



# Ramiro Salas Bravo

The Great Rector

2014-2020



UNIVERSIDAD  
SAN IGNACIO  
DE LOYOLA

25 Años





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# Lic. Raúl Diez Canseco Terry

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FOUNDING PRESIDENT OF GRUPO EDUCATIVO USIL

What you are holding is more than a book. It is a tribute to Ramiro Salas, an unbeatable Rector, man of principles and values. It is also the testimony of life and work of a wonderful man, dear friend, advisor, visionary, entrepreneur and a man with a loyalty that is not of this world.

I met the architect Ramiro Salas many years ago, when in the last six months of the second government of President Belaunde in 1985, I was called by the Minister of Industry, Commerce, Tourism and Integration, engineer Álvaro Becerra Sotero, to serve as Vice Minister of Tourism. By that time, Doctor Raúl Ortiz de Zevallos was serving as Vice Minister of that portfolio, and then he served as Vice Minister of Commerce.

When Minister Becerra submitted the resolution of my appointment as Vice Minister to Fernando Belaunde, the latter asked, "What merit does Raúl Diez Canseco Terry have to be the Vice Minister of Tourism?

What experience does he have?" Minister Becerra looked smilingly at President Belaunde and replied, "The same experience I had when you appointed me Minister".

Thus I had this wonderful opportunity that allowed me to meet the visionary of the Peruvian tourism, Ramiro Salas Bravo.

Once the resolution was published, I went to the Ministry of Industry, Commerce, Tourism and Integration to have my first meeting with the officers of such portfolio and the general directors of the Tourism area. I was impressed by the quality and knowledge on the depths of Peru of the general director of the National Tourism Infrastructure, architect Ramiro Salas.

In a few minutes, we became true friends, a true friend whom I chose as a brother.

I remembered that I told him, "Architect, we will only be in this Vice Ministry six months. What can we do to be remembered?" He did not hesitate to answer me, "We must do the locking system in Cusco, Vice Minister Diez Canseco". It was about the famous railcars that were manufactured at Spanish ports and that had to be brought urgently to Peru to place them at Matarani Port, at ENAFER's facilities, and authorize them in the narrow gauge track system in Machu Picchu in order to take them to Urubamba and create these great locks, which consisted in leaving every day from the Ollantaytambo station -which we also did- to Machu Picchu station.

There I shared with architect Salas inaugural moments of service to the country that I could never forget, since we could work together and realize our dreams of generating tourism offers for the country, as never seen before.

We also did the Los Peregrinos de Lima program. Using the State tour buses, on weekends, we took young people from human settlements to the museums for a guided tour carried out by the students of the CENFOTUR school.

I realized the potential of Ramiro Salas: how he loved his country, how he knew it. Of course, he is from Cusco by birth.

Subsequently, Ramiro, who was civil servant in the ministry, climbed several positions. He was manager of FOPTUR in Peru and for Europe and, then, he was hired by the Colombian Airline Avianca, where he became Commercial Manager for Southern Europe, Scandinavia and the Middle East. And when once again, he had the opportunity to serve the country, and I, to be able to serve as Vice President of the Republic, I called him to be the Vice Minister of Tourism, position I held many years ago. Things in life: now I asked Ramiro to help us.

After we worked together for a long time, in 2006, I asked him to help us in the development of international expansion strategy at San Ignacio de Loyola University. Thus, one of the first actions implemented by Ramiro was the creation of the International Directorate. He was our first director of International Development and the person who laid the foundations of a new corporate strategy promoted by an aggressive plan of strategic alliances with different universities on the planet, and by the exchange of students and teachers from Peru to the world and from the world to Peru.

Ramiro not only emphasized the quality of our alliances, but also their plurality, managing to make USIL one of the Peruvian universities with the greatest level of internationalization, thanks to more than 270

strategic alliances over the last 14 years. As Director of International Development, our dear Ramiro created the antecedents of what would become one of the four pillars of Grupo Educativo San Ignacio de Loyola: Internationalization.

The fruits of his great work were once again recognized with his appointment as International Vice Rector. He has been the great author of our presence throughout the world, from the far away China, to where we have traveled together with our Chief Executive Officer, doctor Luciana de la Fuente, on more than one occasion, passing through Singapore, Malaysia, Thailand, Hong Kong and Taiwan. I have traveled with Ramiro to several European countries, attending different international events and knowing the advances and innovations in education.

Ramiro worked very hard to position USIL in the world. A clear example of this was his vision to introduce our university into the most important education conventions, such as NAFSA in North America, EAIE in Europe and APAEI in Asia, where, since 2007, we have had an important presence with an international development that had never been achieved by any State university.

Moreover, since the creation of the San Ignacio University (SIU), in the USA, Ramiro Salas has been working very hard, together with the entire international team and the academic areas of USIL and SIU, in the development of the double degree program, for undergraduate programs and master and PhD programs. However, his path of internationalizing USIL education led him to make a significant effort to replicate this program with other universities in Latin America.

All this, added to his incomparable loyalty and commitment, allowed us to recognize, once again, his magnificent career at our university. In 2014, he was appointed Rector for taking USIL Brand to the farthest corner of the world, signing international university agreements and exporting education to the Dominican Republic, Paraguay and Costa Rica, to turn San Ignacio de Loyola into a model university.

Today, we have asked Ramiro to stay and work with us as Great Chancellor, that is, rector emeritus who remains in his institution to continue deepening his presence and development in the world. That is where we are going to focus on as God gives us life and health to work together.



We have made this book-tribute to Ramiro Salas to express our immense gratitude to him. He is a loyal friend and advisor that we would always like to have, since he has been with me to present.

In addition, I extend my gratitude to his partner, wife and advisor, Patty Rodríguez O'Donnell, with whom we have shared successful presentations at different international education conventions, where she was USIL's promoter, sometimes wearing the typical *ñusta* costume to show the best of our culture and millenary heritage, and to always honor the reputation of Peru.

Cheers, Ramiro. Thank you for your loyalty, effort, vision and friendship. Thanks you for having led us for almost seven years hand in hand to conquer the world, for having supported us in the creation of the San Ignacio de Loyola University in Paraguay and the San Ignacio University in the United States of America.

May God bless you always.

Your friend and brother.

A handwritten signature in black ink, appearing to read "Paul". The signature is written in a cursive, flowing style with a long horizontal stroke extending from the bottom of the name.



# Dra. Luciana de la Fuente

---

CHIEF EXECUTIVE OFFICER OF GRUPO EDUCATIVO USIL

Ramiro Salas is a symbol of humility, loyalty, wisdom, friendship, spirituality and many other virtues for which any human being would like to be recognized and admired.

He has been a worthy representative of this university, an efficient manager who was able to manage our institution during seven years, during which he led the internationalization and digitalization process of USIL.

He laid the foundations that we have today. He was the person who promoted more the presence of Universidad San Ignacio de Loyola in international conventions where we consolidated our position as an academic center of global competitiveness.

Particularly, I highlight his work of promotion and international relationships, which led us to sign more than 270 agreements with universities from several parts of the world.

In this book, USIL pays tribute to a man who keeps his smile and calm, which surely marked his happy childhood in his native and beloved Cusco.

The bond that unites us goes beyond the professional or earthly aspect. It is that link that confirms the existence of a "chain of values" in life: those that one receives for the good that other loved ones did in the past. I was able to reap what he had sown.

It is said that there is no just one life purpose, but they are built, modelled and determined as life flows along. That is what life is about: harmonizing what we think with what we do.

From that point of view, our purpose is to leave a mark and work for a better planet for those who will come later. I have always thought that such commitment is reflected in all the actions of our dear Ramiro.

He has set the bar very high as our Rector at USIL, but at the same time, he has indicated a clear and safe path to move forward.

A handwritten signature in black ink on a light gray background. The signature is written in a cursive style and reads "Luciana".



# MBA Juan Manuel Ostoja

---

GENERAL MANAGER OF GRUPO EDUCATIVO USIL

Six years have passed since Ramiro Salas Bravo took office as Rector at USIL, in March 2014, and the day has come in which he will assume a new responsibility, always by our side.

Therefore, I express these words to the human being who always stands out for being generous, kind and helpful. He shows his genuine personality of a good man to everyone without distinction. Hence the image of Rector who talks with the same honesty, with authorities, teachers, students and employees, either in his office or on campus, which is why he is very loved and respected by all who know him.

I want to express my warmest congratulations on the success achieved in his rectorship. Honestly, it is an honor to work with Ramiro. I have been very honored for all the support I have received, and it has been a real satisfaction to develop projects with him to improve our university.

I have learned a lot and in addition, his experience as a world citizen has been enormously enriching, demonstrated in the daily work at our university. This has allowed us to achieve, worldwide, a high educational level in recent years, leaving us his main legacy: he made USIL a world reference.

We have to feel proud because in these times of global health crisis that we have been experienced, our university has been able to maintain the level achieved thanks to the updated curricular plans of the different programs, international agreements, equipment and the technological and educational development led by Ramiro.

Our deepest gratitude for teaching us to train and work as a team and for his example of teaching and integrity, which is a model for everyone to follow.

Thanks to him, we know what institutional and personal loyalty means, and he will be with us at all times. We have a debt with Ramiro that surely, we could never pay off.

*Juan Manuel*

# 1

---

## MY CUSCO

In the historic city of Cusco, on August 26, 1943, Franklin Ramiro Salas Bravo was born, the only son of the well-known teacher and representative of Cusco, José Wilbert Salas Rodríguez, and teacher Carolina Bravo Charún. He grew up very close to his paternal grandparents in the picturesque district of Santiago, one of the seven emblematic neighborhoods of the city, where children are told in schools that their houses were built by the Incas, magnificent men who dominated the stone, water, environment and territory, and created a civilization that still amazes the world today.

❖ Ramiro at age 5  
in Cusco.





