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Project Management News – Peruvian Update

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Three Big Events

Three very important events made of February a very important month in Peru. [The election of the Peruvian film "La Teta Asustada" \("The Milk of Sorrow"\) as the best film in the Berlin 2009 Film Festival](#), the amazing [World Championship of Kina Malpartida, the female Peruvian boxer](#) in New York this weekend; and the quick and [positive reaction of the entrepreneurs and small businesses](#) to face the impacts of the global crisis in Peru.

All these events are not magic results, the Peruvian cinema industry has a difficult history of 10 years of development raising a difficult acceptance of the new Peruvian identity, with all the difficult problems that this situation remind (the winner film is based on the story of thousand of raped women during the violence period); the growing moment of sports (boxing, surfing and tennis) are a difficult reaction of a very rare. Visit http://www.berlinale.de/en/programm/berlinale_programm/datenblatt.php?film_id=20090090.



Peruvian attachment to soccer (beautiful sport but with very few successful targets nowadays), and the recognition of the entrepreneurship as a way to improve the quality of life is the goal of a difficult blockage of typical Peruvian citizens, specially from the highlands, to be able to literally "manage their own businesses" after a very long period of violence during the 80's, period in which this population (highlands) was the worst impacted.

Why are these topics important for project management? Because now more than ever Peruvians are finally asking more often this question on the street: "How do you do that?" How to become a film festival winner, how to become a female boxing winner?, how to respond to the monster of financial global crisis with next to the hand tools? How to do all these things that were very difficult to imagine for a Peruvian 10 years ago, and now are visualized as possible?

A great percentage of the answer is that Peruvians having a clear and free vision are able to manage their projects successfully.



*(photo: Peruvian-born boxer **Kina Malpartida** who won the vacant WBA super-featherweight title in the tenth round at Madison Square Garden in New York City, USA on Saturday, 22 February 2009. photo courtesy of Andina.com.pe.)*

Peru is not an easy country, corruption is still high, the Government and the State are struggling to get rid of the non-effective obsolete tools created centuries ago, and poverty is still high. But even when sports, arts and entrepreneurship might be seen as secondary activities of the society, now they (the correspondent industries) have the opportunity to demonstrate how important they are to define a vision of improvement.

Project management is by and large going to be one of the most important tools for the next decades in Peru, but still there is a long way to walk. More Peruvians need to realize how it works, how it is linked to the future of the country, and how much and how good project managers need to be soon.

After celebrating all these happy events, we Peruvians should go back to work and begin many small projects, hopefully with more successful stories to compare them with.

Sources: WBA, The Economist, Berlin Film Festival

http://www.berlinale.de/en/programm/berlinale_programm/datenblatt.php?film_id=20090090

<http://www.andina.com.pe/Ingles/Noticia.aspx?id=ZX6dNnjh4ao=>

http://www.economist.com/markets/rankings/displaystory.cfm?story_id=13097723

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