

# Award Winners

Incopa/Papa Andina.  
Lima, Peru.  
December 1st, 2005.



Representatives from A&L, Incopa/Papa Andina and the SDC, during the awards ceremony.



We are pleased to announce that on November 30th, the Incopa/Papa Andina Project and the company A&L Exports were jointly awarded as winners of 'Creatividad Empresarial 2005' (Entrepreneurial Creativity 2005). The **T'ikapapa**, selected-bagged native potatoes, was the winner in the Food category. Incopa/Papa Andina is a CIP coordinated project funded by the Swiss Agency for Development and Cooperation.

The contest, organized by the Universidad Peruana de Ciencias Aplicadas (Peruvian University of Applied Sciences), is the most renowned one of its kind among Peruvian business sector. During the awards ceremony a great deal of interest was generated on this effort of relating poverty reduction, creativity, and a sustainable business development.

The jury said to have considered that **T'ikapapa** revalues potato's biodiversity and promotes it with a new marketing concept. Furthermore, the **T'ikapapa** concept takes advantage of biodiversity

to generate added value for small-scale Andean producers and committed agri-enterprises.

**T'ikapapa** is marketed in the Peruvian supermarkets Wong and Metro, and supplied by small-scale producers of the mountains.

Complementing this news, the FAO communicated today its decision to declare the year 2008 as the "International Year of Potato". During this year special meetings at international, regional and national levels will be held to discuss potato promotion, production and consumption.



Winner Certificate:  
Incopa Project and  
A&L, first place in the  
Food Category.