

**REGIONAL MANAGEMENT RESOLUTION N° 000013-2026-GR.LAMB/GERCETUR [516229194 - 7]****SEEN:**

Technical Report No. 000005-2026-GR.LAMB/GERCETUR-DTA, dated 16.03.2026, and;

CONSIDERING:

That, through Law No. 29073, Law of the Artisan and the Development of the Artisan Activity, modified by Law No. 30930, the legal regime is established that recognizes the artisan as a builder of identity and cultural traditions, which regulates the sustainable development, protection and promotion of the artisan activity, specific to each place, disseminating, and promoting its techniques and procedures of elaboration, taking into account the quality, representativeness, tradition, cultural value and utility, and creating awareness in the population about its economic, social and cultural importance;

The aforementioned legal framework establishes that the State, through its governing body, promotes competitions and contests to recognize the talent and competitiveness of Peruvian artisans. It also recognizes and honors artisans, businesses in the artisan sector, and other individuals and institutions involved in the sector that foster and disseminate national identity. Furthermore, this legal framework established March 19th of each year as "Peruvian Artisan's Day."

That, by means of the document mentioned above, the Director of Tourism and Crafts recommends the issuance of a Regional Management Resolution of Recognition for her career, cultural contribution, innovation and commitment to the preservation of artisanal traditions, to Mrs. Betty Zapata Gonzales, textile artisan, native of the Poma III Hamlet, Pítipo - Ferreñafe, for her outstanding work in:

- It has its own artisan workshop and experiential house, Fibras Nativas.
- With over 16 years of experience as an artisan, thanks to the support of Caritas Peru, the Italian-Peruvian Fund, and Dr. Carlos Elera, who organized a project aimed at cultivating native cotton and producing handcrafted goods from it, she was elected President of the "Hands with Talent" Women Artisans Association for 7 years.
- Third place as a female entrepreneur - 2018.
- Winner of the national competition Entrepreneurs by nature - 2021.
- Winner of the Somos Artesanía contest - 2024.
- Craftswoman and ambassador of the Lambayeque Brand - 2025.
- Participation in the Peru Mucho Gustos fair in Tacna and Peru Mucho Gustos in Lima, and also in the Ruraq Maki - 2025 fair.

That, within the framework of Law No. 29073, Law of the Artisan and the Development of the Artisan Activity, modified by Law No. 30930, the Regional Management of Foreign Trade and Tourism, has considered accepting the proposal of the Director of Tourism and Crafts, to grant the Regional Management Resolution of Recognition to Mrs. Betty Zapata Gonzales, textile artisan, native of the Poma III hamlet, Pítipo - Ferreñafe, for its valuable contribution to the cultural and socio-economic development of the artisan sector;

That, being in accordance with the document of the Envelope, and in use of the powers conferred by Law No. 27867, Organic Law of Regional Governments and its amendment Law No. 27902; and in use of the powers granted by the Regional General Management Resolution No. 000568-2025-GR.LAMB/GGR, dated August 1, 2025;

IT IS RESOLVED:

ARTICLE ONE: To express RECOGNITION and CONGRATULATIONS to the textile artisan from Caserío Poma III, Pítipo - Ferreñafe, **Betty Zapata Gonzales**, for her outstanding career, cultural contribution, innovation and commitment to the preservation of artisanal traditions; which contributes to the strengthening of our cultural identity, within the framework of the celebration of the Peruvian Artisan's Day.



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ARTICLE TWO: Order the publication of this Resolution on the Institutional Electronic Portal <https://www.regionlambayeque.gob.pe/web/?pass=MTMwNA==>, an act that is provided with official character and value in accordance with Art. 5° of Law No. 29091.

REGISTER, COMMUNICATE AND FILE.



Digitally signed
FELIX NICANOR MIO SANCHEZ
REGIONAL MANAGER OF FOREIGN TRADE AND TOURISM
Date and time of processing: 17/03/2026 - 19:26:03

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Electronic approval of:

- TOURISM AND CRAFTS DEPARTMENT
EDGAR MARTIN ABANTO ZEGARRA
DIRECTOR OF TOURISM AND CRAFTS 17-03-2026 /
14:37:31