



Asociación
Internacional
de la Alpaca
International Alpaca Association



BULLETIN

MARCH 2025
EDITION N° 7



**Asociación
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EDITORIAL

GRATITUDE AND COMMITMENT

Since 2020, when I took office as President of the International Alpaca Association (IAA), it has been a little more than four years of a long road of work and joint commitment in which various actions have been carried out for the benefit of the alpaca textile sector. In this context, I want to highlight the organization of the digital edition of Peru Moda Deco & Alpaca Fiesta 2021 and the face-to-face edition of Peru Moda Deco & Alpaca Fiesta 2024, which took place last October in the city of Arequipa-Peru. Both events were held in partnership with PROMPERÚ, consolidating themselves as a strategic partner for the sector and for the IAA.

The eighth edition of Alpaca Fiesta was successfully held and allowed to connect all the actors involved in the Alpaca sector, with a total participation of more than 9,000 attendees from more than 15 countries. Alpaca Fiesta has become one of the main events of the textile and fashion industry in Peru and has set the bar high for the next editions.

It is also important to note that alpaca has been included in the Natural Fibre Connect (NFC) alliance with the natural fibers of mohair, wool and cashmere. The IAA actively participates in the organization of NFC, and after 2 editions, I am pleased to announce that we are once again co-organizing NFC 2025 that will take place this September 22 and 23 in the city of Edinburgh, United Kingdom.

On the other hand, we already have the "AIA Sustainability Strategy for the Alpaca Sector of Peru" which was led by Ester Xicota, International Consultant in Strategic Sustainability, and our Sectoral Sustainability Committee, which will allow us to have a shared vision and strategic objectives for 2030, as well as prioritize strategic actions in the coming years. In addition, the IAA, through its main companies, has already committed resources to carry out the Alpaca LCA (Life Cycle Assessment), a pending issue for the industry that is already a reality, and we hope to obtain external funds to help finance its development.

Today my term as President of IAA ends, and I express my deepest gratitude to all of you, and I wish the best success to Jessica Rodríguez, new President of IAA, and to the new Board of Directors of which I am also a member, so my commitment to the Association remains intact.

Finally, this Bulletin is dedicated to Raul Rivera, Active Director of the IAA and Past President of Alpaca Fiesta, who unfortunately departed this world in November of last year.

Rest in peace dear friend.



Chairman at International Alpaca Association



PERU MODA DECO & ALPACA FIESTA 2024

By Erika Flores

The International Alpaca Association-IAA in strategic alliance with the Commission for the Promotion of Peru for Export and Tourism-PROMPERÚ of the Ministry of Foreign Trade and Tourism of Peru carried out Peru Moda Deco and Alpaca Fiesta 2024, a joint event that took place from October 21 to 26 in the city of Arequipa-Peru.

Peru Moda Deco is one of the main events of the clothing, gift and decoration industry in Peru, and for the first time it was held in the city of Arequipa.

On the other hand, Alpaca Fiesta is the most important alpaca event worldwide, which aims to disseminate and promote alpaca fiber in the global textile market and that brings together breeders, companies and institutions linked to the world of alpaca in a festive and highly competitive atmosphere. The eighth edition of Alpaca Fiesta was held within the framework of the International Year of Camelids and included transcendental activities of the entire alpaca value chain, with a total participation of more than 9,000 attendees from more than 15 countries.

In addition, the event was attended by 2 Ministers of State, 3 Vice Ministers and high-level authorities of the central and regional government of Peru; and had a great media display with more than 200 publications.

Livestock Component

Within the framework of this component, the Alpaca Contest was held in which 27 livestock breeders and 431 alpacas participated, the Llama Contest with 8 breeders and 93 llamas, and the Fleece Contest with 12 breeders and 36 fleeces.

38 prizes were awarded, valued at US\$ 40,000 recognizing the best specimens in the categories of alpacas, llamas and fleeces. Likewise, during the event there was an exhibition of South American camelids such as suris llamas, vicuñas and colored alpacas.

On the other hand, on October 21, the Chaccu of Vicunas was held in Chaqui Laguna-Chalhuanca, having a total of 250 attendees plus 100 locals and guests.





Fashion Component

6 blocks of parades were presented, which were held at the Cerro Juli Fairground with the exception of the Stellar Parade which took place for the first time in the Main Square of Arequipa.

- Emerging, 7 Peruvian brands participated: Quirau, Away Pasión y Calidad, Noemí Carrera, AQP Knits, Kuway Knitt, Textiles Perú and Pucapaqocha.
- Consecrated, 7 Peruvian brands participated: Capricce Alpaca, CITE Textil Camélidos Arequipa, Mialam, Inka Moda, Hera Concept, Artesanías del Perú and Kusikusi.
- Peru Textiles, 7 Peruvian brands participated: Carrera Chavarry Asociados, Romantic Store, Nivas, Creaciones Cabper, BFE Sourcing, Melanios Service and Atelier Dkasta.
- Young Creators, design proposals were submitted from 11 finalists, with Mónica Mauricio being the winner of the contest.



