



AUSTIN - LIMA
SISTER CITIES



ANNUAL REPORT 2018



Prepared by:
FERNANDO NIERI
Chair, Austin-Lima Sister Cities

GRANQUIS QUIERAN TENER
POR QUE ME QUIERO CASAR
MI NOVIA VIVE EN EL MAR
¿QUANTO PUEDE VER?
RAFAEL ALBERTI

Austin-Lima Sister Cities (ALSC) is a member of the main organization Austin Sister Cities International. Our organization strengthens the relations between Austin and Lima through shared activities to raise awareness of Lima, Perú and Peruvian culture in Austin.

Founded in November 1981, during the term of Mayor Carol Keeton McClellan, Austin-Lima Sister Cities was established for the purpose of interchanging cultural, historical and peaceful thoughts, concepts and beliefs.

Our mission is to foster cultural, educational, entrepreneurial and humanitarian exchange between Austin and Lima.

As a non-profit, ALSC ensures that the people who join the committee are willing to put in the effort and work that it takes to make our organization successful. It is the committee's responsibility to create and constantly review a statement of mission and purpose that articulates the organization's goals, means, and primary constituents served.

The Committee ensures that all members have the moral and professional support they need to further the goals of the organization and enhance the organization's public standing.

Kind regards,

Fernando Nieri

Presidente



**AUSTIN - LIMA
SISTER CITIES**





Foto cortesía de PromPerú

Fostering cultural, educational, entrepreneurial and humanitarian exchanges.

1. List Committee Members (*list offices first and indicate office*) with County of Residence and Contact Information.

NAME	COUNTY	EMAIL
Fernando Nieri	Travis	chair@austinlimasistercities.org
Angela Salas	Travis	vicechair@austinlimasistercities.org
Alejandro Pedemonte	Travis	engagement@austinlimasistercities.org
Vanessa Arrieta	Travis	volunteer@austinlimasistercities.org
Totty Pedemonte	Travis	secretary@austinlimasistercities.org

The members of the Austin-Lima Sister Cities committee have regular meetings to discuss the organization activities, plans, and upcoming events. These meetings are usually held on a monthly basis.

2. List Committee meetings with the minutes of one meeting attached.

DATE	LOCATION	TYPE
01/29/201	916 Springdale Rd, 78702	Full Committee
02/07/2018*	916 Springdale Rd, 78702	Full Committee
04/05/2018	916 Springdale Rd, 78702	Full Committee
05/09/2018	916 Springdale Rd, 78702	Full Committee
06/05/2018	916 Springdale Rd, 78702	Full Committee
07/09/2018	916 Springdale Rd, 78702	Full Committee
08/14/2018	916 Springdale Rd, 78702	Full Committee
09/29/2018*	916 Springdale Rd, 78702	Full Committee
10/29/2018	916 Springdale Rd, 78702	Full Committee

**Minutes enclosed*



AUSTIN - LIMA SISTER CITIES

MINUTES FOR OUR MEETING, FEBRUARY 07, 2018

Location:

916 Springdale Rd
Austin, Texas 78702

Agenda

The Committee met to discuss all the logistics related to House of Perú (Casa Perú) for SXSW 2018. Some of the items discussed included:

1. Food Truck Options were cancelled by PromPerú because they contacted the Peruvian Brothers Food Truck from Washington DC.
2. Gathered Volunteer Names for Casa Perú. ALSC Committee not involved with Trade Show Booth.
3. Defined final list of Local Media Outlets to promote Perú in SXSW
 - Statesman
 - Ahora Sí
 - El Mundo
 - The Chronicle
 - Tribeza
 - Local Peruvian Groups
 - State Peruvian Groups
 - Our own networks
4. Lodging - PromPerú selected lodging for Casa Perú crew.
5. Music:
 - Alex emailed Pilar with recommendations.
 - Fernando contacted Jose Val. He seemed interested.
6. Created Agendas and Promotional Ads for upcoming events at Casa Perú SXSW2018.
7. Completed ASCI's Expertise & Connections Survey.
8. Set up a coffee meeting with Sandra Davis from GlobalAustin.
9. Talked about upcoming dinner meeting with Texas State University Volunteers traveling to Perú.

Next meeting April 05th, 2018.