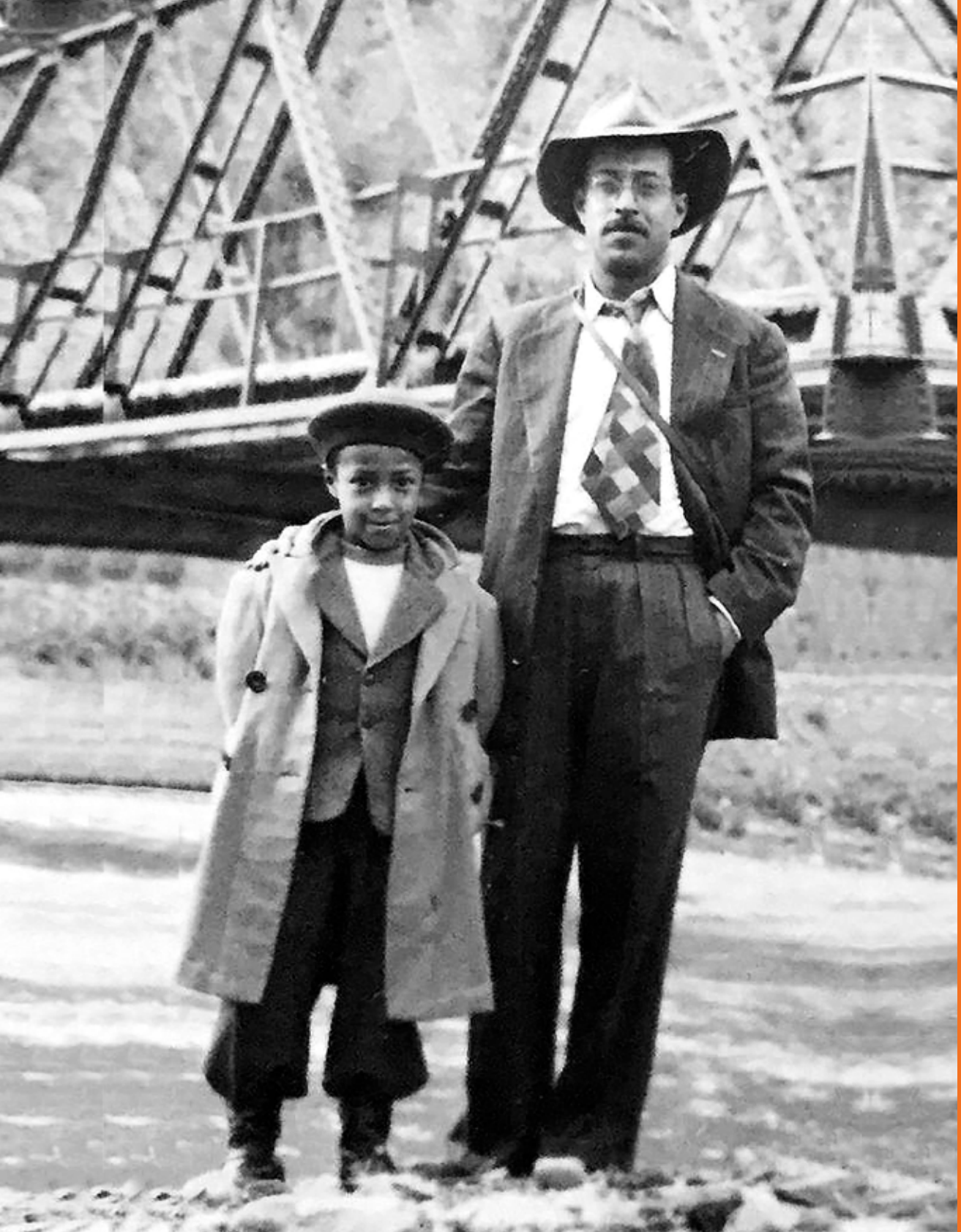


❖ Ramiro with his paternal grandmother, Josefina Rodríguez, and his cousin Manuel Salas Córdova.

In this legendary Inca city of streets with walls and stone-paved roadways, surrounded by a winding and high countryside, little Ramiro spent his first years accompanied by numerous cousins, with whom he grew up as if they were his own brothers, especially Manuel Salas Cordova, 'Manolo', with whom he shared years of study and who was his companion from kindergarten to university, until they went their separate ways when Ramiro went to Germany on a scholarship to study. Manuel remembers to this day the nickname he gave him since they shared the playpen and he heard everybody called his companion "Franklin", a name Manolo pronounced as "Paquin" and which led

to "Paco". His own family does not call him Franklin or Ramiro today, but Paco.

As the son of parents who were teachers, Paco went to Jardín 88, a little school of games and first introduction to basic skills located in Chaparro Street, near Santiago. The 1950 earthquake that devastated the country destroyed a large part of the school's infrastructure. For that reason, when they began elementary education, Paco and Manolo studied at the Escuela Fiscal de Santiago, temporarily located in Plaza Belén (Belén Square), the same that in a few months moved to the Plazoleta de Santiago (Small Square of Santiago). In third grade, Ramiro went to La Salle School.



❖ On the banks of the Urubamba with his father Wilbert Salas Rodríguez.



❖ At the Santa Rosa family farm, in the valley of Kosñipata, in Alto Madre de Dios, with his cousin Manolo.

In those days, his father was a professor in the School of Education at the National University of San Antonio Abad of Cusco, UNSAAC. He was a respected man, author of texts on pedagogy, one of which, “Problems of Pedagogy”, was recognized academically and published by the National Autonomous University of Mexico, and won the Toribio Rodríguez de Mendoza National Culture Award.

In fourth grade, Paco and Manolo began their studies at the emblematic National School of Sciences of Cusco, Ramiro’s father bought them two bicycles to go to school. They arrived at school doing races

through the stone-paved streets of the downtown of the Archaeological Capital of America. After completing elementary education, they began their secondary education at the Large Public School GUE Garcilaso de la Vega.

During the national holidays in July and at the end of the year, both of them used to travel to the Kosñipata jungle, to Manolo’s father’s small farm, and spent their time going hunting, fishing or simply organizing walks through the forest. In all these adventures, Ramiro carried with him a traveling companion: his camera.



❖ With his cousin Manolo at the river Pilcopata, in Alto Madre de Dios, Cusco.

«Recounting the life of Ramiro, Paquito, is really fascinating, not only because of his professional career, full of achievements, but also because, wherever he went, he left a mark of friendship, simplicity and respect. Nothing made him conceited, and he was always a dreamer who fulfilled everything he imagined».

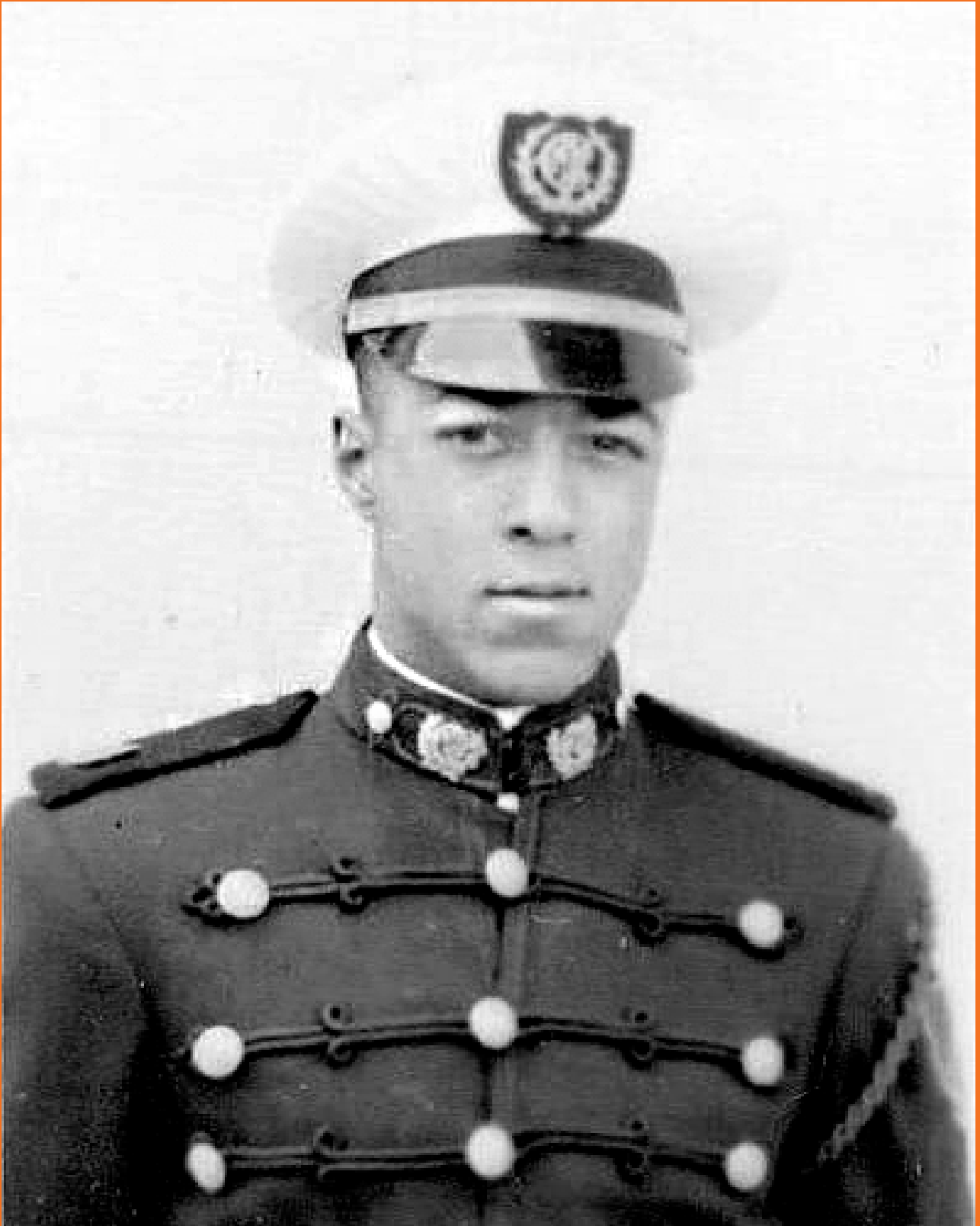
**Manuel Salas Córdova, Manolo**

# 2

## DISCIPLINE, MORALITY AND WORK

It was 1956 and a young architect, Fernando Belaunde Terry, was running for the first time to be President of the Republic, supported, mostly, by a group of university students. When Ramiro's father Professor Salas Rodríguez, a leftist man, heard from Belaunde himself his proposal for a change in democracy, he accepted his invitation to run for the National Congress. He won a seat. Therefore, in order to fulfill his new mission, he had to move to Lima to serve as a representative.





❖ With his first cousin Manolo.

Ramiro studied the first and second year of secondary education in Cusco, but when he reached the third year, his father decided that the family moved to Lima and that his son continued his studies at the Leoncio Prado Military School. It was not an easy decision. First, he had to leave Cusco, the house, his friends, and in order to apply to that school, Paco had to take a knowledge and physical fitness exam. When he was asked about the decision to continue his studies in a military school, the young man from Cusco put only one condition: "I will go if my brother will come with me".

Thus, Ramiro and Manolo arrived in Lima, where they studied at the San Carlos Academy in the summer months of 1957 in order to apply to the military school. They were both good students and excellent athletes. Thanks to the altitude of Cusco and the cycling practice, they had developed a great physical condition. They were accepted into the Leoncio Prado Military School without problem.







❖ With his mother, Carolina Bravo at the airport of Cusco.

❖ With his  
Summer  
uniform  
Accompanied  
by his parents,  
In 1959.



The Leoncio Prado Military School had been founded the same year Ramiro was born, in 1943, and since then it became an elite education center because of its first level teachers: Gustavo Pons Muzzo, Alberto Tauro del Pino, Alfredo Rebaza Acosta, Humberto Santillán Arista, César Moro, Antenor Samaniego, Aníbal Ísmodes, among many others.

The Leoncio Prado Military School would become known worldwide some years later when, in 1962, another of its former students, Mario Vargas Llosa, published his novel *La ciudad y los perros* (The City and the Dogs). Under the motto "Discipline, Morality and Work", the school -managed by the Infantry Division of the Peruvian Army- taught young people who came from different regions of Peru, becoming a kind of little Peru, a synthesis of the complexity and cultural diversity of our country.