- Alpaca Awards, the collection of Joelle Bastias, winner of the 4th edition of the Alpaca Awards, organized in collaboration with the ESMOD Paris school, was presented.
- Stellar Parade, 7 Peruvian brands participated: Sol Alpaca, Patapampa, Kuna, Kuna Luxury, Anntarah, Itessa by Meche Correa, Kero Design; and the guest Italian brand Piacenza 1733.





Commercial Component

Business Roundtables were held between foreign buyers and Peruvian exhibitors, with the participation of 152 exhibitors (80 from the cotton, deco, brands and children sector; and 72 from the alpaca, deco and brands sector), and 127 international buyers from 18 countries, generating 1,784 business appointments and with the presence of prestigious brands such as Christian Dior, Hermes, Balmain, Prada, Salvatore Ferragamo.



Likewise, throughout the event, the commercial exhibition of alpaca and cotton products was held; and as part of this component, the Visit to the 3 main alpaca textile factories in Arequipa was carried out: Clamasa (sorting, washing and combing), Michell (spinning and dyeing) and Art Atlas (garment making), with a total participation of 86 attendees.

Academic Component

Two forums were held, one of them the Alpaca Connect Forum that took place on October 23 and 25, and the Peru Moda Deco Forum, which was held on October 24.

Alpaca Connect was structured in 3 thematic axes and included 12 presentations by national and international experts on topics related to the International Year of the Camelids, Sustainability of South American Camelids, and Sustainability and Fashion; and 3 Discussion Panels in which speakers participated along with prominent panelists.



The total number of attendees at the Alpaca Connect forum was 312 people.

In addition to this, as complementary activities at the Convention Center, various activities were carried out in parallel such as the CONALPACA Session, Agromarket Business Roundtable – FAO, Agromarket Investment Table – FAO, Textile Exchange Working Group, Convention of Vicuna Leaders, SAVIO Innovation Conversation and the Screening of Vicuna Salvation Documentary.



Cultural Component

Various activities were carried out such as the Regional Gastronomic Experience, the Welcome Dinner, Cultural Night and Musical Groups, Folkloric Parades, Peru Mucho Gusto with regional food stations, Gala Cocktail and Farewell Dinner.

Finally, Alpaca Fiesta 2024 was possible thanks to the sponsorship of 9 AIA Associates: Michell & Cía., Clamasa, Silkeborg Uldspinderi, Art Atlas, Itessa, Andean Sky, Alpha Tops, Andes Textiles Peru (Wayra) and Pitata; the sponsorship of 10 private entities: Grupo Inca, International Camel Racing Federation, Scharff International Courier, Counselors and Insurance Brokers, Caja Arequipa, Banco de Crédito del



Perú, Savio Macchine, Alpaca Collection LLC, CITE Arequipa, Sociedad Minera Cerro Verde; and the contribution of public institutions such as MINCETUR, ITP (CITE Textil Camélidos Arequipa and CITE Textil Camélidos Puno), PRODUCE, GERCETUR; to whom we give special thanks.





DRIVING THE ALPACA INDUSTRY TOWARDS SUSTAINABILITY FROM REACTION TO ACTION

By Ester Xicota

The alpaca industry is going through a transformation focused on sustainability, driven by the demand for responsible practices, pressure from international organizations and legislation. Factors such as climate change, NGO pressure, consumer demand and environmental legislation are motivating producers and the International Alpaca Association (IAA) to adopt a comprehensive strategy that goes beyond reacting to these challenges.

The fundamental objective behind the AIA's creation of this strategy is the transition from a reactive to a proactive attitude within the alpaca sector. Historically, the industry has tended to respond reactively to emerging demands, criticisms, and accusations from the international market. Now, the industry is taking the lead and defining how it wants to present itself to the world and setting its own priorities to move towards greater sustainability. This paradigm shift involves not only aligning operations with customer expectations and international legal frameworks, but also ensuring that the needs and priorities of alpaca families are addressed, contributing to the strengthening and development of the Peruvian alpaca industry.

Although the intention is for the "AIA Sustainability Strategy for the alpaca sector in Peru" to serve as a guide for the entire sector at the national level, its primary purpose is to guide the actions and decisions of the AIA and its members.

Alpaca as a Sustainability Standard

The strategy defines a vision of alpaca by 2030, at which point alpaca fiber and products will be synonymous with sustainability, quality, and equitable well-being throughout its value chain. This implies a commitment to environmentally friendly production, the use of renewable energy, practices that promote the durability and reuse of products, and a deep respect for cultural traditions. The alpaca product is intended to represent not only a luxury item, but also a symbol of an authentic commitment to the environment, communities and Andean culture.

