

Malaysia is interested in applying technology for the development of the Peruvian jungle



Alfonso Velásquez Tuesta, from Sierra Exportadora, met with the president of SMITA, Megane Soo.

LIME

The **International Trade Association of Malaysia (SMITA)** showed its interest in using the technology that its country has to develop Peruvian jungle products. The reason? Make them more competitive and enter the global market. This was expressed by Sierra and Selva Exportadora, an agency attached to the Ministry of Agriculture and Irrigation (Minagri).

After a meeting with the executive president of this entity, Alfonso Velásquez Tuesta, the president of SMITA, Megane Soo, said they will first explore the offer that Amazon products have in Malaysia and then establish the Joint Venture .

"In Peru we see potential in organic products and with nutritional value that are produced in the jungle; And with the engineering and technology we have, we can support the improvement of the production of these products. You can reduce the ripening time of the fruit or make a more efficient production with less cost," he said.

It is necessary to mention that this work will be carried out within the framework of the promulgated Law on Sierra and Export Jungle, through which the work of this entity is extended to the jungle areas with the objective of generating competitiveness, added value, innovation and territorial development in those areas.

Also, Megane Soo also mentioned the interest in quinoa and chia, products that in his country have a great reception for their nutraceutical components.

He explained that his association promotes SMEs to become global, through the organization of meetings and trade missions, international trade rounds and educational seminars. In addition, it provides training and support services to small and medium entrepreneurs.

Source: <http://www.inforegion.pe/230166/malasia-se-interesa-en-aplicar-tecnologia-para-el-desarrollo-de-la-selva-peruana/>