Ramiro excelled in the academics, but also in sports. His friends remember him as a good runner, an athlete with strong legs that gave him an advantage over his competitors in long-distance races. He also developed literary and artistic abilities at school. He was part of the Journalism Club, where he was responsible for writing work, and the Plastic Arts Club, where he stylized his passion for charcoal drawing.

Cadet Ramiro was the role model cadet in military presentation. He was never locked up for a weekend, neither for misconduct nor for personal untidiness: always with his mirror-shined shoes, his well-ironed

shirt, his unwrinkled pants, his tie with the knot perfectly tied, his clean counter-epaulettes, his well-fixed and shiny buttons, and the perfect garrison cap on the shaved head.

His closet in the squad was also clean, tidy and symmetrical; everything was in its place, a characteristic that years later would facilitate his immersion and incorporation into the severe German discipline.



❖ Field Operations. His training at the military school allowed him to adapt to the Germanic discipline.



«Sixty three years ago, I met Ramiro when we were accepted into the Leoncio Prado Military School. We were 450 incoming students, mostly, young people from the provinces. Ramiro stood out for his intelligence, simplicity and humbleness. Little by little, we got to know each other until we became brothers. For all the students of Class XV, it is an honor to recognize our dear friend and colleague for his brilliant professional career, which fills us with pride and satisfaction. »

**Luis Alberto Lafora**

Of the 450 students who were accepted into the Leoncio Prado Military School in 1957, 300 completed their studies satisfactorily. It was Class XV, graduated in 1960, that, until today, maintains contact and, from time to time, meets to have dinner, remember the old times and also perform charitable activities.





❖ Military parade at the Bolognesi Square, in Lima downtown.





❖ Class XV in 2019. As every year, in August, all classes meet again at the Leoncio Prado Military School. Here we can see him parading with his first cousin Manolo.



# 3

## THE BATTLE FOR PEACE AT THE MARACANÁ

After finishing his studies at the military school, Ramiro, like several of his classmates, did not continue his professional career in the Armed Forces. He and Manolo returned to Cusco. There, he was accepted into the University of San Antonio Abad of Cusco to study Engineering. He was good at numbers, and his aspiration was to become an industrial engineer.

But life has surprises that no one can imagine. Cusco was an increasingly cosmopolitan city. It had grown, and tourism was an important economic activity. Groups from all over the world arrived in the imperial city, and traders and tour guides were familiar with it and quickly learned different





languages. Ramiro then discovered a vocation that until then had not revealed in him: he wanted to know the world.

One day, he noticed a group of young people from different countries walking through the Main Square preaching a message of peace, integration of all peoples, races and religions, and tolerance against the climate of war that was warming the world, and he felt that their words had sense, that nothing would change on Earth if change did not start by changing yourself. It was the battle for peace.

They were young people from Moral Re-armament, a European foundation established at the beginning of the Second World War, which grew up in the 50's and

60's, and spread throughout the world with its pacifist and common good message. To spread their messages, the boys staged plays, sang and danced.

Ramiro decided to join the group and went with them to Brazil. Some of his contemporaries remember that, in Sao Paulo and Rio de Janeiro, he played a Japanese worker in a play which message was the defense of workers' rights.

In the photos he sent to his family, you could see a crowd attending the events. Later, it became known that plays were staged in soccer stadiums, so Ramiro made his debut as an actor in the one-and-only Maracaná stadium.

# 4

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## FROM CUSCO TO WEIMAR

After the devastating World War II, Germany had been divided into two independent republics: one under the influence of the Federal Republic of Germany and the other one dependent on the Soviet Union, which later became the German Democratic Republic (GDR), thus starting the Cold War which would last until the late 80s of the last century.

❖ Important historical figures such as Bach, Liszt y Granach have left an indelible mark in Weimar, which played a very important role as intellectual center in the late 18<sup>th</sup> and early 19<sup>th</sup> centuries.







The GDR had as part of its foreign policy to promote places for foreign students from different parts of the world. Ramiro arrived there with the dream of becoming a professional architect, motivated by the great currents of the German architects from the Bauhaus School, which have marked a change of era since 1930 with teachers such as Walter Gropius, Ludwig Mies van der Rohe, Hannes Meyer, Vasili Kandinski, Paul Klee, among many others. This school was developed in the

cities of Weimar, Dessau and Berlin. After successfully completing the language course at Herder Institute and doing the corresponding internships, Ramir came to Weimar to learn the fundamentals of the program, in a student city with great cultural activity and in which theatre, classic music and avant-garde student current stand out, eager to create something new. He then went to the School of Fine Arts and Applied Arts of Berlín-Weissensee to complete his training.

❖ The two greatest exponents of German literature and poetry, Johann Wolfgang von Goethe and Frederik Schiller, lived and worked in Weimar, where they left much of their literary work such as *Fausto*, written by Goethe, and *Wilhelm Tell*, written by Schiller.



One of the last exponent of the Bauhaus current, professor and architect Selman Selmanagić, direct disciple of Gropius and Mies van der Rohe lived there. Under his leadership, a small group of young people completed his training in Bauhaus architectural philosophy, obtaining the academic degree in Architecture.

Subsequently, the school granted him a scholarship so he can continue with his graduate studies in Architecture under the responsibility of the professor and architect Hermann Dutschke.





❖ With his classmates.  
From left to right: Erwin Piontke, Otto Zwade and Ramiro Salas.

«I still remember when Ramiro arrived in Weimar in September 1963. He was one of our classmates who joined our study group, which included people from Mongolia, Bulgaria, Indonesia, Ghana, Iraq and Peru. We were assigned to live at the university boarding school, and closeness strengthened our trust and friendship. During our time as students, we had close contact with the professors. We did internships and construction works together, as well as excursions across the country to learn about the history of architecture.

I remember the family and friends' vacations, during which we were also accompanied by our classmate Erwin Piontke. We were inseparable and enjoyed camping on the beaches of the Baltic Sea or on the lakes of Mecklenburg. In winter, we went skiing in the mountains.



Since we were scholarship-recipients, we were looking for an additional income. Then, the conferences Ramiro started to give with slides and films about his country, the far Peru, became famous. These conferences were given during our vacations in cultural houses or recreational centers, and the vacationers listened enthusiastically when Ramiro told them about his homeland.

The wonderful thing about our close friendship, over 57 years, is to share with someone who has such an open mind and can approach others, without reservations, and to have had, additionally, the privilege of studying Architecture together in a historic place such as the Bauhaus University in Weimar.

I do not forget the oath Ramiro swore before me on the occasion of his thesis on the construction of a hotel in Machu Picchu: "Dear Otto, at some point we will be there together". And we will fulfill our oath! Today, we continue to be united, keep meeting again and again, now also with our families. »

**Otto Zwade**  
Arquitecto





❖ From left to right: Achim Kühn, Ramiro Salas and Otto Zwade. June 2018, in Wiesenbron.







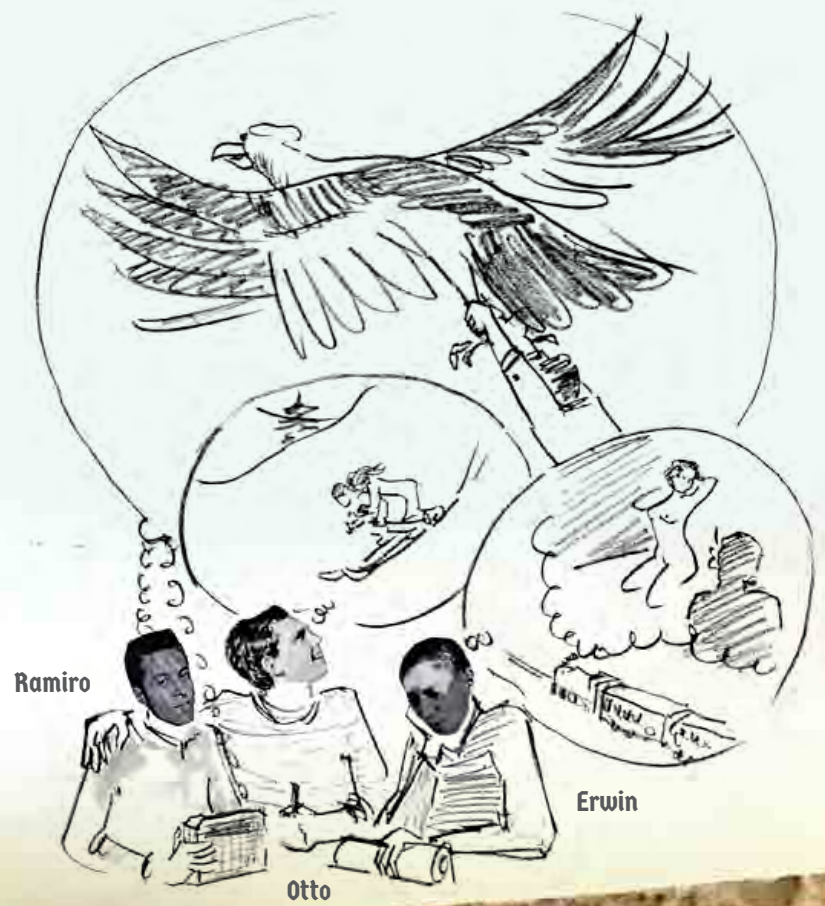


## Studententräumerei ein grossteil des lebens ist erinnerung

Student dreams, a great part of our  
life are memories

Otto

❖ From left to right: Ramiro  
Salas, Erwin Piontke and Otto  
Zwade. In Weimar, 2019.





Die HAB-Absolventen von 1969 statteten am Donnerstag natürlich auch Weimars neuem Bauhausmuseum einen Besuch ab.

FOTO: MICHAEL SAAR

# Weimarer Architekten-Schmiede entfaltete sich bis nach Peru

21 Architekten, die 1969 ihr Diplom an der HAB erwarben, trafen sich nach einem halben Jahrhundert wieder in der Stadt

❖ Ramiro studied part of the Architecture program at the Bauhaus School, which is famous for teaching design, and in 2019, it celebrated its 100th anniversary. Many classes met on different days and, when Ramiro's class gathered, the newspaper of the region published a note entitled: "The influence of the Weimar architects expands to Peru" - 21 architects from the class 1969 met after half century in the city.



# 5

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## QUECHUA IN DEUTSCHE

During the first year, he studied the language at the Herder Institut (Leipzig) the once very famous Karl Marx Institut, located in the then socialist German Democratic Republic (GDR). There, he demonstrated his ability to understand languages, just as he did in Cusco, where he learned to speak and master Quechua by talking to the kids from the neighborhood who knew him.



❖ Leipzig, hometown of Richard Wagner, composer of *La walkiria*, is also the place where the talent of Bach and Mendelssohn flourished.

To his professors' surprise, the young Ramiro learned quickly. His guttural when pronouncing German caught their attention.

-Do you know any other language besides Spanish? -, one of his teachers asked him one day.

