



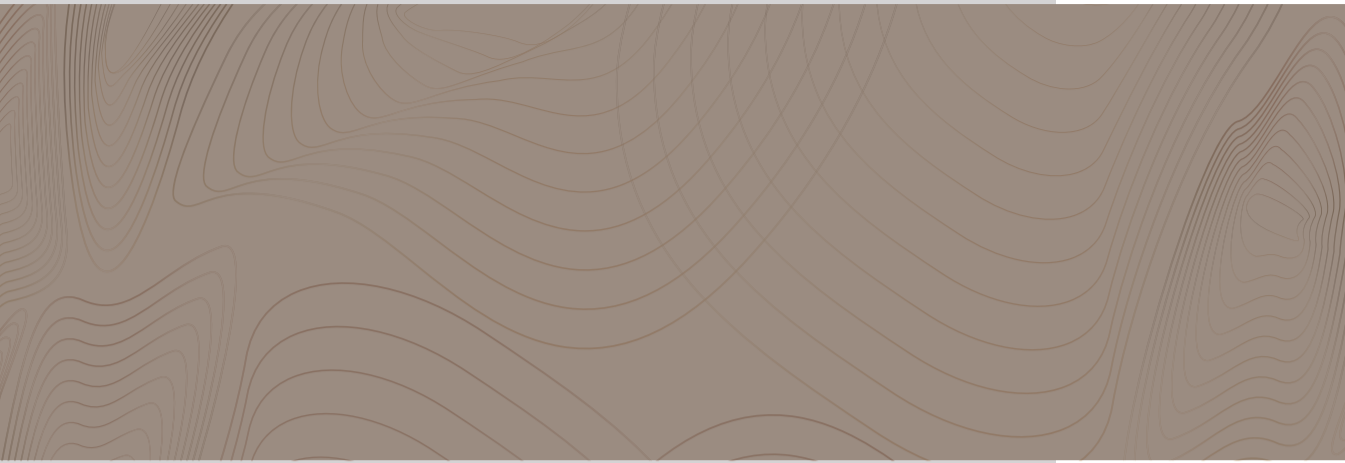
# Asociación Internacional de la Alpaca

International Alpaca Association



The International Alpaca Association-IAA is a private non-profit organization, founded in 1984 in the city of Arequipa-Peru, with more than 40 years of institutional life.

The IAA aims to promote and protect the image of alpaca fiber and its derivatives in Peru and the world.



# OUR COMMITMENT

## COMMITMENT TO CONSUMERS

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To offer consumers textile products of extraordinary quality that bear witness to a fascinating story that starts in the Andes and is presented to the world with the innovation, design, standards, and characteristics the consumer requires.

