

**KEYHOLE**

EVENTOS · CREATIVIDAD · DIRECCIÓN DE ARTE · PRODUCCIÓN

BBVA Paracas CADE Cocktail - 30 m Video Mapping. Seaside



# EVENTS.

**We create ideas and concepts generating memorable experiences.** Our talented creative team and artists design unique experiences to ensure that each of the events we produce is just what our client needs.

At **Keyhole Perú** we create and design integrated strategies that offer **storytelling** as part of the personality of each event.



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# CREATIVITY.

With 12 years of experience in events we approach the creativity cohesively with production and management.

To see what nobody sees, to think what no one has thought, and to do what nobody dares to do, are some of the characteristics of our service.

Our team of creatives is at the forefront of new trends in the local and international market and looks forward to solve new challenges



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# PRODUCTION DESIGN.

The production design is responsible for the image and its visual codes. It is crucial for the public to correctly decode the message or story our client wants to tell.

Through colors, shapes and styles, in Keyhole Peru, we reinforce concepts, communicate, and excite.

Part of our team are the most renowned designers, visual artists, set and props designers and costumers of the country.



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# PRODUCTION.

We handle all logistic and general production of any national or international event, we articulate all the areas so each one of our projects are the result of a carefully planned strategy.

We are proud of the meticulous level of detail that we take on the production of each one of the events commissioned to us, it is satisfying to say that our productions have far exceeded the expectations of success of each of our clients.

We love to lead challenging projects everytime.



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# BRISTOL-MYERS SQUIBB

III IO Summit Latin America







**BBVA**  
Inaugural Cocktail of CADE







# PROMPERÚ

III Macrorrueda Alianza del Pacífico  
Pacific Alliance Business Summit







**TGP**

Kámani Natural Gas Compression Plant Kick Off



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# ISLAMIC DEVELOPMENT BANK

Annual World Bank Meeting - IMF Luncheon



*Menù*

Starters/Appetizers:  
Shrimp Quiche



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# PERÚ DESIGN NET

International Innovation Forum







# ROCHE PERÚ

Medical Conferences and Congresses







# THE CLINTON GIUSTRA ENTERPRISE PARTNERSHIP

Cooperation Agreement Signature







**TGP**  
End of the Year Party







**BBVA**  
World Bank Group CFO Visit



 **KEYHOLT**  
EVENTOS · CREATIVIDAD · DIRECCIÓN DE ARTE · PRODUCCIÓN







**ROCHE LATAM**  
Star 2013 Latin American Summit







# MINCETUR

Chef Tour: Local Farmers Support Roadshow







**COLP**

On-site Family Fun Day



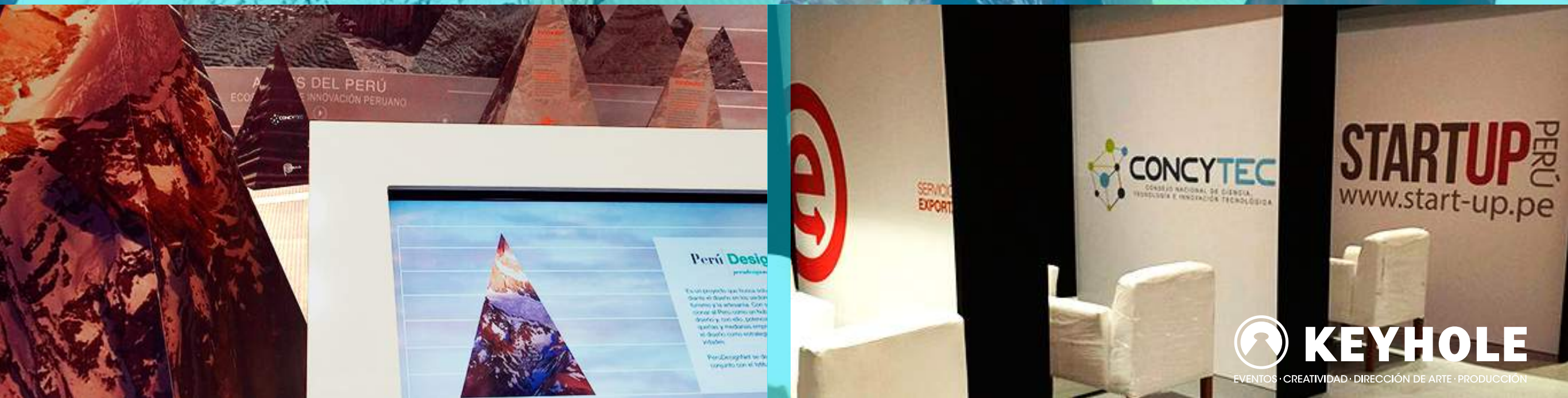
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# PROMPERÚ LAB 4+