-Yes, of course, the language of my ancestors, Quechua -, Ramiro replied.

Then, everything became clear. Quechua and German are agglutinating languages, that is, they form chains of words, morphemes and juxtapositions to create sentences. In the case of two-digit numbers, the way of articulating them is similar in both languages: in Quechua and German, you write and pronounce first the ten and, later, the unit.

Ramiro, on the other hand, had a different reason to explain his quick learning of the language. "I learned German in bed," he used to say. He referred to the cassettes recorded with words, interjections, greetings,

phrases and compositions he listened to every night, before going to sleep.

Over time, he became fond of languages. And thanks to an innate self-taught spirit, a lot of discipline and a pile of books, dictionaries and cassettes, he learned English, French and Italian. Even today, when he drives his car, while everyone listens to news or music, Ramiro often listens to language audios.

Besides his friends from the neighborhood in his native Cusco, the great influence he had in learning Quechua was his nursemaid Enrica, a Quechua-speaking woman who took care of him from his cradle and who, before he went to school, took him to Sacsayhuamán, the great fortress on the outskirts of Cusco, to deliver him in an ancestral ceremony to an apu or Inca deity: an enormous stone to which Ramiro always returns as a tribute and homage to his past.



❖ In Berlin, with his mentor and great friend Guid Silva Santisteban, Spring, 1965.

# 6

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## FROM BUILDER TO ARCHITECT

After mastering the German language, a year later, he was given an exam to guide him on how to continue his studies. He took it unwillingly because he was sure that he would study Industrial Engineering in Weimar or Berlin. However, the exam result indicated that Ramiro had creative skills -such as his drawing mastery - that would be extremely useful to him for the Architecture degree.





❖ His thesis at the Hochschule für Bildende und Angewandte Kunst was about *“Study on the development and integration of the remains of Inca buildings and cities in the social life of the Peruvian population”*.



At first, he rejected the idea. He asked to review the exams and talk to the advisors. There must have been some confusion: he was prepared for Engineering, not Architecture.

After reviewing the results by himself, little by little, he came to his senses. The exams were scientific and had discovered a potential in Ramiro: creativity, the ability to draw, the possibility of solving and modeling space in a thousand ways. Finally, he consulted with his father and decided to follow the recommendation of the experts: he would be an architect.

Because in Germany you learn by doing, student Ramiro Salas' first job was as a builder. If he wanted to be a good architect, first, he had to learn how to build a foundation, mix cement with sand and stone, calculate the resistance of the columns, lay bricks and install power supply and water systems; all the ideal components to build a house. It is a teaching method in which theory does not necessarily come before practice.

❖ The first lessons Ramiro had in the Architecture program were masonry.





❖ Ramiro with one of his teachers, Albert Zimmermann, early 1964.





❖ With his inseparable friend Otto in an engineering activity, 1969.



❖ Ramiro combined his studies of Architecture with universal culture. Visiting the Eiffel Tower and the Roman Colosseum between 1964 and 1965.





- ❖ Ramiro traveled throughout the whole territory of Germany and Europe during his studies, at the beginning with his Troll moto and then with his Volkswagen Beetle, model 1957.

In summer, he enjoyed going to the beach and worked to earn some extra money harvesting in the field with his inseparable friend Otto, who until today takes care of him, cultivating, with loyalty, a friendship that exceeds half a century.

- ❖ In the Klingenthal mountain, in Thuringia, Ramiro spent many winters practicing ski, which he is passionate about until now.

In Weimar, he had the privilege of nourishing with the philosophy of Bauhaus, a prestigious design school, founded in 1919, which encourages its students to use innovative materials in the development of constructions, furniture and different objects. The aim of its creator, Walter Gropius, was that creations could combine functionality and aesthetics, something that Ramiro has always applied throughout his professional life.

His performance was brilliant. The German advisors had not been wrong. The potential discovered in student Salas matured at the demanding Hochschule für Bildende und Angewandte Kuns, in the city of Berlin.



❖ In the castle of Wartburg, in Eisenach, where the theologist Martín Lutero began his work of translating the Bible into German. It is a place that Ramiro visits frequently because it is related to his philosophy of life.



❖ In a recent visit to the University of Applied Arts in Berlin where Ramiro completed his studies in Architecture, on the right the Ambassador of Peru in Germany Elmer Schialer, two teachers and the Arch. Selmi Selmanaic, daughter of distinguished Dean.



❖ Walter Gropius with Selman Selmanagić on his last visit to Berlin.



❖ Prof. Arch. Selman Selmanagic, Dean of the Faculty of Architecture in Berlin, disciple of Gropius, professor of Ramiro.



❖ The Berlin community..



❖ The Brandenburg Gate.





❖ With his mother, Carolina Bravo, and his first wife, Helga Johannes. Germany, 1967.



To defend his thesis, the university got him a project in Argentina, but Ramiro asked to be sent to Peru instead because he already had the topic of his thesis in mind: to study territorial planning in balance with the nature the Incas achieved in the citadel of Machu Picchu. He spent six months observing, measuring and studying the eighth wonder of the world. After finishing his work, he returned to Berlin and defended his thesis.

When he returned to the country, he did not only bring his Ph.D. degree under his arm, but also he had found love and had married Helga Johannes, with whom he would have two children: Boris and Daniel, who, from birth, adapted to living in two cultures. They spoke German at home and, as soon as they crossed the door and went out to the street they spoke Spanish. Until today.

❖ Near Auerbachkeller in Leipzig, where Goethe wrote *Fausto*.

## DIPLOM

HERRN FRANKLIN-RAMIRO SALAS-BRAVO, GEBOREN AM 26. AUGUST 1943  
WURDE NACH ERFOLGREICHEM ABSCHLUSS DES STUDIUMS IN DER  
FACHRICHTUNG ARCHITEKTUR VOM SENAT DER HOCHSCHULE FÜR  
BILDENDE UND ANGEWANDTE KUNST BERLIN-WEISSENSEE DAS DIPLOM  
ZUERKANNT.

BERLIN, AM 9. JULI 1969

DER ARKHEOLOGENLEITER  
*Selman Selmanagić*

DER REKTOR  
*W. Womaka*

## TÍTULO

LUEGO DE CONCLUIR DE MANERA EXITOSA LOS ESTUDIOS EN LA  
ESPECIALIDAD DE ARQUITECTURA, EL SENADO DE LA ESCUELA DE  
BELLAS ARTES Y ARTES APLICADAS DE BERLÍN-WEISSENSEE OTORGA  
AL SEÑOR FRANKLIN-RAMIRO SALAS-BRAVO, NACIDO EL DÍA 26 DE  
AGOSTO DE 1943, EL TÍTULO CORRESPONDIENTE.

BERLÍN, 09 DE JULIO DE 1969

DECANO  
*Selman Selmanagić*

EL RECTOR  
*Walter Womaka*

**KUNSTHOCHSCHULE BERLIN**  
Rektor



IBRE ZEICHEN

IBRE NACHRICHT VOM

UNSERE ZEICHEN

STRASSE 293 NR. 20  
TELEFON 54 40 61

27.5.1972

A s p i r a n t u r z e u g n i s

Herr Dipl.-Architekt Franklin Ramiro Salas-Bravo hatte vom 1.9.1969 bis 30.6.1972 eine Aspirantur an der Kunsthochschule Berlin, Sektion Bau- und Bildkunst, Fachgebiet Architektur inne.

Das Thema lautete "Studie über die Erschließung und Einbeziehung der Reste der Inka-Bauanlagen und -Städte in das gesellschaftliche Leben der peruanischen Bevölkerung".

Als Mentoren zeichneten verantwortlich, Herr Prof. Selmanagic und Herr Prof. Dutschke.

Herr Salas-Bravo erwies sich als ein sehr eifriger und ernsthafter Aspirant. Auch seine Mitwirkung in der Lehre verdient Anerkennung. Im Blick auf seinen kontinuierlichen Einsatz und die dabei erzielten Arbeitsergebnisse ist die Aspirantur als abgeschlossen zu betrachten.

Ich wünsche Herrn Salas-Bravo, auch im Namen des Senats der Hochschule, für die weitere Arbeit in seiner Heimat Peru viel Erfolg.

*W. Womacka*

Prof. Womacka  
Rektor  
Kunsthochschule Berlin  
112 Berlin-Waldersee  
Straße 293 (am Hamburger Tor)  
Tel. 54 40 61

## BERLIN HIGH SCHOOL OF ART (KUNSTHOCHSCHULE BERLIN)

Rector

Your reference    Your statement of the day    Our reference    Street 203, No. 20    June 26, 1972  
Telephone: 56 40 61

### CERTIFICATE OF PARTICIPATION IN THE SPECIAL PhD PROGRAM

Architect, Franklin Ramiro SALAS-BRAVO, participated from 09/01/1969 to 06/30/1972 as a candidate for the special PhD program at Berlin High School of Art, Department of Architecture and Visual Arts, Major: Architecture.

The topic was "Study on the Development and Integration of Remains of the Inca Constructions and Cities in the Social Life of the Peruvian Population."

The responsible advisors were professor Selmanagic and professor Dutschke.

Mr. SALAS-BRAVO proved to be a serious and diligent candidate. His participation in teaching also deserves to be recognized. In view of the continuous effort and the results of the task performed, the special PhD program should be considered as completed.

Personally, as well as on behalf of the University Senate, I wish Mr. SALAS-BRAVO much success in his subsequent work in his home country, Peru.

-(signature) Professor Womacka  
Rector  
Berlin High School of Art  
112 Berlin-Weissensee  
Street 203 (illegible)  
Telephone number: 56 40 61.

State Bank  
Account Number: 6836-26-30312







## EL COLEGIO DE ARQUITECTOS DEL PERU

Por cuanto, el Arquitecto

*Franklin Ramiro Salas Bravo*

ha cumplido con los requisitos exigidos para ser incorporado como miembro del Colegio de acuerdo a la Ley 14085, los Estatutos y Reglamentos pertinentes,

Por tanto, se le confiere el presente Diploma que acredita su condición de miembro ordinario activo, inscrito en la Matricula Profesional CAP, con el número **708**

  
EL SECRETARIO GENERAL

  
EL DECANO

  
EL INTERESADO

# 7

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# PRESERVING MONUMENTS

In 1972, after almost ten years of absence, Ramiro returned to Peru. During his stay in Germany, he was aware of the nationalist military reforms that were taking place in our country since October 1968, as a consequence of the coup d'état of the Armed Forces led by General Juan Velasco Alvarado.



❖ Family postcard on the birthday of grandmother Josefina Rodríguez Gamarra. Ramiro, Manolo's sisters (Edda and Fina along with his husband), father Linán, a Franciscan Puerto Rican priest very close to the family; Judith, Mnolo's girlfriend and cousins Martha and Manuel are at the meeting. 1972.



❖ Ramiro with his father, Wilbert Salas Rodríguez, and his sister Indira in 1983.

❖ At the Directorate of the National Center for Conservation and Restoration of Monumental Property of the National Institute of Culture (INC), which operated in the so-called Casa de Pilatos, 1975.