## COMMITMENT TO ASSOCIATE MEMBERS

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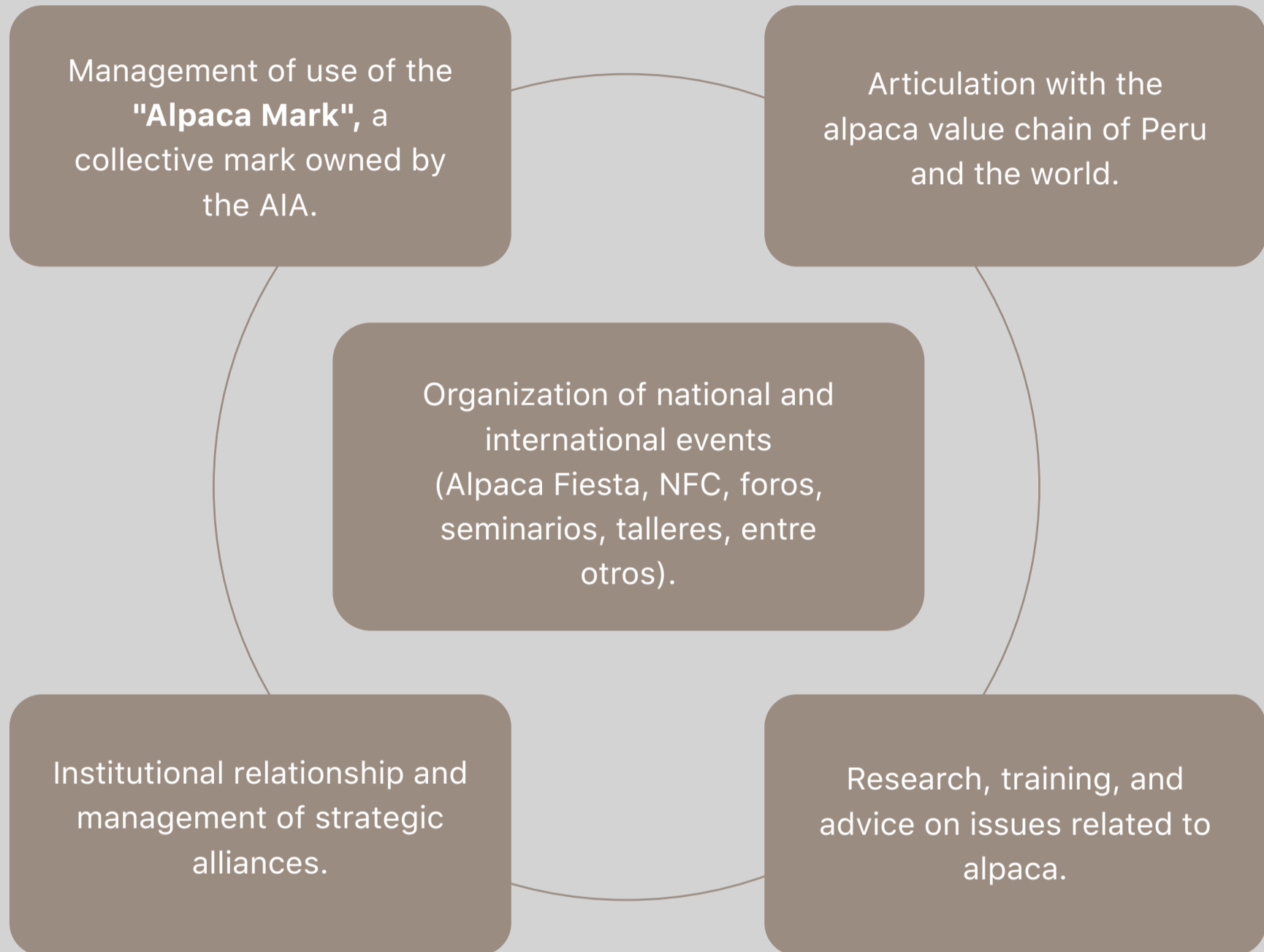
To provide members with the institutional support of an Association that disseminates, promotes, guarantees, and protects the quality and benefits of alpaca fiber through the stewardship of the collective brand, the "Alpaca Mark", the deployment of communications strategies, and the promotion of alpaca at worldwide level.

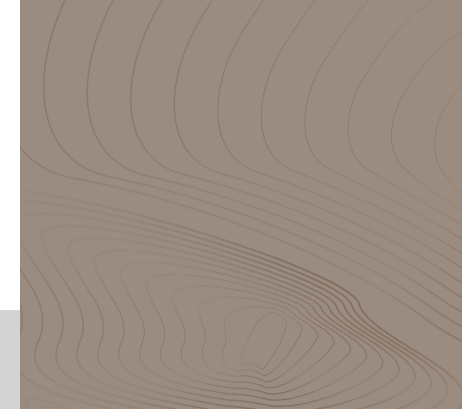
## COMMITMENT TO THE ALPACA VALUE CHAIN THROUGHOUT THE WORLD

To reinforce the competitiveness of the alpaca value chain, ensuring economic, social and environmental sustainability. To do this, we seek profitability in each one of the links in this chain; ethical and responsible practices on the part of the producers, industrial processors, garment makers, traders, and craftspeople; and environmental awareness and respect for the Andean ecosystem and the planet.



# STRATEGIC ACTIONS





## ASSOCIATE MEMBERS

The IAA is formed by the main alpaca textile companies, specialized professionals, breeders, and honorary members of Peru and the world.

