

**REGIONAL EXECUTIVE RESOLUTION N° 000094-2025-GR.LAMB/GR [515721624 - 5]****SEEN:**

Memorandum No. 000111-2025-GR.LAMB/GERCETUR [515721624 - 1] dated March 4, 2025, Report No. 000069-2025-GR.LAMB/GERCETUR-DTA [515721624 - 2] dated March 5, 2025, Official Letter No. 000628-2025-GR.LAMB/GERCETUR [515721624 - 3] dated March 10, 2025, and;

**CONSIDERING:**

That, Article 191 of the Political Constitution of Peru, modified by the Sole Article of Law No. 30305, in accordance with Article 2 of Law No. 27867, Organic Law of Regional Governments, establishes that, "Regional governments have political, economic and administrative autonomy in matters within their competence (...);

Article 4 of Law No. 27867 states: "The essential purpose of regional governments is to promote comprehensive and sustainable regional development, promoting public and private investment and employment, and guaranteeing the full exercise of rights and equal opportunities for their inhabitants, in accordance with national, regional and local development plans and programs";

That, numeral 5 of article 8° on guiding principles of regional policies and management of Law No. 27867 – Organic Law of Regional Governments and its amendments, establishes that, by virtue of the principle of "(...) Effectiveness. - Regional Governments organize their management around the agreed regional development plans and projects, the fulfillment of explicit and publicly known objectives and goals (...);

That, as evidenced in Certificates No. 00000388, 00000397, 00000398 and 00000399, issued by the Directorate of Distinctive Signs of the National Institute for the Defense of Competition and the Intellectual Property Protection – INDECOPI, the Lambayeque Regional Government has been granted the registration of the certification mark consisting of the name "Lambayeque Land of Culture and Flavors" and official logo;

March 19th is commemorated as International Craftsman's Day, a date set by Catholic tradition to commemorate the day of Saint Joseph in memory of the father of Jesus, whose trade was carpenter; for this reason, it is the day on which Craftsmen and Craftswomen are celebrated throughout the world;

That, in that understanding, through Memorandum No. 000111-2025-GR.LAMB/GERCETUR [515721624 - 1] dated March 4, 2025, the Regional Manager of Foreign Trade and Tourism addresses the Director of Tourism and Handicrafts indicating that he should issue a Technical Report for the proposal of ambassador of the Lambayeque brand to the artisan Betty Zapata Gonzáles; for her contribution to the culture in the Lambayeque Region; in response to this, through Report No. 000069-2025-GR.LAMB/GERCETUR-DTA [515721624 - 2] dated March 5, 2025, the Director of Tourism and Handicrafts issues a favorable technical opinion for the aforementioned designation;

That, likewise, with Official Letter No. 000628-2025-GR.LAMB/GERCETUR [515721624 - 3] dated March 10, 2025, the Regional Manager of Foreign Trade and Tourism sends to the Regional Government the proposal for the recognition as Ambassador of the Lambayeque Brand in favor of Mrs. Betty Zapata Gonzáles, supported by the previously cited Report of the Directorate of Tourism and Handicrafts, indicating that he favorably opines on said recognition of the aforementioned artisan, for her outstanding career in the artisan activity and contribution to the strengthening of our cultural identity, within the framework of the celebration of the Peruvian Artisan's Day;

That, with Legal Report No. 000236-2025-GR.LAMB/ORAJ [515721624 - 4] dated March 11, 2025, the Regional Office of Legal Advice opined for the appropriateness of the request for recognition as Ambassador of the "Lambayeque" Brand, to the artisan Betty Zapata Gonzáles;

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Therefore, considering the foregoing and the rules discussed, after a preliminary analysis of the review of the artisan Betty Zapata Gonzáles, it is concluded that she deserves to be recognized as Ambassador of the Lambayeque Brand; since this will allow for greater enhancement and recognition of the brand and therefore of the region;

In accordance with the foregoing and information contained in the documents reviewed, and pursuant to the powers conferred by the Organization and Functions Regulations (ROF) of the Regional Government of Lambayeque, approved by Regional Ordinance No. 005-2018-GR.LAMB/CR and in accordance with Law No. 27867 - Organic Law of Regional Governments and its amendments, with the endorsement of the Regional Management of Foreign Trade and Tourism, the Regional Office of Legal Advice and the General Secretariat;

**IT IS RESOLVED:**

**ARTICLE ONE.- RECOGNIZE** as Ambassador of the Lambayeque Brand, the artisan **Betty Zapata Gonzáles**, from the hamlet of Pomac III in the district of Pítipo in the province of Ferreñafe; for her outstanding career in the artisan activity and contribution to the strengthening of our cultural identity.

**ARTICLE TWO.- NOTIFY** the present resolution to the interested party and to the Regional Management of Foreign Trade and Tourism in accordance with the Law.

**ARTICLE THREE.- To clarify** that this document does not validate actions that do not comply with current regulations nor does it constitute authorization to carry out actions that are restricted or outside the framework of the Law.

**ARTICLE FOURTH.- DISSEMINATE** this resolution through the Institutional Electronic Portal, [www.regionlambayeque.gob.pe](http://www.regionlambayeque.gob.pe), in compliance with the provisions of the TUO of the Law of Transparency and Access to Public Information, approved by Supreme Decree No. 021-2019-JUS.

**REGISTER, COMMUNICATE AND FILE.**

Digitally signed  
JORGE LUIS PEREZ FLORES  
REGIONAL GOVERNOR OF LAMBAYEQUE  
Date and time of processing: 12/03/2025 - 15:43:20

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Electronic approval of:

- REGIONAL OFFICE OF LEGAL ADVICE  
JOSE CARLOS VELA OJEDA  
REGIONAL HEAD OF LEGAL ADVICE  
12-03-2025 / 15:38:11

- GENERAL SECRETARIAT  
ANA LUCIA DE JESUS VIDAURRE RUIZ  
GENERAL SECRETARIAT  
12-03-2025 / 15:42:56

- REGIONAL MANAGEMENT OF FOREIGN TRADE AND TOURISM



PERÚ



LAMBAYEQUE REGIONAL GOVERNMENT  
HEADQUARTERS  
REGIONAL GOVERNMENT

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FELIX NICANOR MIO SANCHEZ  
REGIONAL MANAGER OF FOREIGN TRADE AND TOURISM  
12-03-2025 / 15:40:19