Peruvian Innovation Ecosystem Exhibit - Puebla Mexico







# SUPERMERCADOS PERUANOS

Macedonias: Annual Business Review







# CIENPIES PRODUCCIONES

Production Design and Creativity for Coca Cola Annual Party







# PRODUCTION DESIGN

Advertising, TV and Film Industry





# TEMPORARY STRUCTURES.

We design and build temporary buildings using the the best aequipment available with the highest standards, allowing your dream to become an event that no one will forget.

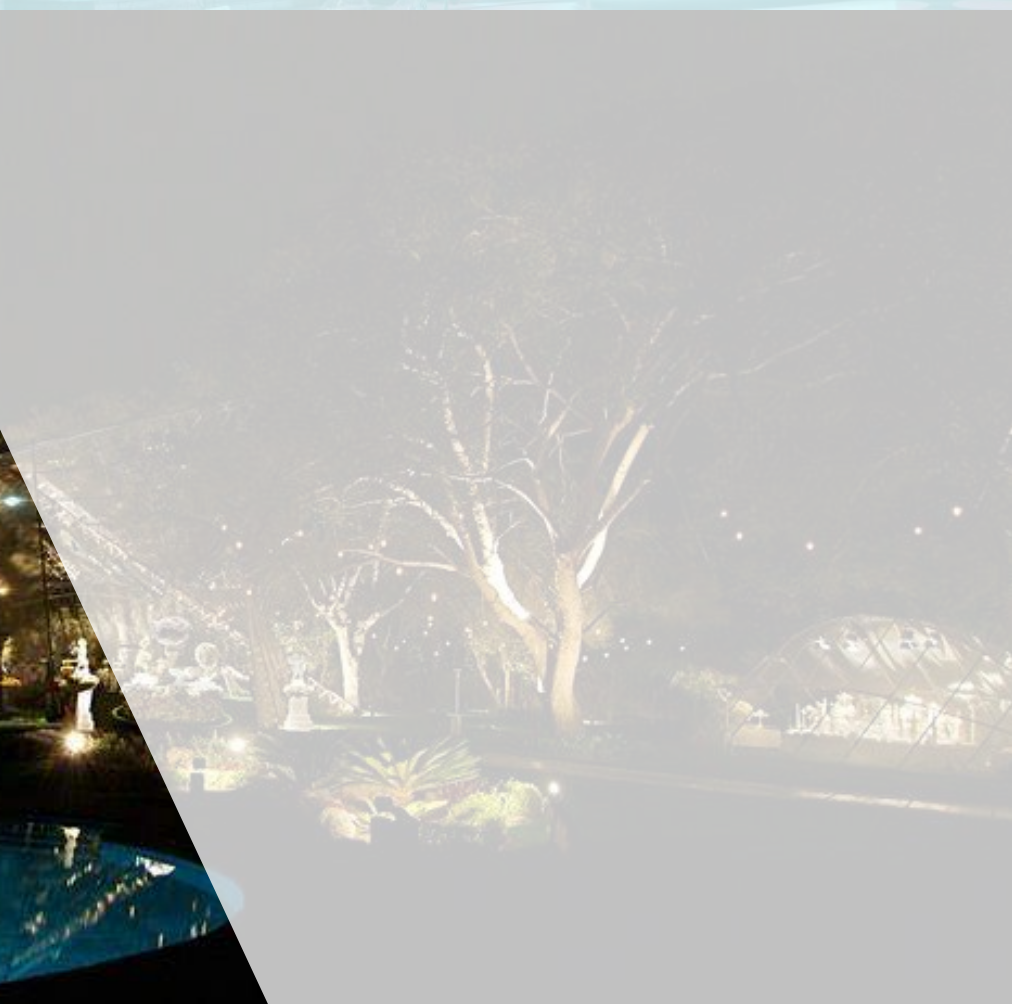






