

U.S. Department of Justice

Washington, DC 20530

Exhibit A to Registration Statement**Pursuant to the Foreign Agents Registration Act of 1938, as amended**

INSTRUCTIONS. Furnish this exhibit for EACH foreign principal listed in an initial statement and for EACH additional foreign principal acquired subsequently. The filing of this document requires the payment of a filing fee as set forth in Rule (d)(1), 28 C.F.R. § 5.5(d)(1). Compliance is accomplished by filing an electronic Exhibit A form at <http://www.fara.gov>.

Privacy Act Statement. The filing of this document is required by the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide this information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, DC. Statements are also available online at the Registration Unit's webpage: <http://www.fara.gov>. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: <http://www.fara.gov>.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .49 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Counterespionage Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name and Address of Registrant Burson-Marsteller		2. Registration No. 2469	
3. Name of Foreign Principal PromPeru		4. Principal Address of Foreign Principal Av. Republica de Panama No 3655 San Isidro, Lima, Peru	
5. Indicate whether your foreign principal is one of the following:			
<input checked="" type="checkbox"/> Foreign government			
<input type="checkbox"/> Foreign political party			
<input type="checkbox"/> Foreign or domestic organization: If either, check one of the following:			
<input type="checkbox"/> Partnership		<input type="checkbox"/> Committee	
<input type="checkbox"/> Corporation		<input type="checkbox"/> Voluntary group	
<input type="checkbox"/> Association		<input type="checkbox"/> Other (<i>specify</i>) _____	
<input type="checkbox"/> Individual-State nationality _____			
6. If the foreign principal is a foreign government, state:			
a) Branch or agency represented by the registrant Comision de Promocion del Peru para la Exportacion y el Turismo			
b) Name and title of official with whom registrant deals Gilda Ortiz			
7. If the foreign principal is a foreign political party, state:			
a) Principal address			
b) Name and title of official with whom registrant deals			
c) Principal aim			

Formerly CRM-157

FORM NSD-3
Revised 03/11

8. If the foreign principal is not a foreign government or a foreign political party:

a) State the nature of the business or activity of this foreign principal.

b) Is this foreign principal:

- Supervised by a foreign government, foreign political party, or other foreign principal Yes No
- Owned by a foreign government, foreign political party, or other foreign principal Yes No
- Directed by a foreign government, foreign political party, or other foreign principal Yes No
- Controlled by a foreign government, foreign political party, or other foreign principal Yes No
- Financed by a foreign government, foreign political party, or other foreign principal Yes No
- Subsidized in part by a foreign government, foreign political party, or other foreign principal Yes No

9. Explain fully all items answered "Yes" in Item 8(b). *(If additional space is needed, a full insert page must be used.)*

10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this Exhibit A to the registration statement and that he/she is familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date of Exhibit A	Name and Title	Signature
February 27, 2013	Sharon Balkam, Managing Director	/s/ Sharon Balkam

eSigned

U.S. Department of Justice

Washington, DC 20530.

Exhibit B to Registration Statement**Pursuant to the Foreign Agents Registration Act of 1938, as amended**

INSTRUCTIONS. A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements, or, where no contract exists, a full statement of all the circumstances by reason of which the registrant is acting as an agent of a foreign principal. Compliance is accomplished by filing an electronic Exhibit B form at <http://www.fara.gov>.

Privacy Act Statement. The filing of this document is required for the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide the information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, DC. Statements are also available online at the Registration Unit's webpage: <http://www.fara.gov>. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: <http://www.fara.gov>.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .33 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Counterespionage Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name of Registrant Burson-Marsteller	2. Registration No. 2469
3. Name of Foreign Principal PromPeru	

Check Appropriate Box:

4. The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach a copy of the contract to this exhibit.
5. There is no formal written contract between the registrant and the foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach a copy of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
6. The agreement or understanding between the registrant and the foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and expenses, if any, to be received.
7. Describe fully the nature and method of performance of the above indicated agreement or understanding.

A proposal was submitted to Promperu on 11/26/12 detailing the work that would be performed. The client agreed and issued a purchase order for the work.

8. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

Program Element #1: Media list development, generation/adaptation and distribution of press materials
Program Element #2: News Bureau + On-site staffing
For more detailed activities - please refer to the submitted proposal.

9. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act and in the footnote below? Yes No

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this Exhibit B to the registration statement and that he/she is familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date of Exhibit B	Name and Title	Signature
February 27, 2013	Sharon Balkam, Managing Director	/s/ Sharon Balkam eSigned

Footnote: Political activity as defined in Section 1(o) of the Act means any activity which the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.