AUSTIN - LIMA SISTER CITIES

MINUTES FOR OUR MEETING, SEPTEMBER 29, 2018

Location:

No physical meeting was possible due to conflicting work schedules.
Chair & Vice-Chair phone calls to discuss agenda

Agenda

1. Sabe a Perú - TV Show

Our Committee was approached by the U.S. Department of Commerce from the U.S. Embassy in Lima, Perú. They have partnered with Movistar, a major telecommunication company in Latin America, that produces a television show called "Sabe a Perú" (Tastes like Perú). Sabe a Perú is a cooking show hosted by renowned Peruvian chef Luciano Mazzetti, who travels all over the world introducing Peruvian cuisine in different markets for one day. The premise of the show is to learn and experience local flavors from restaurants that best represent the essence of the city that Luciano visits. Movistar has selected Austin as their next destination, and they reached out to the Austin-Lima committee for advice.

Tentative, the episode that would be filmed in Austin will take place from October 25th through October 27th. The ALS Committee is assisting Movistar with identifying restaurants that would be interested in being a part of this TV opportunity. ALSC is also gathering information about film permits and cooking-related requirements. To date, the information gathered includes (in Spanish):

Filmación: Durante la filmación en el restaurante anfitrión: no se necesita ningún permiso de filmación, siempre y cuando se filme dentro del restaurante. Para todo tipo de filmación fuera del restaurante (b-roll, o mas de 15 minutos) hay que solicitar permisos. Adjunto esta el formulario guía con todos los requerimientos que tendrían que cumplir el equipo de producción. La aplicación de los permisos tendrían que hacerla ustedes directamente, ya que terceros no pueden aplicar para obtenerla.

Cocina: En cuanto a permisos relacionados con cocinar, nuestro contacto de la Ciudad de Austin dijo que no está segura si van a necesitar alguna tipo de permiso del Departamento de Salud del Condado de Travis. Hemos llamado al número de teléfono que tenemos (512.854.4100) pero aun no responden. Seguimos intentando.

Uso de Drones: La Administración Federal de Aviación (FAA, por sus siglas en Inglés) requiere que el operador del dron esté licenciado por el FAA y que la ruta de vuelo del dron no esté dentro de ningún espacio restringido por la FAA. Entre otros requerimientos para uso de drones con motivos comerciales, el dron debe pesar menos de 55 libras, ser volado a distancia visual, no ser volado sobre aeronaves o sobre personas, ser volados durante el día y por debajo de los 400 pies de altura.

Next meeting October 29th, 2018.

3. List of 2017 Activities with date, location, and number of participants from Austin and the Sister City.

a. SXSW 2018 - Trade Show & Casa Perú

For the first time, Perú took part in the 2018 South By Southwest Trade Show together with a number of entrepreneurs from the tech and innovation sectors. The trade show took place between March 11th & 14th, 2018.

Whilst all operating within the tech sector, the Peruvian start-ups that traveled to Austin belong to a variety of industries including: finance, health, tourism and services. Spacedat, one of several businesses represented at SXSW, offered solutions for monitoring and predicting blueberry harvests; Innova Factory, a FinTech company, facilitates factoring operations in Perú while DROP develops technology for identifying and monitoring skin problems.



Casa Perú: located at 84 Rainey Street, Austin, TX 78701. Foto cortesía de PromPerú

Mariella Soldi, Perú's Deputy Director of Nation Branding, said, "Perú comes to SXSW to allow access of Peruvian start-ups to a large network of business contacts and unique investment opportunities. In this way, the Peruvian government supports businesses and provides them with the tools required to generate commercial links with cities, such as Austin, that have a strong tech and innovation sector.



In addition to Perú's participation in the Trade Show, Casa PERÚ opened its doors to provide an ideal opportunity for festival visitors to have a 360 degree experience of what Perú is about today, its culture, gastronomy, music and art, as well as live entertainment and workshops. These activities took place every day between March 9th & 14th, 2018. This initiative was a joint effort by Marca Perú and the Austin-Lima Sister Cities Committee. Casa Perú was located at 84 Rainey Street, Austin, TX 78701.

In 2017, Peruvian start-ups received a 30% boost in investment. 86% of investments came from local sources which is very positive for triggering new ventures. Family offices, venture capital funds and corporations from outside Perú have also increased their investments in entrepreneurial capital.