There was a state of social upheaval caused by the agricultural reform and the expropriation of industrial, mining, fishing and communications companies. The reforms, inevitably, reached the field of education with the creation of the National Institute of Culture (INC) led by Martha Hildebrandt. The good impression in the first meeting between Ramiro Salas and her in the old mansion called Casa de Pilatos, in downtown Lima, was mutual. They spoke German perfectly and shared the defense of the intangibility of Machu Picchu.

Ramiro then assumed the leadership of the National Center for Conservation and Restoration of Monumental Property of the INC, where he promoted the preservation of the historical and archaeological material heritage, especially of the most impressive sites of the time, such as the mud citadel of Chan, the Great Pajatén and the temple of Chavín de Huántar, among others.







❖ In Siena, Italy,  
with Andrew  
Tesoro, 1977.



In 1977, he was awarded a scholarship by UNESCO to pursue specialized studies in the restoration of monuments for touristic use at the Centro Internazionale di Restauro dei Monumenti in Rome. His stay in Italy guided his life to tourism. There, through interdisciplinary studies for conservation, Ramiro got involved with the experiences of scientists, conservators, restorers, archaeologists, art historians, curators, architects and urban planners.

After his return, and with the support of the Tourism Promotion Fund, created in 1977, he contributed to the dissemination of Peru's cultural image and all its historical and architectural wealth through the so-called "cultural tourism", promoting domestic tourism and the protection of archaeological and historical centers.

One of the most important lessons learned at that time was that, in order to effectively show the country's cultural image, the careful use of audiovisual media was indispensable so they could fulfill their eminently guiding purpose.



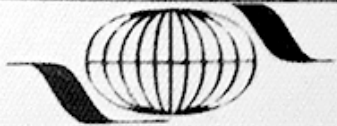
❖ At the Terre des Hommes world tourism exhibition (Man and his World) in Montreal, Canada, in 1979.

# 8

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## CARRY PERU IN YOUR HEART

In 1978, after completing his tenure at the INC, Ramiro joined the Ministry of Industry, Commerce, Tourism and Integration. These were years of permanent trips into the interior of the country, visiting towns and locations that, because of their geography and history, could be potential places of interest for tourists. These were the final years of the military regime and also times of budget shortages.



**SEMINARIO: ORDENAMIENTO TURISTICO DEL TERRITORIO  
4-6 NOVIEMBRE 1981 LIMA PERU**

❖ As a speaker of the World Tourism Organization (UNWTO), in 1981.



In 1980, the beginning of the second term of President Fernando Belaunde Terry determined a new period for the Tourism sector. The return of the television stations to their legitimate owners, the emergence of the chromatic signal and satellite technology allowed Peru to integrate with the world and start new projects to promote tourism.

During the first years of his administration, Belaunde had the habit of having lunch every Wednesday with his friend the architect Ernesto Paredes Arana, Vice Minister of Tourism, with whom he talked about the projects of the sector. Ramiro was a frequent guest to these meetings, in his capacity as the Deputy General Director of the Vice Minister, as his friend Jorge Becerra, who was the Planning Director of the Ministry, recalls. Many projects were small, but had a high social impact.

❖ With his advisor Jorge Becerra and his closest work team in the Vice Ministry of Tourism in 2001.



«I admire Ramiro very much. I worked with him for a long time and on several occasions. His professional life and his great love for Peru led him to develop, creatively and ingeniously, projects for the benefit of the business tourism society and the educational community. All this, always combined with the simplicity that characterizes him, explains why I am proud to be his friend. »

**Jorge Becerra**

**peru**

**es historia,**

**tradición,**

**aventura,**

**diversión...**

**FOPTUR**  
FONDO DE PROMOCIÓN TURÍSTICA

Studious since his childhood, Ramiro prepared for change. He decided to study Tourism Planning at ESAN (1981), and the results were almost immediate. That same year, from the Tourism Promotion Fund (FOPTUR), in the Receptive Tourism Management, he promoted the campaign “Carry Peru in Your Heart”, designating many Peruvians living abroad who knew our geography and history to represent the country in 18 offices around the planet. For the first time, Peru entered the tourism big leagues in the world. However, the weather misfortune played against it.

In 1982, he was called to lead the General Directorate of Tourist Infrastructure of the Ministry of Industry, Commerce, Tourism and Integration (MICTI) at a dramatic time for the country due to the disastrous consequences of the El Niño phenomenon, which caused heavy rains in the north and a severe drought in the central highlands and south of the country.



The great role Ramiro Salas played in the process of rebuilding tourist hotels and recovering services for visitors led the World Tourism Organization (UNWTO) to appoint him as an international consultant, for which he traveled on special missions to Venezuela, Panama and Jamaica between 1983 and 1985.





❖ From left to right: Daniel Salas Johannes, Ramiro Salas Bravo, Boris Salas Johannes and a close relative in Paucartambo.





❖ With his children, Boris and Daniel, and his grandson, Leo, at the beaches of Mancora, in 2018.

# 9

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## MACHU PICCHU AT ALL TIMES

Ramiro's versatile personality was tested in 1985. In January of that year, he met Raul Diez Canseco when he became the Vice Minister of Tourism. It was a friendship at first sight. In his biographical book, Raul reveals that he sympathized with Ramiro because of his quick thinking and action: "Over time, a close relationship was built between Ramiro and I. More than a friend, he became like a brother to me".







Ramiro convinced him that in order to attract international tourism, it was necessary to untie the Gordian knot: accessing Machu Picchu, Peru's most important archaeological heritage. He told Raul that tourists staying in Cusco had to get up at 5 a.m. to board a 7 a.m. train, travel for 5 hours to arrive in the small town of Aguas Calientes, where they had to board a bus to be transferred to the Inca citadel, take a 2-hour tour and immediately return to board the train to arrive in Cusco at 11 p.m. A typical visit for athletes.

Ramiro suggested to Raul to put into operation some railcars that Peru had bought from Spain and had been lying for a long time in the port of Matarani, Arequipa. He did not count on Diez Canseco going from words to action, and the next day, Ramiro was on his way to Arequipa, wearing blue jeans and boots, where he was going to take charge of the railcar matter. This is how the project "Machu Picchu at all times" began.



The implementation of this project faced more than one vicissitude. To begin with, the mounted axles of the railcars were too wide for the railway line installed and that had to leave from Urubamba. What to do? Arrangements were made with the Industrial Service of the Navy (SIMA) and with the National Railway Company of Peru (ENAFER) to assemble the railcars and adapt the railway line to the new technical specifications.

Fighting against time, on June 25, 1985, a month before the end of his second term, President Belaunde inaugurated the "Sistema de Transporte Cerrojo" (Transportation System) in front of a crowd of tourists and residents of Ollantaytambo, who came to Cusco to celebrate the beginning of the Inti Raymi.





Among other tourism projects of that time, designed with a deep social sense and aimed at thousands of provincial migrants, the initiative of “Los Peregrinos de Lima” (The Migrants of Lima) stood out. Every Sunday, starting at 9 a.m., buses of Enatru Peru and of the Socially Owned Company toured the city with hundreds of schoolchildren and tour guides trained at the Tourism Training Center (CENFOTUR). The buses left from Campo de Marte and visited the Circuit of Beaches, Chorrillos, Barranco, Paseo de la República, Plaza Grau (Grau Square), Plaza de Armas (Main Square) and the church of San Francisco, to finally return through the Tacna, Garcilaso de la Vega and 28 de Julio avenues. Along the way, and thanks to the support and donations of private entities, snacks were distributed to children and young people. It was a program that served for schoolchildren to identify themselves with their history.



❖ Signing the agreement of the tourist project Los Peregrinos de Lima with Raúl Diez Canseco Terry and the capital's Mayor, Alberto Andrade Carmona, in 1985.

# 10

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## CUSCO FOR THE PEOPLE OF CUSCO

In 1985, with the electoral victory of the Peruvian Aprista Party (Partido Aprista Peruano) and Alan Garcia, things got complicated: hyperinflation and the terrorism of Shining Path (Sendero Luminoso) drove away tourists from Cusco, while the Historical Center of Lima stopped being a good place to stay. The demand for hotels such as the Bolivar, Crillon and Sheraton hotels significantly decreased despite the fact that a cultural rescue campaign had been initiated through the creation of the "Patronato de Lima" (The Lima Foundation), until the UNESCO declared the Historic Center of Lima as a World Cultural Heritage Site. Then the eyes of tourism fell on Cusco, and Ramiro traveled to the Inca Empire's capital as the General Director of Industry, Commerce and Tourism of the Inca Region.

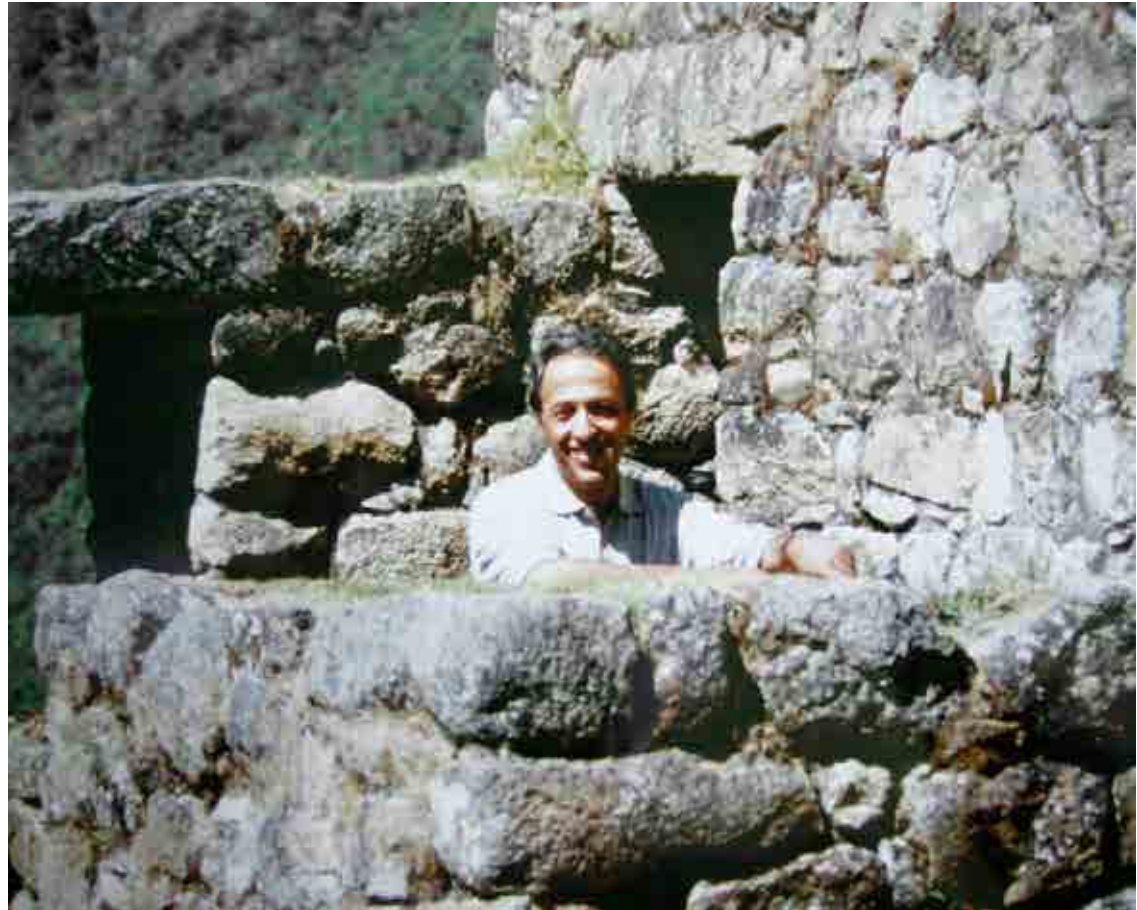




❖ "Ramiro's Magic Cusco", painting in Frankfurt, in 1997, by the artist from Puno Juan de la Cruz Machicado.