# LAYHER.

Structures made by “LAYHER”, designed and manufactured in Germany. Their versatility allows us to build everything you can imagine.





CUMBRE EMPRESARIAL

# RODER SYSTEM.

**Structures made by “Röder HTS”, designed and manufactured in Germany, with the highest quality and safety standards, certified by DIN in ISO 9001 - 2005; DIN in ISO 14001 - 2009.**

Column-free structures

All main frame components are precision manufactured from a combination of European sourced high-grade anodised

aluminium and hot dipped

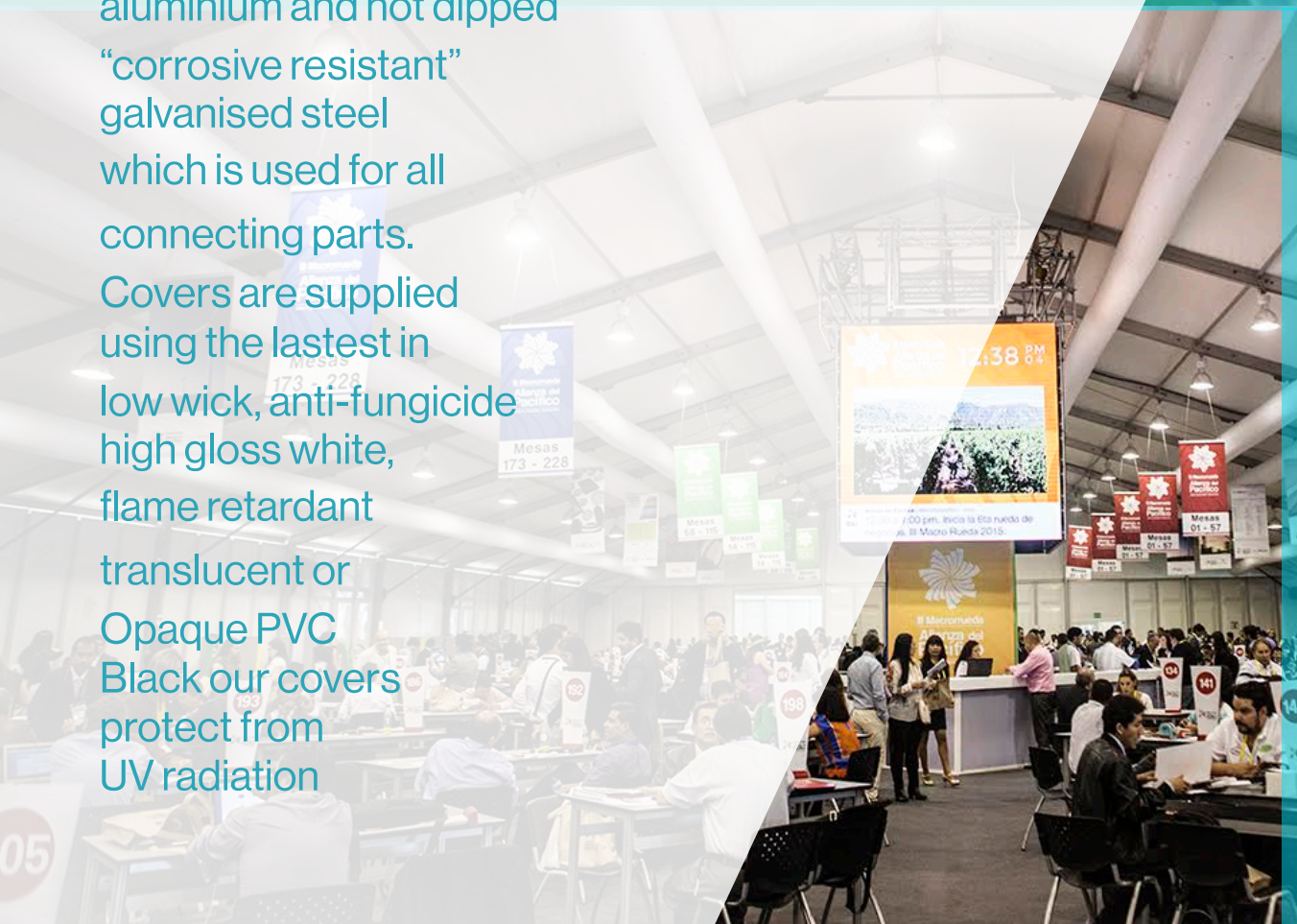
“corrosive resistant” galvanised steel which is used for all connecting parts.