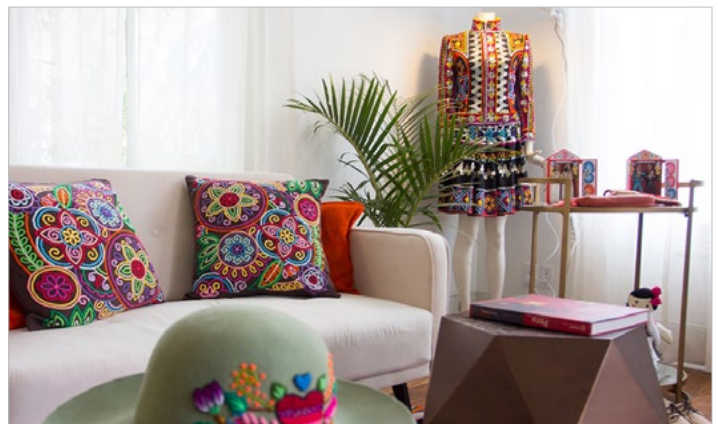
Meetings and business rounds took place at the Perú Trade Show stand and had visits from a large number of local and international business people and investors, as well as specialist media and press.

To see all that Casa Perú and Trade Show had to offer during SXSW 2018, please visit <https://peru.info/es-pe/casa-peru/casa-en-austin>



Foto cortesía de PromPerú

CASA PERÚ



Cooking Shows



chef
DIEGO MUÑOZ VELÁSQUEZ
en
Casa Perú

COOKING SHOW & DEGUSTACIÓN

Tuesday, March 9th @ 12:30pm
Saturday, March 10th @ 3:00pm
Sunday, March 11th @ 12:30pm

Mundialmente reconocido como uno de los chefs más talentosos y creativos, Diego Muñoz ha creado su propio camino. Además de crear una diversidad de operaciones culinarias enfocadas en las localidades de Europa, Asia y Sudamérica, emprende experiencias efímeras y únicas a lo largo del mundo. Diego encuentra el balance a través de la exploración y de lo simple, siempre en conexión con las tradiciones locales y los paisajes culinarios.

84 Rainey Street - Austin, Texas 78701

ALSC EST. 1991 @Perú



chef
PALMIRO OCAMPO
en
Casa Perú

COOKING SHOW & DEGUSTACIÓN

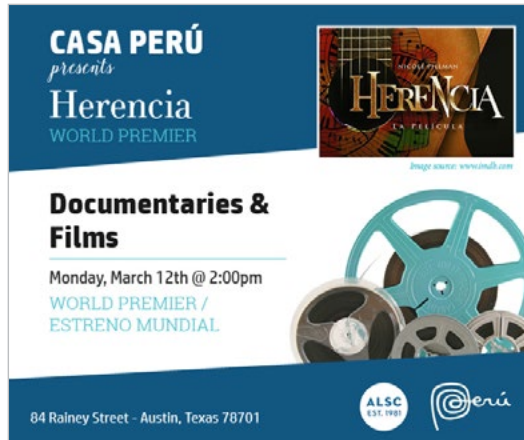
Saturday, March 10th @ 12:30pm
Monday, March 12th @ 12:30pm
Wednesday, March 14th @ 12:30pm

Palmiro estudió en Le Cordon Blue Perú y trabajó en restaurantes de Copenhague, París, Barcelona y Perú. Además del trabajo como cocinero, es defensor apasionado de la sostenibilidad y la lucha contra el hambre y desnutrición. Plasma su propuesta gastronómica en "Corri" organización dedicada a promover la optimización de la Biodiversidad capacitando cocineras de las zonas aisladas de Lima. Es el primer cocinero peruano que dio un TED Talk.

84 Rainey Street - Austin, Texas 78701

ALSC EST. 1991 @Perú

Documentaries & Movies



CASA PERÚ
presents
Herencia
WORLD PREMIER

Documentaries & Films

Monday, March 12th @ 2:00pm
WORLD PREMIER / ESTRENO MUNDIAL

84 Rainey Street - Austin, Texas 78701

ALSC EST. 1991 @Perú



CASA PERÚ
presents
Pacificum, El Retorno al Océano

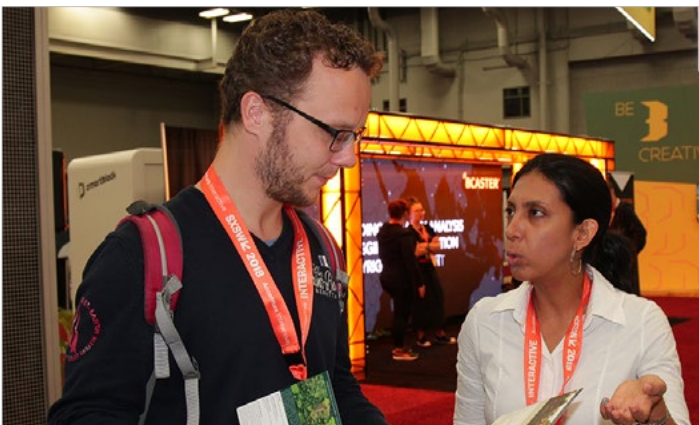
Documentaries & Films

Saturday, March 10th @ 5:00pm
Wednesday, March 14th @ 5:00pm

84 Rainey Street - Austin, Texas 78701

ALSC EST. 1991 @Perú

TRADE SHOW



b. PERUVIAN MEMBERS OF CONGRESS

The Austin-Lima Sister Cities committee was honored to welcome the second delegation of Peruvian Members of Congress to Austin. The delegation was part of a 10-day program sponsored by Open World Leadership Center. The delegates started their program with an orientation session in Washington DC, before arriving in Austin on Friday, July 13, 2018. The primary focus of the program was centered on Accountable Governance in the American System.