Burson-Marsteller

Burson-Marsteller
601 Brickell Key Drive,
Suite 900
Miami, Florida, 33131

T 305 347 4300
F 305 347 4301

Thursday, November 26, 2012

Gilda Ortiz
Comisión de Promoción del Perú
para la Exportación y el Turismo
PROMPERÚ

Dear Ms. Ortiz,

On behalf of Burson-Marsteller, we thank you for considering us for the opportunity to generate increased awareness and enthusiasm surrounding the InPerú US Roadshow taking place in Chicago, New York and San Francisco in January 2013. Please find below the budget estimate based on the information you shared with us. We will be glad to revise some of these elements once we have the chance of revising with you and your team the final scope of work. Below is an individualized breakdown of the various elements we suggest implementing over a two (2) month timeframe starting in December, 2012.

I. PROPOSED PROGRAM ELEMENTS

Program Element #1: Media list development, generation/adaptation and distribution of press materials

1. Burson-Marsteller will create a list of media, journalists, bloggers and other key opinion influencers based in the US that are relevant for the InPeru events that will take place in NY, Chicago and San Francisco. This list will include also pan regional Latin American media and some selected US Hispanic ones.
2. Burson-Marsteller will develop the English language media advisory and press release, customizing it to suit each of the three markets (Chicago, New York, San Francisco). The media advisory would serve as a save the date for journalists.
3. B-M would also draft an English language pitch note to accompany media advisory and press release and distribute it to our media lists specifically created for each event. This customized pitch note should be hyper local and include relevant economic and tourist information related to Peru that applies to each market, to accompany the media advisory and subsequent press release.
4. B-M will distribute the press release in each market through Business Wire to increase visibility.
5. A digital press kit will be created on a branded flash drive that would include a press release, fact sheet, high-resolution .jpg images, video and other available assets to be identified.

#1: Professional fees and materials development: US\$ 9,900.

Program Element #2: News Bureau + On-site staffing

The news media is by far the most powerful delivery vehicle in the communications spectrum. A positive news story is often the most critical step in the process of managing perceptions. An adverse news story usually triggers negative perceptions. An organization's media relations strategy is often the most critical element of its communications program. Positive coverage and increased visibility come from building relationships with a defined universe of journalists --- in the case of the In Peru events, these are reporters in several different fields, including those writing for your direct audience.

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PROMPERÚ/InPerú Road Show– Communications Proposal

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B-M's media relations plan would include the following elements:

- Develop media list composed of the top 20 most desirable outlets in each market (print, broadcast, and online) which are most likely to cover the events, from a business, economic and tourism perspective
- Develop story pitches/angles surrounding road show that make sense locally in each market
- Introduce designated spokesperson(s) to media to establish impactful relationships
- Periodically collect, track and share coverage of the In Peru events and its involvement in the road show
- Respond to media requests made directly to provide interviews with spokesperson, .jpg images, video, collateral materials, etc.
- Provide one B-M staffer to handle media relations at each event and work alongside PROMPERÚ's communications staff to assist with on-site media check-in, interview requests, distribution of press kits, etc.
- Media monitoring and final report

#2: Professional fees and local expenses for all three cities: U\$S 40,000.

***Note: the budgets proposed above INCLUDE taxes or withholdings based on an estimate of 15%.**

Total Budget: U\$S 49,900.-

II. CONCLUSION

We hope that this information will provide you with the necessary information. We strongly believe that Burson-Marsteller can be a truly valuable partner for PromPeru in helping it to fulfill both its business and communications objectives, and we are very enthusiastic about the possibility of working with you in the near future.

If you have any questions, please do not hesitate to contact me at any time. We look forward to working with you.

Sincerely yours,



Claudia Gioia
Managing Director
Burson-Marsteller
Market Leader

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**ORDEN DE SERVICIO N°
PROMPERU**
Calle Uno Oeste N°50 Piso 13 Urb. Corpac, San Isidro
Teléfono: 616-7300

OS12120182
Fecha: 12/12/2012

N° Exp. SIAF: **J2J66**

Página 1 de 1

Señor(es):	BURSON-MARSTELLER LLC	Teléfono/Fax:	10338866349
Dirección:	Estados Unidos	RUG:	MENDOZA ZELAYA, EBERT ALBERTO
Distrito:	FL	Elaborado Por:	Dirección de Promoción de la Imagen del País/Departamento de Proyectos Especiales Imagen
SBS N°:	SBS12007712	Area Solicitante:	CARRASCO ROMERO, JESSICA PIERINA
Garantía:		Solicitante(s):	Inicio:
Forma de Pago:	PAGO ADELANTADO		Fin:
Nro. PAC:		Plazo de Ejecución:	Rueda de Inversiones InPerú USA
Facturar a Nombre de:	PROMPERU 20307167442	Evento:	INTER-
		Proceso:	Av. República de Panamá N° 3655, San Isidro, Lima Perú
		Dirección:	