Covers are supplied using the latest in low wick, anti-fungicide high gloss white, flame retardant

translucent or

Opaque PVC

Black our covers protect from UV radiation





HERITAGE ADVANCE EXPERIENCE INCENTIVES MODERN SINE EVENTS CULTURAL HERITAGE CE EXPERIENCE FRIENDLY INFRASTRUCTURE CULTURAL HERITAGE VENTS CUISINE INCENTIVES EXPERIENCE CONNECTIVITY ADVANCE CULTURAL HERITAGE

# Peru



CONNECTIVITY EVENTS MODERN CUISINE ADVANCE EXPERIENCE EVENTS CONNECTIVITY INCENTIVES EXPERIENCE CUISINE ADVANCE EVENTS FRIENDLY CULTURAL HERITAGE FRIENDLY CUISINE MODERN EVENTS ADVANCE INCENTIVES ADVANCE CULTURAL HERITAGE



# Ready for your event...

Twenty-first century infrastructure, attention to every last detail, original attractions, world-class cuisine. In Peru, you'll find everything you need for meeting and event tourism. And much, much more.

One of the defining traits of our personality as Peruvians is a passion for making sure that our guests receive only the best attention. For us, demanding clientele—of the sort that attends events—deserves the same treatment as our closest of friends: we give them only the best. And in our case, the best means more than pleasant lodgings, modern facilities, and professionals ready and willing to exceed your expectations.

Annual Meeting World Bank Group and International Monetary Fund, Lima 2015 © Stimulus



