

Call for Expressions of Interest

EU regions with an interest to pair with Piura, a region in the North of Peru

We are pleased to invite EU Regions to express their interest to collaborate in a pairing action with Piura, located in the North of Peru. The region has approximately 1,9 million of inhabitants, with a GDP of around 3,470 EUROS per year [conversion date: 2018]. The Governor of the State of Piura formally represents the region in the IUC-LAC Project.

The main innovation challenges in the region include:

- Increase productivity and added value
- Climate change management
- Rural development
- Strengthen human capital
- Foster cooperation and partnerships

To tackle these challenges the region seeks to build on existing competitive and comparative advantages in the region, which include:

- Productive sectors with great potential for growth and exports:
 - ✓ Agriculture and agroindustry
 - ✓ Fisheries and aquaculture
 - ✓ Tourism
- Geopolitical position

- Existing universities and research centres
- Climate and gastronomy
- Touristic centres

In this regard, the development of a RIS3 can leverage the region's capacity to address the above-mentioned challenges at the same time it can open up new markets and insert the region in global value chains, thus increasing its competitiveness.

The design of a RIS3 should, therefore, aim to develop an economy less dependent of commodities and the volatility of their international trade prices. Hence, it becomes paramount to add value into the existing agro-food industry through innovation. This should be developed in line with a green economy that is smart and inclusive, thus embracing the three pillars of sustainability.

The envisaged development model should promote new partnerships with quintuple helix actors and amongst firms, as well as the development of clusters of small producers and SMEs. Also, it should foster new and innovative processes and organisational arrangements, as well as new markets investigation and exploitation, and the modernisation of production systems. This includes strengthening an organisational culture for innovation and establishing a change management culture amongst firms. Moreover, it also means promoting efficient and sustainable use of natural resources in the region, such as soil, forest, biodiversity, water and energy.

Ultimately, the objective is to move towards the development of knowledge and technology products and services through research in order to give a leap in performance within existing priority sectors. This requires high investments in human capital development to manage the adequate offer and demand priorities in the region. The latter includes improving educational and STI systems, as well as fostering entrepreneurship and lifelong learning.

In this regard, it is important to reinforce the required interaction between entrepreneurship and academy or research, as key actors of the STI system, thereby

creating physical places such as Science and Technology Parks to foster the creation of new applied knowledge.

In order to attain the above-described vision, a new and efficient governance system is key to put in place an economic system based on knowledge and innovation. Furthermore, it is important to reduce the gap of economic and service infrastructures to support the required productive systems in the region and generate citizens' wellbeing.

In this context, pairing with a EU region shall not only support the Piura region to set the priorities and processes for its RIS3 development, but also and most importantly to foster joint businesses and a long-term win-win partnership. This shall lead to an improvement of the region's competitiveness and productivity by generating jobs and added value, fostering its internationalisation, as well as improving the quality of life of its citizens; also taking into account innovation required due to climate change. In this regard, Piura is seeking to generate instruments and programs to support the growth of productivity and competitiveness indicators, as well as co-develop business opportunities in its productive sectors of:

- Agro-food and fish-aquaculture in order to develop added value products for export as well as new medicine and other industrial products via biotechnology
- Tourism