Nro	Cant	U. M.	ARTICULO	VALOR		
			Descripción	T.M.	UNITARIO	TOTAL
			CONTRATACION DE EMPRESA DE RELACIONES PUBLICAS - INPERU USA			
1	1	Unidad	SERVICIO DE AGENCIA DE RELACIONES PUBLICAS Y MONITOREO DE MEDIOS P.J. DE ACUERDO A LOS DOCUMENTOS QUE FORMAN PARTE DE LA PRESENTE ORDEN EVENTO: INPERU USA LUGAR: NEW YORK, CHICAGO, SAN FRANCISCO FECHAS DEL EVENTO: DEL 28 AL 31 DE ENERO 2013 PLAZO DE EJECUCION: A PARTIR DEL DIA SIGUIENTE DE LA RECEPCION DE LA ORDEN DE SERVICIO Y CULMINARA 30 DIAS CALENDARIO POSTERIOR A LA FECHA DEL EVENTO FORMA DE PAGO: MEDIANTE TRANSFERENCIA BANCARIA PROCESO: INTER 876-2012-PROMPERU LUGAR DEL EVENTO: NEW YORK - CHICAGO- SAN FRANCISCO	US\$	49,900.00000	49,900.00
Sub-Total						49,900.00
Impuestos						I.G.V 0.00
Total US\$						49,900.00

Observaciones: Monto (S/): 129,191.10 TC.S/ (2.589)

AFECTACIÓN PRESUPUESTAL							AFECTACIÓN PRESUPUESTAL						
Area	Sub area	Partida	Fte	Crédito Pptal S/.	Meta	Fte	Función	Prog	Sub Prog	Actividad	Componente	Clasificador	Crédito Pptal S/.
DPI	DPEI	984.2012	ROR	129,191.10	0007	09	09	022	0045	01252	5000709	2.3.02.07.01.99	129,191.10

En el caso que el plazo de entrega venciera en un día inhábil, se entenderá prorrogado hasta el primer día hábil siguiente. El proveedor deberá hacer entrega de la Factura o Recibo de Honorarios Profesionales, según corresponda, indicando en el mismo el número de la O/S correspondiente, los días lunes, miércoles o viernes de 09:00 a 13:00 horas, en la Unidad de Asuntos Financieros ubicada en Calle Uno Oeste N° 50, Piso 14, Edificio MINCETUR, San Isidro - Lima 27.

*A partir del 01 de Noviembre del 2002, mediante Resolución N° 135-2002/SUNAT, PromPerú ha sido designado Agente de Retención del I.G.V. del 6% por montos mayores a S/ 700.00 en caso de ser bienes contribuyentes, sirvan adjuntar a la Factura la resolución emitida por la Sunat.

El contratista se obliga a cumplir las obligaciones que le corresponden, bajo sanción de quedar inhabilitado para contratar con el estado en caso de incumplimiento. Salvo autorización expresa de PROMPERU, EL CONTRATO no podrá utilizar el nombre, icono, logo, slogan sello o marca de aquel, con fines publicitarios, de muestras ni de ninguna otra índole. La misma norma será de aplicación para la utilización de las fotografías, diseños, o demás materiales gráficos y/o artículos de promoción que PROMPERU haya proporcionado a EL CONTRATO con ocasión de sus servicios. EL CONTRATISTA deberá adoptar las medidas de seguridad necesarias para garantizar la confidencialidad de la data o contenidos del material a desarrollar como arte de sus servicios, así como la protección de los elementos gráficos suministrados.

Bajo ningún concepto EL CONTRATISTA podrá hacer uso o distribución (Sea gratuita u onerosa) de las piezas elaboradas, así como de alguno de los elementos que la conforman.

La mercadería será entregada en
Almacén: Edificio MINCETUR
Calle Uno Oeste N°50 Piso 13 Urb. Corpac,
San Isidro

AUTORIZACIÓN DE COMPRA	
Responsable de Adquisiciones	Jefe Unidad Asuntos Administrativos
<i>[Firma]</i>	<i>[Firma]</i>

Cuenta por Pagar	
US\$.	