**The Perfect Combination**

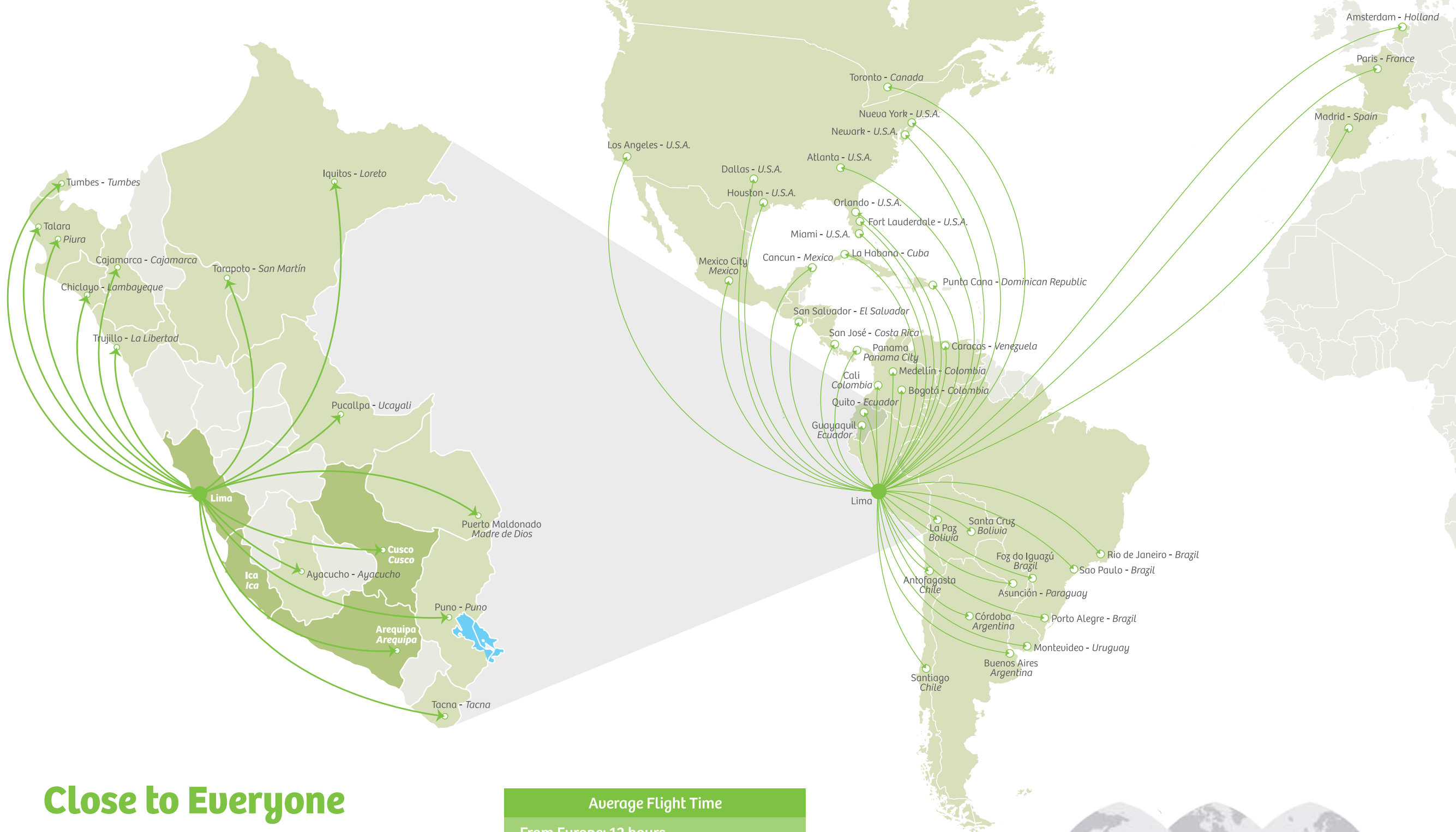
District of San Isidro, Lima © Fernando López/PROMPERÚ



**More Than You Expect**

Dancers on the island of Taquile, Puno © Janine Costa/PROMPERÚ





## Close to Everyone

Due to its strategic location, Lima serves as a regional hub. International flights arrive at Jorge Chávez Airport, considered one of the best in South America, where it is possible to catch domestic connecting flights to the country's main tourist destinations.

- Over 30 international destinations and 1,000 flights per week.

Average Flight Time	
From Europe:	12 hours
From North America:	5 hours
From South America:	4 hours
From Asia:	25 hours (via U.S.) 32 hours (via Europe)

### Main Domestic Air Routes

- Departure point
- Destination point
- Route
- Destination departments
- Lake Titicaca
- Meeting tourism destinations

This graphic is provided for reference purposes only. The boundaries shown herein do not take precedence over international boundaries. Approved by RD 0382-RE from November 9, 2015.







# 5 Reasons to Pick Peru

To help you plan and organize an event or travel incentive, here are five reasons that are sure to tip the balance in favor of our country:

## 1. A Country with Its Eyes on the Future

With an economy that has led the Latin American boom of recent years, Peru never ceases to surprise the world with its strengths.

