

## Peru

The Peruvian government, through its official representative at UNESCO, actively participated in the process of adoption of the 2005 Convention; it was one of the first countries to submit its ratification. The Convention represents a great impulse for Peru to strengthen, protect and promote their - still in the process of growth, cultural industries and their enormous wealth of creativity. It is still in process the recognition and visibility of culture in sustainable development of the country.

The creation of the Ministry of Culture (2010) represents the desire for integration of culture to our development policies. In its institutional structure was created the Vice Ministry of Interculturality that includes the perspective of cultural rights, dialogue and integration with special attention on indigenous communities. Also established a General Directorate of Cultural Industries and Arts, which found initially the necessity to revise the legal framework, articulate the sector and have cultural management tools, thus the General Directorate began with the creation of the Information System on Cultural Industries and Arts of Peru as well as the review and improvement of the Cultural Policy Framework, including legal reform projects about Peruvian Film and Artists Rights.

Among the actions to promote the cultural sector, the Culture Points Program seeks to promote democratic access to training, creation, dissemination and enjoyment of the public culture. Another exchange experiences is Ruraq Maki Program that seeks to open access to alternative markets for the visual arts or traditional folk arts. Another example of promoting our creative diversity is the presence of National Ensembles: National Symphony Orchestra, National Ballet, Folklore Ensemble, National Choir, National Youth Symphony Orchestra and Children Chorus.

The Ministry of Foreign Trade and Tourism established the Regulation of Law No. 29073, the Artisan and Artisan Activity Development. The measure considers aspects of business regulation for strengthening this widespread activity in Peru. It is still pending mechanisms for an authentic balance and exchange.

At the local-regional level, one of the most important actions related to the 2005 Convention is the Rescue Project and Affirmation of Cultural Expressions in San Martin Region (Peru's northern jungle, Amazon influence) developed by the Regional Government of San Martin. This is the first time a local cultural project mentioned legally the UNESCO Convention to find its approval and viability in the National Public Investment System. San Martin Region has indigenous or native communities that still maintain ancestral traditions as well crafts, singing, dancing, literature, etc.

Civil society plays a crucial role in the success of the Convention. As a background is the mobilization of citizens and important advocacy role of cultural organizations during the negotiations of the FTA USA-Peru. The main achievement was a "cultural reserve" that is a reference for the trade agreements of the Peruvian Government (9 FTA in validity).

In the field of international cooperation, Peru is part of IBERMEDIA and IBERESCENA programs, and recently of IBERMUSICAS.