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PERSPECTIVES ON BUSINESS AND ECONOMICS

Volume 35 2017

THE GAY AND DOUGLAS LANE
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STUDENT ASSOCIATES

LEVERAGING PERU'S ECONOMIC POTENTIAL

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Perspectives on Business and Economics is the journal of the Martindale Student Associates Honors Program founded and run by the Martindale Center for the Study of Private Enterprise at Lehigh University. Each year, a faculty panel selects twelve of Lehigh's finest undergraduate students to become Martindale Student Associates. The students each undertake a research project focusing on an aspect of the economy and business environment of a foreign nation. The country of focus changes each year. During their senior year the students complete their research and prepare their articles for publication as a volume of the journal.

The students' study of Peru began early in the spring of 2016. After a number of on-campus orientation seminars, the group made its annual trip to Washington, D.C., for a series of in-depth country briefings at the Embassy of Peru and the Inter-American Development Bank. In May 2016, the Student Associates with their faculty advisors traveled to Lima for an intensive ten days of meetings, lectures, briefings, and discussions with leaders from government, business, and academia whose expertise and enthusiastic participation in and support for the program are key to the success of our mission.

Special Thanks

The Martindale Center acknowledges the invaluable participation of alumni, parents, and friends and the many experts from business, industry, government, and research and academic institutions in Peru and in the USA who gave generously of their time and expertise as advisors, co-organizers, and speakers to help make the 2016–17 program and Volume 35 of this journal a success.

Eduardo Montero '94, Head of Wealth Management at the Banco de Crédito del Perú in Lima, kindly authored the introduction to this year's journal, articulating the Peruvian economic context within which the students' articles were conceived. Thanks also to Eduardo and his team at the bank for hosting the group for a morning of insightful briefings. A special thank you to Roxana Ramos for her coordination and kind attention throughout.

Dr. Luis Miguel Castilla, former Ambassador of Peru to the United States, and his outstanding public diplomacy officers, Arturo Arciniega and Patricio Linderman, hosted us at the Embassy of Peru in Washington, D.C., and facilitated our passage every step of the way.

Conrado Falco, Director of the Trade Commission of Peru in New York City, and his colleague, Alvaro Chocano, traveled to campus to meet with the students, presented a comprehensive overview of the Peruvian economy and business environment, and helped set up sessions with government ministries and the ProInversión agency in Lima.

F. Javier Urra, then Senior Operations Specialist and Country Coordinator for Colombia and Peru, Andean Group (CAN), Inter-American Development Bank, shared his insights on Peru's social and economic development and held a fascinating afternoon of discussions with his knowledgeable team.

The engagement of former Consul General of Peru, Vitaliano Gallardo, and his successor, Alberto Hart, was heartwarming and motivating for the students.

Peruvian TV anchor Mónica Delta, and her spouse Gerard Hill, in the midst of a hotly contested general election, graciously took time out from her on-air interviews with the candidates to have dinner with the students and to answer their innumerable questions about current affairs, the election, and Peruvian politics. Thank you for an unforgettable evening.

Long-time Martindale friend, Jim Spinner '73, as he has so many times in the past, generously reached out to his exclusive professional network on our behalf, opening doors at the highest levels.

The team at the educational travel company Austral Group was exemplary in their professionalism: Chris Morley, Mónica Villanueva, Lia Valencia Martinez, Nora Astudillo, and Juan De Dios Castilla.

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LEVERAGING PERU'S ECONOMIC POTENTIAL

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