Open to the world: Peru has signed free trade agreements (FTAs) with the greatest powers in the world, including the United States, the European Union, and China.

It is one of the best countries to do business in, according to the World Bank's Doing Business Report.

## 2. Close to Everyone

The strategic location of Peru, and particularly the city of Lima, makes our country the best choice for your next event. Non-stop flights from the world's most important cities arrive at Jorge Chávez International Airport, the region's main hub. The airport is considered one of the best in South America, offering connecting flights to the country's top tourist destinations.





### **3. With Arms Wide Open**

Three cities, all declared World Cultural Heritage by the UNESCO, and a seaside resort situated alongside a protected natural area, combine modernity and first-class infrastructure with historical wealth.

### **4. World-Class Cuisine**

Peru is the Western Hemisphere's premier culinary destination. Our cultural heritage and geographic variety have made us experts in offering a range of delicacies.

- Recipes that date back centuries, now adapted to the innovative offerings of fusion cuisine.
- The chance to enjoy fruits and vegetables harvested that very same day, along with the freshest of seafood. Peru is also a leader in organic farming techniques.
- Peru is the birthplace of pisco, the distilled grape brandy that tastes great on its own or in a dazzling array of cocktails.

### **5. Professionalism and Cordiality**

Infrastructure, professionalism, and attention to every last detail in the organization of your event.

From events for over twelve thousand participants to incentive travel for senior executives of multinational corporations, Peru has played host to a long list of presidents, prime ministers, international opinion leaders, heads of multilateral organisms, and CEOs.



# Lima ...

Elegant, dynamic, and modern, but above all, friendly... and with an ocean view. Peru's capital has been preparing a long time for the changes of the twenty-first century, and it has more than succeeded in its goals.

Today, this city and its colorful past—both Pre-Hispanic and Colonial—have taken bold steps into the new millennium, perhaps more successfully than any other metropolis of its size. Its transformation has occurred hand-in-hand with Peru's economic growth, which has been ongoing now for fifteen uninterrupted years, driven primarily by domestic and foreign private investment.

Because of this, Lima is accustomed to receiving businesspeople from all over the world, with trade and investment missions rising exponentially in recent years. Of course, it has also accumulated vast experience in organizing major events, such as meetings and congresses, and it is a new and highly regarded incentive travel destination.



### How to Get There

Main entry point to Peru via air, with connections to the rest of the country.

Over 1,000 international flights and 1,600 domestic flights per week.



### Altitude

154 masl



### Temperature

High: 26° C in summer

Low: 17° C in winter

### What to Do in Lima?



#### Modern

- Shopping and dining
- Casinos and nightlife
- Cultural and artistic activities



#### Historical

- Archaeological sites: Pachacamac, Huaca Pucllana, and Huaca Huallamarca
- Archaeological museums and exhibitions
- Churches, convents, and Colonial mansions in historic downtown Lima



#### Adventure

- Paragliding and surfing on the Costa Verde





Traditional marinera dance and Peruvian paso horse at the Hacienda Mamacona, Lurín © Enrique astro-Mendívil/PROMPERÚ

## Convenience

The city offers an ever-growing supply of first-class hotels, many of them members of the world's most prestigious chains, along with domestic chains that guarantee world-class service, equipped with facilities ready to host all types of corporate events.

Indeed, tourism—including business tourism—has been one of the driving factors behind Peru's economic growth. Given Lima's position as the gateway to Peru, the city features one of the best-equipped airports in Latin America, with services and facilities that have earned it prestigious international awards.

If we combine this modern infrastructure with nature's generosity, we get a perfect place for meetings: the city's climate is mild, with seasonal variations that are far from extreme. For proof, one need look no further than Lima's beaches, where surfers ride the waves all year round and bathers turn out in droves in the summertime, taking advantage of their good fortune as residents of a city on the sea.