The congressmen that visited Austin were Vicente Antonio Zeballos Salinas, Marisol Espinoza Cruz, Jorge Melendez Celis, Richard Arce. The group was accompanied by Francesca Varda, a member of the American Embassy in Perú, that served as their Facilitator and Interpreter.



From left to right: Alex Pedemonte, Totty Pedemonte, Angela Salas, Fernando Nieri, Francesca Varda, Vicente Antonio Zeballos Salinas, Marisol Espinoza Cruz, Jorge Melendez.

While in Washington, the delegates met with several members of Congress as well as the Peruvian Ambassador. The main purpose of the visit was to learn about Accountable Governance in the American System.

In Austin, the delegates met with their American counterparts, Mayor Steve Adler, Community Leaders, Greater Austin Chamber of Commerce, and faculty members to gain a better understanding of the process in the United States.

For Austin-Lima Sister Cities, this visit also served to reinforce our deep cultural ties, explore a productive joint future and, ultimately, about fortifying the link between Austin and Lima. Welcoming & Farewell Receptions for the Peruvian Members of Parliament were organized and hosted by the Committee Members of the Austin-Lima Sister Cities.

WELCOMING & BREAKFAST RECEPTIONS (July 13th & 17th)



MEETING WITH MAYOR STEVE ADLER (July 16th)



FAREWELL RECEPTION (July 17th)



c. PASSPORT TO THE WORLD



The Austin-Lima Sister Cities committee was honored to participate in ASCI's Third Annual Fall Event: Passport To The World.

Austin-Lima Sister Cities invited all its followers to the Passport To The World event, in which people were able to learn about the history, culture and traditions of the different sister cities and especially Lima.

The Committee prepared a fact sheet, which provided fun facts and information about Lima, Perú.

This was a free family-friendly event with Live Performances & Kids Activities. Amongst the performances, the ALSC participated with two different Marinera dances. First, the Marinera Palo Blanco performed by Capullanas USA as a group. Right after, Ms. Miriam Kerslake and Mr. Jose Carlos Montero performed the Marinera Sonando El Cuero del Tambor.

Marinera is a coastal dance of Perú. Marinera is a graceful and romantic couple's dance that uses handkerchiefs as props. The dance is an elegant and stylized reenactment of a courtship, and it shows a blend of the different cultures of Perú. The dance itself has gained a lot of recognition and is one of the most popular traditional dances of Perú.





4. | List of Proposed Activities in 2019.

The Austin-Lima Sister Cities committee is in the process of creating its strategic plan for 2019. Our committee is planning the following activities:

PERÚ IN SOUTH BY SOUTHWEST 2019

ALSC has partnered again with PromPerú, the agency of the Ministry of Foreign Trade and Tourism Specialized Technical Agency, to bringing Perú to SXSW for the second time to Austin. Perú will have a booth in the Trade Show as well as a *Casa Perú*.



TOUR PERÚ

ALSC is organizing a festival to introduce the richness of the Peruvian culture through cinema, music, literature, and gastronomy. This celebration of Peru's historical legacy is scheduled to be in November, and will be open to the public.

5. | Fundraising Activities: List events and amounts raised.

The Austin-Lima Sister Cities Committee did not have any fundraising-related activities for 2018. Our committee is planning fundraising initiatives for 2019.

6. | Economic Impact of Activities.

DATE	ACTIVITY	LOCATION	ATTENDEES	DESCRIPTION	AMOUNT
07/13	Welcome Reception	Chair's Office	20	Welcoming Reception for Members of the Peruvian Congress	\$250
07/16	Breakfast Reception	Hillside Farmacy	10	Breakfast Reception for Members of the Peruvian Congress	\$100
07/17	Farewell Reception	TNT	60+	Farewell Reception for Members of the Peruvian Congress	\$150
11/03	Austin World Tour	ACC Eastview	275+	Booth Decor, Promo Items & Food	\$150
TOTAL					\$650

