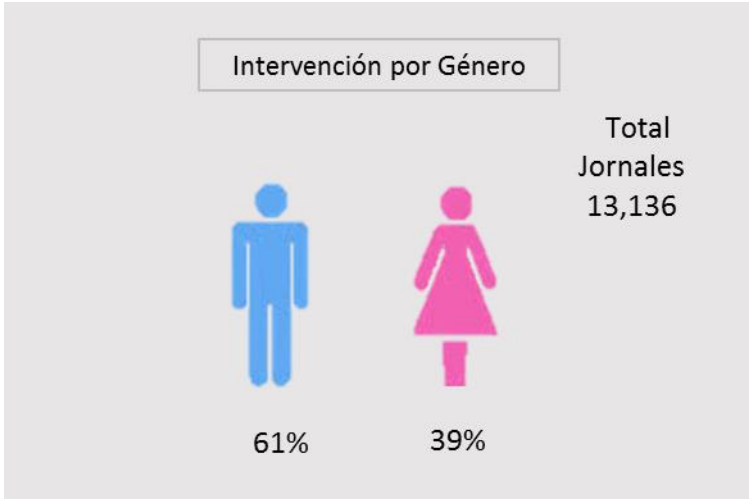
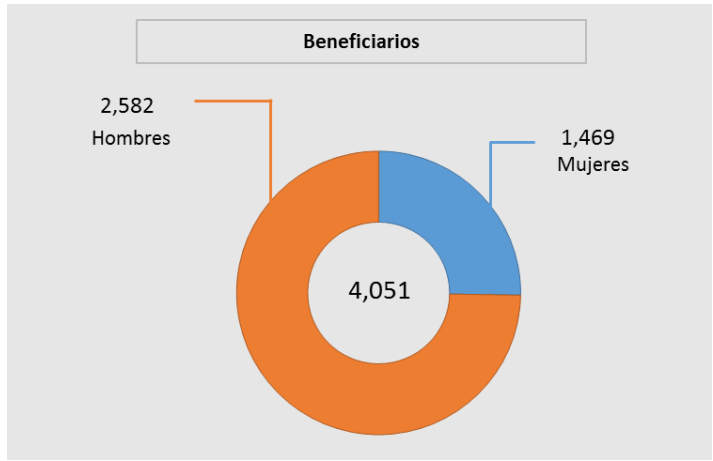
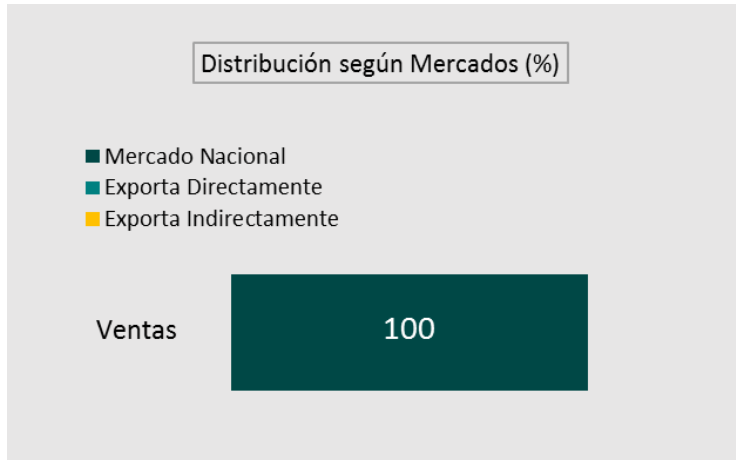


# Resultados de Gestión 2015

## Macro Región Sur



Planes de Negocio	Ventas (S/.)	Jornal	Beneficiarios	Inversión
7	1,493,090	13,136	4,051	87,872



Fuente: Sedes  
Elaboración: OME

Calle Los Zorzales 160 - 4to. Piso  
Urb. El Palomar, San Isidro, Lima 27 – Perú  
Sitio Web:  
<http://www.sierraexportadora.gob.pe>

**Alfonso Velásquez Tuesta**  
Presidente CEO

**Miguel Cordano Rodriguez**  
Gerente General

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Elaboración y edición: **Oficina de Monitoreo & Evaluación**  
Fuente: Sedes Descentralizadas

Edición Información Completa