## Charm

There is nothing better to cap off a meeting or business trip than one of Lima's traditional dishes, whether inspired by typical regional cuisine, an Andean or Amazonian fusion, or heaped high with fresh seafood. After all, the city is just a few steps from the ocean.

And then there's the shopping. Lima offers everything from the world's most famous brands to stores stocked with fine alpaca wool apparel and silver jewelry wrought by Peruvian designers, not to mention high-end artisans, who offer an unparalleled testimony to Peruvian creativity and originality.

In addition to dining and shopping, Lima offers countless options for outdoor activities. There is nothing better to help stay in shape than going out for a run or a bike ride, or taking advantage of the private hotel gyms. For those seeking an added dose of adrenaline (we know that the business world is full of you), the city's array of adventure sports is broad and diverse. And for those who prefer a bit of peace and quiet, Lima's parks are the perfect solution.



Incentive group © Stimulus

## Surprises

When you come to Lima, you'll find a metropolis wildly different from what you imagined: a breathtaking combination of gorgeous Colonial mansions, impressive Pre-Hispanic religious sites, and a multitude of buildings boasting twenty-first century architecture in residential neighborhoods and financial centers.

Lima has always been a city that has attracted people from all over the world, and its exceptionally outgoing residents make it the ideal place for a comfortable stay. We're waiting for you.



# Auditoriums, Halls, and Convention Centers

Name	Events Area (m <sup>2</sup> )	(Sq ft)	Capacity	N° of Rooms	Name	Events Area (m <sup>2</sup> )	(Sq ft)	Capacity	N° of Rooms
Lima Convention Center	14 925	160 651	9 950		Hotel Estelar Miraflores	200	2 153	240	151
Swissôtel Lima	1 891	20 355	1 641	345	NM Lima Hotel	193	2 077	150	126
The Westin Lima Hotel & Convention Center	1 661	17 879	2 254	301	Royal Park Hotel	192	2 067	190	81
María Angola Hotel & Centro de Convenciones	1 400	15 069	1 800	84	Business Tower Lima Hotel	192	2 067	250	129
El Pueblo - Resort & Convention Center	1 250	13 455	1 200	218	Hotel José Antonio	182	1 959	200	84
Sheraton Lima Hotel & Convention Center	1 153	14 411	1 000	431	Del Pilar Miraflores Hotel	179	1 927	180	53
Delfines Hotel & Casino	799	8 600	600	206	Hotel Libertador Lima	150	1 615	130	54
El Pardo DoubleTree by Hilton	723	7 782	400	151	El Condado Miraflores Hotel & Suites	144	1 550	140	50
JW Marriott Hotel Lima	551	5 931	600	300	Miraflores Colón Hotel	136	1 464	180	66
Kingdom Hotel	450	4 844	300	85	Nouvel Lima	118	1 270	140	208
Sol De Oro Hotel & Suites	430	4 628	550	83	Country Club Lima Hotel	110	1 184	120	75
Gran Hotel Bolivar	362	3 897	220	50	Hotel & Spa Golf Los Incas	95	1 023	100	87
Hilton Lima Miraflores	340	3 660	400	207	Hotel Boulevard	92	990	100	55
Sonesta Hotel El Olivar	319	3 434	340	134	Radisson Decapolis Miraflores	87	936	80	111
Casa Andina Private Collection Miraflores	270	2 906	250	137	El Polo Apart Hotel & Suites	80	861	80	34
Hotel San Agustín Exclusive	264	2 842	300	96	Aku Hotels Lima	77	829	70	36
Wyndham Costa del Sol	261	2 809	250	130	Casa Andina Select Miraflores	70	753	50	155
Hotel Nobility Lima	258	2 777	150	59	Fiesta Hotel & Casino	70	753	40	99
Atton San Isidro	228	2 454	150	252	Los Tallanes Hotel y Suites	53	570	60	64
Belmond Park Hotel	225	2 422	300	81	Hotel Miramar	50	538	70	55
Meliá Lima Hotel	218	2 347	500	180	Exe Conquistadores Hotel Lima	45	484	30	45





# Paracas...

A truly out-of-the-ordinary destination, the desert landscape here looks like the surface of another planet, and the region's history is no less extraordinary. Paracas is a famed seaside resort with long beaches, seaside residences, a boat club, and modern hotels and resorts. To discover all of its nooks and crannies is to comprehend the language of nature, full of harmony and peace.