❖ In the archeological site of Wiñay Wayna, over the route of the Inca trail.



Just as in Jerusalem, Rome, Cairo or Mexico, in Cusco, the “navel of the world”, all the languages of the planet are spoken, in addition to Quechua, because the tourists visiting Cusco come from the four cardinal points. Ramiro’s return to his hometown was seen with great expectation. For a decade, his efforts had been aimed at attracting foreign tourists to visit Machu Picchu in order to observe how the ancient Peruvians

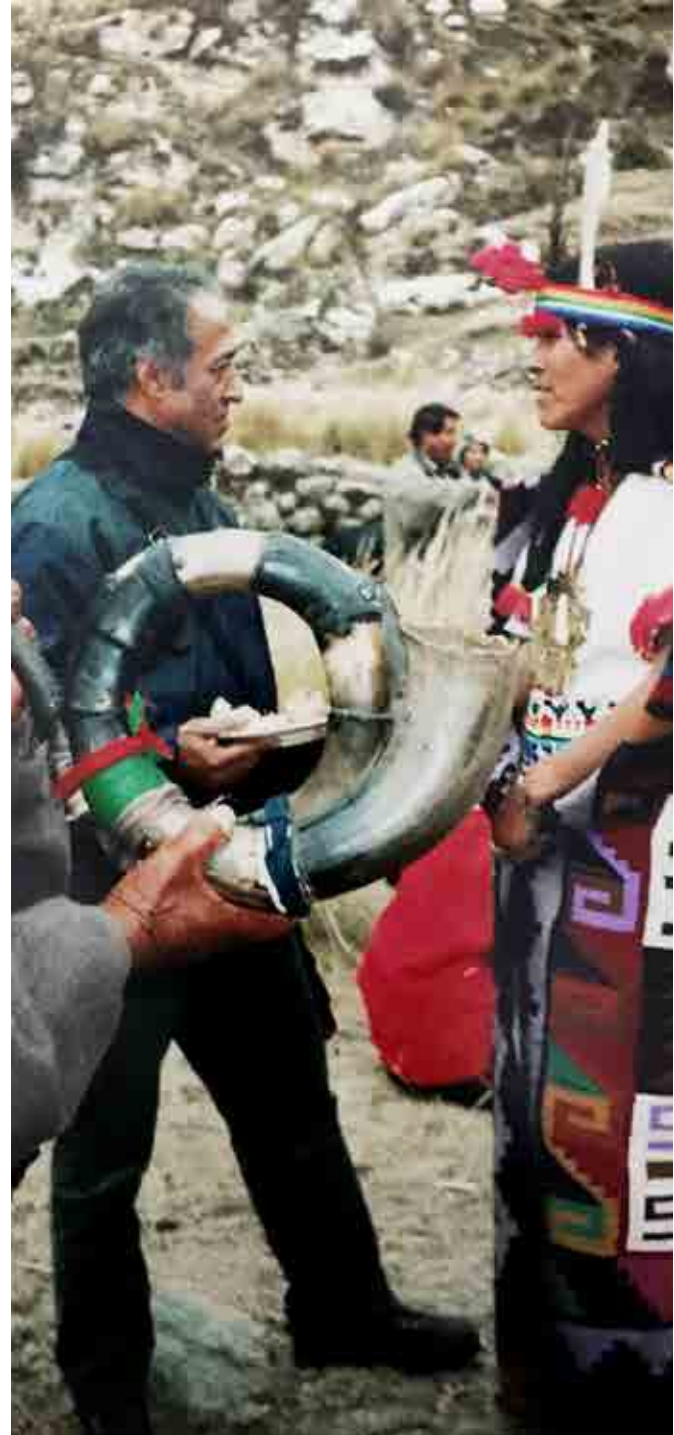
managed to defeat the mountain gods and build a citadel of perfect and beautiful architecture.

However, the streets of Cusco were deserted, without tourists, and patrolled by police forces due to the attacks perpetrated by the Shining Path. A dramatic event in the history of the Peruvian tourism was the attack against the railcar of a train full of people, most of them foreign visitors, in June 1986.

Maricarmen Villar, his secretary of many years, remembers that Ramiro was a friend even of his enemies. There were times where they even helped him with many of his ideas. Ramiro, who had emigrated from his homeland when he was very young to continue his studies in Lima and then in Germany and excelled as a professional and government official, was now returning to Cusco to become a public servant.

The essence of his personality was evident when he was in contact with his fellow countrymen: humility, simplicity, charisma and talent. Without poses, and speaking in Quechua with the population, he carried out his longed-for project of the Imperial Express so that, on the last Sunday of each month, the people from Cusco could travel to Machu Picchu by train with an economic ticket and get to know the citadel.

❖ Participating in the Virgen del Carmen festival, in Pisac, town from Cusco that is famous for its crafts fairs.





Likewise, he managed to reach an agreement with the Mayor's Office, the Archbishop's Office and the National Institute of Culture to launch his campaign "Cusco for the people of Cusco", which exempted those born or living in the city from paying the admission fee to the historical monuments and churches of Cusco. This provision is still in force. Ramiro was also a pioneer in the message of Cusco to the world. He was very determined that the "tourist boom" also reached the empire's heirs.

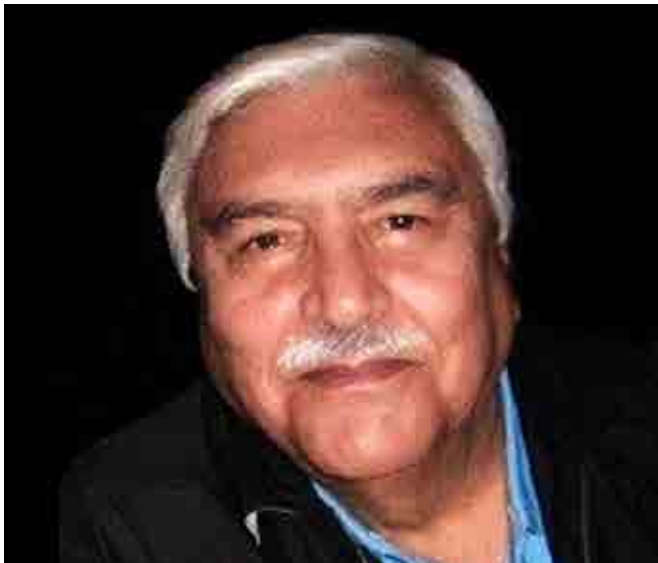
Once his mission was accomplished, he returned to Lima to work for two years (1989-1991) as manager of Receptive Tourism for FOPTUR and advisor to the Tourism Commission of the Chamber of Representatives.



«Ramiro Salas is the most complete human being I know. He is an honest and reliable gentleman, a great father, a loving husband, a loving grandfather, a tireless worker and a leader who made a mark on every field he works in. When we worked together, I always considered him as a friend, rather than a boss, and the doors were often open-ended. I witnessed his leadership and the way in which he led human groups of advisors, technicians and professionals, always demonstrating his love for tourism, which is his passion and for which he has left great works and projects like no other. So far, there is no one like him.»

**Maricarmen Villar**

Former Secretary at FOPTUR  
and the Vice Ministry of Tourism



«Ramiro inherited the class from his distinguished father, Mr. Wilbert Salas Rodriguez. He is an honorable human being, a man from Cusco with a high spiritual sense and a civic dedication that honors his land. He speaks seven languages, including Quechua, which he spreads lovingly and proudly. Ramiro is also the owner of a privileged intelligence and an excellent professional. I have the great honor of being his friend and witness of his intellectual stature, his integrity as a person and uprightness.»

**Julio Gilberto Muñiz Caparó**

Provincial Mayor of Cusco (1975-1980) and  
Cusco representative (1980-1985)

# 11

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## PERU, LAND OF THE INCAS

In 1990, he was entrusted with the organization of the first Peru Travel Mart, which would be the most important annual event for the country's tourism promotion. The inauguration, in April of that year, at the Crillon Hotel, was the biggest event of the industry. Leticia González, who was Peru's representative in Frankfurt, recalls that she brought to the country an important delegation from the European Union interested in collaborating with 1 million dollars for tourism development.



PERU  
TRAVEL  
MART '90

AMAZONIA

MACHU-PICCHU

For many of the Ministry's former officials, that presentation was one of the most remarkable exhibitions of the Peruvian tourist offer, based on nine destinations and under the slogan "Peru, Land of the Incas", which lasted for more than a decade. Thus, for the first time, the manual of tourist destinations and tourist activities available in our land was developed.

Representatives of travel agencies from Europe and the United States were fascinated by the exhibition of paintings, crafts, gastronomy, music and dances from all regions of the country. Ramiro, as an excellent host, communicated in English, German, French and Italian. The guests were pleasantly surprised. He not only stood out for his vast culture and command of several languages, but also for his manners and style. He was recognized for his good taste in clothing and his collection of ties and scarves.







AMAZONAS NASCA MACHU-PICCHU TITICACA





❖ Ramiro Salas, Receptive Tourism manager at FOPTUR, with Mrs. Chabuca Quiñones, President of Peru Travel Mart 1990.

«I met architect Ramiro Salas during the Peruvian Tourism Product Presentation, an event he organized at the Ministry in 1984. The meeting took place on the occasion of the visit of the Tourism Delegation of the European Economic Union to our country. This activity was prepared by FOPTUR and Vice Minister Alfonso Salcedo. The presentation was a success. From that moment on, we shared a passion: tourism in Peru, and a wonderful friendship, written in capital letters. Today, I share this friendship with him and his wife, Patty.»

**Leticia González**

Former Director at PROMPERÚ





«Ramiro Salas is the great architect and author of the stunning designs that moved me as soon as I saw them, almost four decades ago. I could admire many of them. They were fine and did not need to be towers to be slender, since they had greatness in themselves. They were creative and were integrated into the landscape and history, always combining harmony, beauty and functionality. Later on, I could see the Peruvian Ramiro, the citizen who dedicated himself, without pause, to serve his country, promoting it, highlighting it, loving it and taking it wherever he went. His work has brought pride and prestige to Peruvians. »

**Alfonso Salcedo**

**Former Vice Minister of Tourism**

❖ Ramiro and Alfonso Salcedo.