Currently, the IAA brings together a total of 75 associate members.

Associate Members [here](#).

## BENEFITS OF BEING A MEMBER OF IAA

- ✓ Access to the use of Alpaca Mark, after evaluation.
- ✓ Promotion on IAA's website.
- ✓ Access to training and research conducted by IAA linked to alpaca.
- ✓ Access to the IAA audiovisual material bank.
- ✓ Discount at events organized by IAA, such as Alpaca Fiesta, NFC, and others.
- ✓ Preferential access to the IAA Bulletin.
- ✓ Preferential access to The Home of Alpaca-THOA platform (coming soon).

## RESOURCES

Bulletines



[CLICK HERE](#)

Releases



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News



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# ALPACA MARK

The IAA promotes and protects the image of alpaca fiber and its derivatives through the dissemination and correct use of the "Alpaca Mark, which is owned by the IAA.

Alpaca Mark is a collective mark destined to distinguish textile products made with alpaca fiber, internationally recognized, and registered since 1984 in more than 30 countries (Peru, Japan, United Kingdom, United States, and countries of the European Union) in 2 categories: Alpaca Origin Mark and Alpaca Blend Mark.

## CATEGORIES

### Alpaca Origin Mark, Since 1984

Alpaca Origin Mark is destined to distinguish textile products which contain 100% alpaca fiber.



### Alpaca Blend Mark, Since 1984

Alpaca Blend Mark is destined to distinguish textile products with a minimum of 30% alpaca fiber in blends with other fibers.





# ALPACA FIESTA

Since its creation, the IAA is the organizer of ALPACA FIESTA, the most important Alpaca event worldwide, aimed at promoting and showcasing alpaca fiber in the global textile market. It brings together breeders, companies, and institutions connected to the alpaca industry in a festive and highly competitive environment.

Alpaca Fiesta is a registered trademark of AIA, and since 2014, it has been co-organized in partnership with PROMPERÚ-MINCETUR.

The first edition of Alpaca Fiesta was held in 1997, and the eighth edition took place in Arequipa from October 21 to 26, 2024, in conjunction with PERÚ MODA DECO, on the International Year of Camelids.



Web page: [www.alpacafiestaperu.com](http://www.alpacafiestaperu.com)



# NATURAL FIBRE CONNECT

The IAA is co-organizer of Natural Fibre Connect (NFC), an international conference that unifies challenges and challenges of the Alpaca, Cashmere, Wool and Mohair industries.

The first edition of NFC was held in 2022, and the fourth edition will be on 22 and 23 September 2025, in Edinburgh, United Kingdom

Web page: [naturalfibreconnect.com](https://naturalfibreconnect.com)



**NATURAL FIBRE**  
CONNECT





## MAIN STRATEGIC ALLIES

### ■ Commission for Promotion of Export and Tourism (PROMPERU)

PROMPERU seeks position Peru through its image promotion, tourist destinations and exporting products with added value, contributing to the sustainable and decentralized development of the country.

Web page: [www.gob.pe/promperu](http://www.gob.pe/promperu)

### ■ Civil Association Alpaca del Peru (ASCALPE)

The Civil Association Alpaca del Peru – ASCALPE, promotes the sustainable development of the alpaca value chain in Peru, strengthening the competitiveness and equity in each of the links and actors that make it up.

Web page: [www.alpacadelperu.org.pe](http://www.alpacadelperu.org.pe)

### ■ Arequipa Business Services Center (CESEM)

El Centro de Servicios Empresariales de Arequipa - CESEM, brazo técnico de la Cámara de Comercio e Industria de Arequipa, es una institución creada en abril de 1997 por iniciativa del Banco Interamericano de Desarrollo (BID), destacadas empresas privadas, universidades y otras instituciones representativas de Arequipa, con el objetivo de contribuir al desarrollo y fortalecimiento de la región Arequipa a través de servicios en temas empresariales, ambientales y de responsabilidad social.

Web page: [www.cesem.org](http://www.cesem.org)





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