Just four hours from Lima via a newly upgraded highway, Paracas is the perfect combination of nature—with its government-protected natural reserve—and Pre-Hispanic legacy. It was once the center of one of Peru's most important ancient civilizations, predating the Inca Empire and noted for its achievements in medicine and textiles. The textiles of the Paracas culture, woven from the finest materials (cotton, alpaca and vicuña wool) and dyed with natural colors (obtained from plants, animals, and minerals), continue to surprise the world's top experts.



**1,000** delegates  
(Meeting facility)



#### How to Get There

Located 261 km south of Lima, a 4-hour trip by highway



#### Altitude

154 masl



#### Temperature

Average: 22 °C.

#### What to Do in Paracas?



##### Natural

- Visit the Paracas National Reserve - Ballestas Islands.



##### Adventure

- Surfing and watersports
- Activities in the desert dunes (off-roading, sandboarding, dune buggies)



##### Captivating

- Excursions to the desert dunes, with a leisurely break in luxury camps
- Fly-overs of the Nasca Lines
- Yacht trips
- Visits to pisco distilleries





Hotel Paracas a Luxury Collection Resort © Marco Garro / PROMPERÚ

## Convenience

Along with traditional beachfront houses, modern-day Paracas offers five-star hotels that exist in harmony with their natural surroundings, dazzling visitors with the comfort on offer. Spas with an ocean view, massage sessions, halls for celebrations, and infinite swimming pools that seem to meld into the Pacific Ocean. Paracas can be visited on private yachts, as well, with added visits to the Ballestas, San Gallán, and Chincha Islands.

## Charm

Paracas is synonymous with the sea and fresh ingredients that provide the perfect balance to delicious recipes handed down by generations of hardworking and modest fishermen. This is the land of cooked on the griddle and the grill, not to mention shellfish and creations prepared with local vegetables, such as the mouthwatering *pallares*, a Lima bean chowder made from maize, rice, and milk. There are exquisite desserts for all tastes, including delicate *dulce de leche*, pecans, figs, or candied limes, all bathed in caramel.

## Surprises

The Paracas National Reserve contains a wealth of landscapes that will take your breath away. The blue sea contrasts with the immaculate whites and golds of the desert, the breeze brings to life the sun's bold rays, and the cheerful beaches welcome those looking to enjoy the cool ocean waves. Off the coast lie the Ballestas Islands, offering a whole world of biodiversity (the reserve is home to an estimated 36 species of marine and land mammals, as well as 215 types of migratory birds).



Fine seafood dishes © Enrique Castro-Mendiuit / PROMPERÚ





# Auditoriums, Halls, and Convention Centers

Name	Events Area (m <sup>2</sup> )	(Sq ft)	Capacity	Nº of Rooms
Aranwa Paracas Resort & Spa	400	4 306	450	115
Hotel Paracas a Luxury Collection Resort	424	4 564	460	120
La Hacienda Bahía Paracas	370	3 983	358	68
Hotel San Agustín Paracas	292.5	3 148	350	123
DoubleTree Resort by Hilton Hotel Paracas	270	2 906	280	124
<b>In Ica:</b>				
Las Dunas Hotel	540	5 813	600	130
Hotel Viñas Queirolo	248.22	2 671.82	100	45





# CLIENTS.

BBVA Continental

MERCK

Claro

HUNT



ISLAMIC DEVELOPMENT BANK GROUP



Coca-Cola



ATENCIÓN:





# **CONTACT.**

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