# 12

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## ROVING TOURISM AMBASSADOR

In the early 90s, overseas visitors had been scared off by insecurity and violence. Consequently, tourism required a new approach: looking for potential visitors abroad. It was necessary to return to Europe. This time, Ramiro traveled with Patty Rodríguez O'Donnell, his second wife, who like a good person from Ayacucho, shares his passion for Peru and tourism.





❖ Assuming the position as Director of the FOPTUR office in Frankfurt. He is accompanied by Leticia González, Director of the FOPTUR office in Paris, and Ernesto Pinto-Bazurco, Consul General of Peru in Frankfurt, in 1991.

Between 1991 and 1992, Ramiro assumed the leadership of FOPTUR offices in Milan (Italy), Paris (France) and Frankfurt (Germany). In these countries, he organized conferences promoting Peru, actively participated in tourism events and fairs, visited important cultural institutions and developed a large network of contacts with hundreds of travel agencies from the Old Continent. These were times of intense work when Peru could position itself as a must-see tourism destination in South America: the magical country, cradle of an ancient culture that is still alive.

Although terrorism grew, figures indicated that the number of tourists that visited Peru was increasing. That was only until, in 1992, a political change led to

the restructuration of tourism sector and closure of all FOPTUR representative offices abroad. Ramiro had no choice but to comply with the orders of the government and return to Peru in July of that year.

Once in Lima, he was appointed, once again, as FOPTUR manager. He had to help with the complete closure of the tourism organization as “efficiently” as possible. It was a thankless task for someone committed to his co-workers and his institution. Those were very difficult days and, for the first time, a sadness shadow became visible on his face. He had the look of someone who sees his dream about showing Peru and its greatness to the world disappear.



❖ In 1991, in the FOPTUR office in Frankfurt.

Fortunately, thanks to his simplicity, he could make many friends. He had countless contacts he had met and cultivated at the largest fairs and conventions in Europe such as the manager of the Colombian aviation company Avianca, who had followed his career and admired his work of promoting Peru despite two problems that usually scare off visitors: terrorism and cholera epidemic.

❖ At Avianca stand in a tourism convention in 1996.



Before the year ended, Ramiro received a phone call from Gerhart Vick that would change his life and make him smile again. The Colombian aviation company Avianca needed a sales manager in Germany. Vick offered him an office in Frankfurt where he would be responsible for promoting the company operations in the whole region, mainly in the Andean area: Peru, Colombia, Bolivia and Ecuador. Ramiro understood that in order to be successful, he must not sell tickets or seats, but rather a destination, an experience, a world to know and discover.

Thus, at the end of December 1992, he assumed a new challenge. This time, in commercial aviation. For that reason, he gave up his job as civil servant, packed his bags and headed to Frankfurt. His office was located on the third floor of the building at Franken Alle 125 Street, and his small apartment was one floor above.

A few months later, Avianca positioned itself in the international market as one of the top airlines flying to Latin America. During his time as Sales Manager, he organized hundreds of tours, fairs, conventions, encounters and trips to different tourist places in South America. Very soon, Ramiro realized that he spent more time in the air than on the ground, flying from one country to another, and in giving lectures in German, English, Italian or Spanish. He became an honorary roving ambassador in Europe who promoted Peruvian attractions.

As for the family aspect, like a good Peruvian, he always enjoyed our exquisite cuisine although he missed the smell of wet earth of his ancestral people.

«Ramiro, my dear old friend, born deep in the heart of Peru. With joy, I remember when we worked in the Tourism sector and in the first fair where you represented Peru: “The man and his world”, in Canada. As for government tasks, I remember you lovingly helping the weak in the economy of our country. And, now, you are performing the endless and laudable task of education as a Rector at our beloved USIL, where you will always contribute with knowledge and human greatness. »

**Miguel Romero Sotelo**  
Deputy Mayor of Lima







«Thinking about Ramiro Salas is reviving pleasant moments we shared during the years we worked together in Avianca in Germany. I remember his enthusiasm poured into each new project, succeeding in getting it done, and the challenge of being tourism ambassador of Colombia and Peru at that time. We worked during the tough battle against drug trafficking that scared off international tourism and when Peru was hit by terrorism and cholera epidemic. Ramiro made me love Peru and its beautiful and mysterious ancient places. He was the best and unimaginable tour guide. All those pleasant moments are engraved in my mind and on my heart. »

**Gerhart Uick**

**Former General Manager  
at Avianca Europa**

# 13

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# TOURISM REVOLUTION

In 2000, a year of changes and recovery of national democracy, Ramiro received another phone call. It was Raúl Diez Canseco, who told him that he had been invited by Alejandro Toledo to be part of the President's staff and that Fernando Belaunde had given his authorization. He said that he needed him. He wanted him to be part of his team, so that he participated in the Government Plan and was responsible for the proposal for tourism development.



❖ Taking oath as Vice Minister of Tourism before Raúl Diez Canseco Terry, Minister of Industry, Tourism, Integration and International Trade Negotiations, in 2001.



❖ Visit of the Ministers of Tourism from countries of Latin America to Machu Picchu, in 2001.



Life gave Ramiro a new opportunity to decide between his career and his country. He thought deeply about the offer during many days. It had been difficult for him to rebuild his professional life with success in Germany. He had a new home there. Going back to Peru would mean starting over in all aspects: the future national project and his own life project in many spheres and dimensions.

Finally, he decided to go back to Peru. Those intense months ended up with the triumph of Alejandro Toledo at the polls. Ramiro and Raúl met again in the Ministry of Foreign Trade and Tourism, Raúl, as the first Vice President of the Republic and Minister of the sector, and Ramiro as the Vice Minister of Tourism. They agreed that the country must be necessarily and properly inserted, in the global economy.

In that time, the country did not have more than 600 thousand tourists per year. For that reason, the first goal was to achieve one million visitors. To achieve this figure, Ramiro, alongside a first-class work team, prepared the National Plan for Tourism Development of Peru (2001-2006) and the Comprehensive Multisectoral and Interinstitutional Plan for Tourism Development. Programs that were not a dead letter, but they were provided with many resources for their development.

The most important work of Ramiro was the approval of Law No. 27889 (2002), which created the National Tourism Promotion and Development Fund and Extraordinary Tax. Thus, the payment of 15 American dollars was established per each international air ticket of people who entered Peru. In addition, donations were received for such purpose. The resources of the fund were used to finance works and projects of tourism infrastructure and to promote Peru as a destination at international and national level.

On the other hand, funds were invested to prepare the first National Strategic Plan for Tourism (PENTUR), for the 2005-2015 period. According to PENTUR, the bases for the National Plan for Tourism Quality were prepared.





❖ With Francesco Frangialli, Secretary General of the World Tourism Organization (UNWTO), in 2003.

❖ Willy Angulo and Tika Suárez appear in a meeting with tour operators in the office of the Vice Ministry, in 2002.

Later on, an environmental policy proposal was developed for the Tourism sector, the guidelines of which were specified in the Environmental Regulation Project for the Tourism Activity Development approved in 2008.

This fantastic planning and execution work was the first effort of the State to institutionalize tourism management from clear strategies that would guide the role of all actors of the sector and motivate a coordinated work nationwide. Moreover, it served as an inspiration and model, so that different regional governments have the courage to prepare their own plans.

# 14

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## A TASTY

## WELCOME TO

## PERU

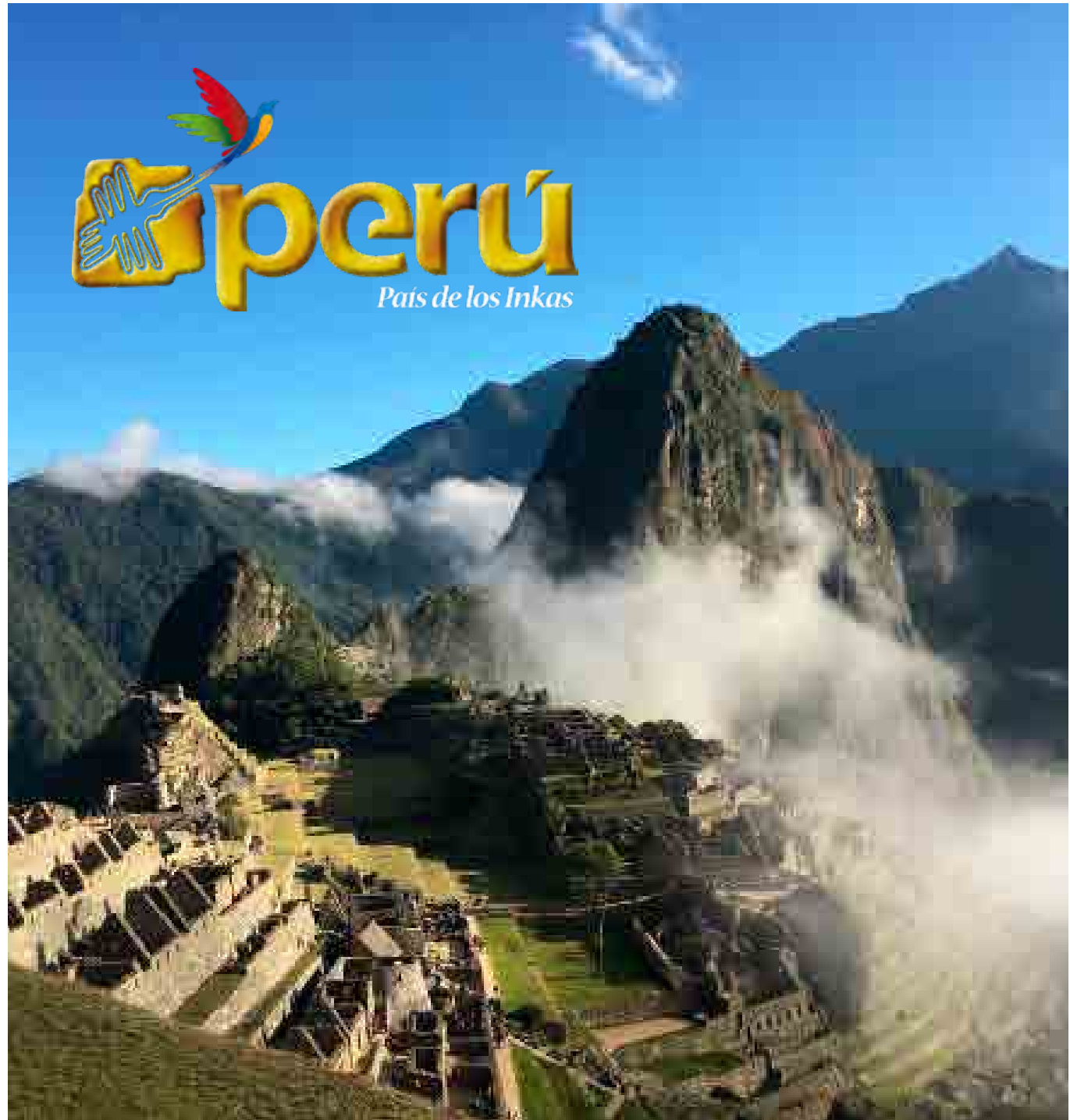
Under Ramiro's administration, the Exports and Tourism Promotion Board of Peru (PROMPERÚ) developed a dynamic program aimed at improving the perception of the agents involved in tourism activity through research works on characteristics of potential markets and foreign tourists from Europe and South America.