To make this vision a reality, 6 strategic objectives and 22 priority projects have been defined to be implemented between now and 2030, with the collection of scientific information, improving sustainability and effective communication with stakeholders as priorities for the period 2024-2026. These projects seek to strengthen the position of the alpaca in international markets by promoting sustainable practices and deepening cultural knowledge.





Strategic Objectives

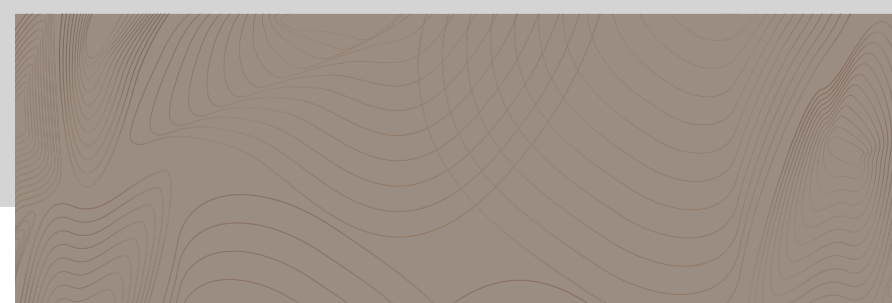
The 6 objectives defined in the IAA's Sustainability Strategy are as follows:

- The industry has validated scientific information on the main social and environmental issues that allows it to support decision-making, innovation and communication to stakeholders.
- The industry has a transparent, traceable and healthy value chain in line with legislation throughout the life cycle.
- The industry works to align all phases of the value chain with international agreements on climate change, mitigating and adapting to impacts and promoting environmental regeneration.
- The industry actively promotes personal, social and cultural development, serving as a catalyst for positive change in communities, enriching tangible and intangible heritage and enhancing the well-being of society as a whole.
- The IAA articulates all the actors of the system at the national and international levels to create synergies and promote the development of effective solutions in a participatory and equitable manner.
- Alpaca fiber is positioned as a premium option aligning sustainability attributes to customer preferences and offering fast, reliable, and timely information when required to support any claim.



Towards a Sustainable Future

The AIA's strategy for the alpaca industry in Peru represents a significant commitment to sustainability, social responsibility, and cultural respect. By joining forces across the value chain and proactively addressing challenges, the alpaca can become not only a benchmark for sustainable fashion, but also a catalyst for positive change for the environment and the communities involved. The industry is at a crucial moment in defining its future, and collaboration, innovation and commitment will be key to ensuring that Peru's alpaca is globally recognized as a symbol of sustainability and quality.





NEWS

NATURAL FIBRE CONNECT 2025

By Erika Flores

We are delighted to announce that the International Alpaca Association will once again be a co-organizer of Natural Fibre Connect 2025, which this time will be held on September 22 and 23 in the city of Edinburgh, United Kingdom. This year's event promises to be an unparalleled opportunity to connect with industry leaders, potential customers, and collaborators.

Join us for a week of engaging guided tours and engaging conference sessions, designed to foster innovation and collaboration in the natural fibre industry.

Don't miss this unique opportunity to be part of the future of natural fibers. Save the date and get ready for an unforgettable week in Edinburgh.

More information coming soon on the NFC website: www.naturalfibreconnect.com





NEW IAA BOARD OF DIRECTORS 2025 – 2027

On February 19, the 2025 Ordinary General Assembly of the International Alpaca Association was held, and as part of it, the new IAA Board of Directors was elected for the period March 2025 - March 2027, being made up as follows:

PRESIDENT:

Jessica Rodríguez Gutiérrez
Co-Fundadora y CEO de Art Atlas S.R.L.

VICE PRESIDENT:

Maria del Carmen De La Fuente Alvarado
General Manager of Allpa S.A.C.

DIRECTOR:

Juan Pepper Pastor
Chief Commercial Officer of Michell & Cia. S.A.

DIRECTOR:

Mateo Macedo Gomez de la Torre
Deputy Commercial and Operations Manager of Clasificadora de
Lanas Macedo S.A.C.

DIRECTOR:

Silvia Crosato Bruni
Commercial Manager of Industrias Textiles de Sud America S.A.C.

DIRECTOR:

Ines Vizquerra Benavides
CEO of Andes Textiles Peru S.A.C.

DIRECTOR:

Nataly Fonseca Cateriano
Manager of Silkeborg Uldspinderi S.A.C.

Jessica Rodríguez, has extensive experience in the alpaca textile sector and is the first woman to be elected President of the International Alpaca Association after 40 years since its foundation, which marks an important milestone in the Association. Likewise, the other members of the Board of Directors have a great career in the sector and their contribution will contribute to the achievement of the objectives proposed for this new period.



IN MEMORY OF RAUL RIVERA

November 5, 1973 – November 11, 2024



IAA Director
Past President Alpaca Fiesta
Marketing Manager Michell & Cia.



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