MINISTERIO DE COMERCIO EXTERIOR Y TURISMO  
Vice Ministerio de Turismo - Perú

# CUENTA SATELITE DE TURISMO

Año de Evaluación 2001





With the Tourism Promotion Fund, the slogan Peru, Land of the Incas, appeared in the main advertising media in the world. The Peru's tourism offer was seen in subways, trains, buses, specialized magazines, TV programs and in the most important newspapers of the United States, Europe and Asia. "The design and launch of a millionaire international advertising campaign called Pack Your Six Senses, come to Peru showed the country with emotion, from the majesty of Machu Picchu, passing through the wonderful biodiversity of the Amazon, to the living Criolla cultures, such as the religiosity of the Holy Week in Ayacucho", recalls with nostalgia Carlos Canales, current President of the Peruvian National Chamber of Tourism (CANATUR).



«Ramiro Salas Bravo, friend, architect and Vice Minister, is a top professional, who I have known for 30 years. I highlight his great love for Peru. He lived an idyllic romance with tourism and a perfect marriage to the business sector as he performed his various public functions. His work bore fruit, and promoted and consolidated the sector substantively, qualitatively and quantitatively during the last 20 years. I express my sincere gratitude to Ramiro, a man committed to his homeland, his people and the Peruvian tourism. »

**Carlos Canales Anchorena**

President of the National  
Chamber of Tourism



❖ In March 2004, he made Peru become the host country of the most important tourism fair on the planet, the ITB of Berlin, in Germany.

Ramiro was one of the promoters of the national cuisine in the main tourist circuits: Buenos Aires, Quito and Sao Paulo (2001), Lafayette in Paris, Río de Janeiro and London, and based his work on gastronomic festivals in Zurich, New York, Panama City, Frankfurt and Montreal (2002), Hotel Ritz de Madrid (2003), Japan and China (2004).

In March 2004, he succeeded in making Peru the host country of the largest tourism fair in the world, ITB Berlin, in Germany. That year, our country was in charge of the opening show and the subsequent reception party where people tasted different dishes made with yellow potato prepared by the renowned chef Adolfo Perret. Flavors of our causa limeña-made with prawns and octopus in olive oil -papa a la huancaína, papa rellena, mashed potato and native small potatoes served with many sauces were the delight of the attendees.



Subsequently, the union of tourism and national flagship products such as Pisco Sour and Peruvian Paso Horse, as well as the cuisine presented in Madrid Fusión 2004 established the image of Peru as a land with a rich natural diversity of history and gastronomy. This motivated the creation of the gastronomic brand Perú, Mucho Gusto (A Tasty Welcome to Peru), which has helped the country to be recognized as one of the most important gastronomic destinations in the world. In this way, Ramiro knew how to capitalize, as the Vice Minister of Tourism, the wave of gastronomic ventures of different chefs, cooks, and specialists.









❖ Peru was, for the first time, the host country for the ITB 2004, the most important tourism fair in the world, and it is carried out yearly in the city of Berlin. In this opportunity, Peru offered a national gastronomy dinner to more than 5000 tour operators. Above right, Adolfo Perret, main chef of the gastronomic presentation of Peru in the ITB.

# 15

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## PERU HAS IT ALL. LIVE IT UP!

Raúl Díez Canseco recalls a story with the President of Colombia Andrés Pastrana, who at the end of 2001, made a technical stopover in our country at the Air Group No. 8 heading to Chile. “Being a great connoisseur of our national refined drink, the Colombian President asked to drink Pisco Sour while he was waiting for his flight to resume. However, it was not possible to offer him Pisco Sour, since his technical

stopover was at a military airport. I asked President Pastrana to stop again in Lima on his way back to his country, and he did it. This time I called Johnny Schuler, the great promotor of Pisco in the world, and asked him to receive our distinguished visitor with a refreshing glass of our flagship drink.” And as Schuler recalls, “It was a 20-minute technical stopover that turned into a long and cordial encounter”.







At that time, postage stamps referring to the history of our famous grape distillate were issued. They were part of the program to disseminate the Pisco image as designation of origin of Peru. It was decided that in all official events -internal and external- Pisco was offered to make a toast, instead of the traditional wine of honor.

On the other hand, the relaunch of Perú Travel Mart in 2003, an event of special relevance for the country, and the sustainability of the National Chamber of Tourism (CANATUR) attracted tourist buyers from the main markets of the world to know new destinations. The hospitality and warmth of Ramiro and his work team, as well as the exhibition of beautiful staging of the wonderful Peruvian culture and geography gained the loyalty of visitors.

Domestic tourism was also the spotlight of the Vice Ministry. PROMPERÚ lunched the advertising campaign "Peru has it all. Live it up!" to promote visits to regions of the country at any time of the year, with special emphasis on long weekends. A new target sector for tourism fairs was young people from the universities of Lima, USIL, Agraria La Molina and Ricardo Palma.



During the celebrations for the first anniversary of the company Lima Airport Partners, responsible for the construction of the new Jorge Chávez International Airport, Ramiro took the opportunity to highlight the geographical location, tourist attractions and growth of country's hotel infrastructure. All the conditions were in place to turn Peru into a South American business hub.

Consequently, flight frequency of airlines like Iberia (Spain), Lufthansa (Germany) and Alitalia (Italy) increased and other new ones such as Air Plus and Air Madrid focused their attention on Lima as a destination.

Visits of tourists from friendly countries like Argentina, Brazil, Venezuela and Mexico, as well as Europe and the United States increased. For the first time, there were negotiations with the governments of Australia and China to start flights to both countries. The results of these negotiations were positive and promoted the visit of tourists from Oceania and Asia. The Government of China declared Peru an official destination, which opened a potential market that exceeded 50 million travelers.

# 16

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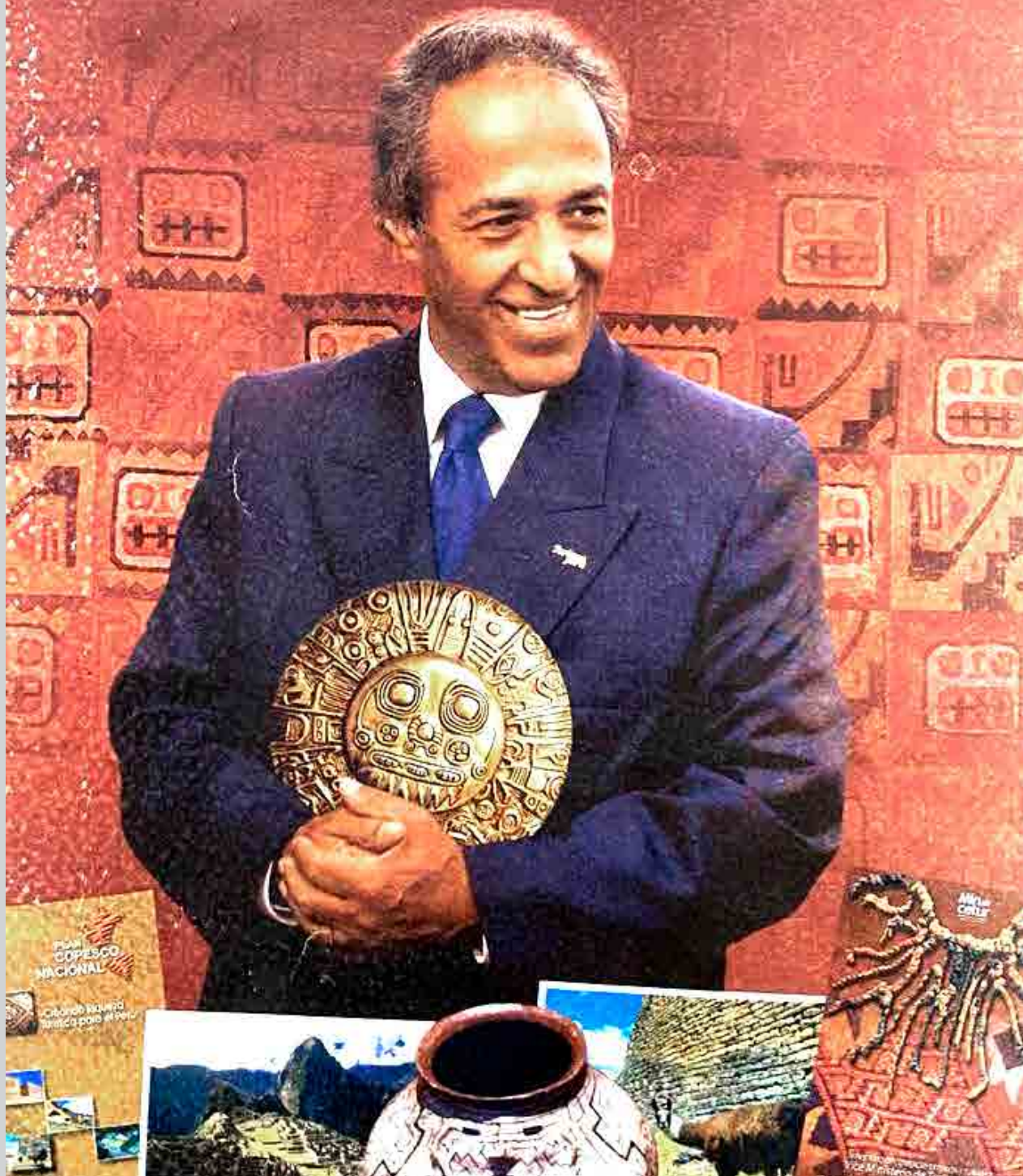
I AM PROUD  
TO BE  
PERUVIAN

Ramiro is convinced that tourism is the economic activity that distributes wealth best. It allows Peru to show not only its natural and cultural greatness, but also the idiosyncrasy of its people who are hardworking and friendly with visitors.

❖ Tribute paid by the employees of the Vice Ministry of Tourism to the completion of their management, in January 2006.



# MAS QUE UN JEFE UN AMIGO...



He promoted, as a State Policy, that tourism and regional craftwork became viable alternatives to fight poverty and unemployment head on. These guidelines were specified in the National Artisan Development Plan that promoted the work of thousands of families who made textile products made from camelid fiber, ceramics and leather as well as jewelry.

To execute the plan, Centers for Technological Innovation (CITE) for Tourism and Craftwork were created in the entire Peruvian territory. These places were true laboratories that helped diversify national production by developing craft workshops in Lambayeque, Piura (ceramics), Cajamarca, Piura, Puno and Huancavelica (textile).

At the First South American Meeting of Ministers of Tourism held in Lima in 2003, the design of a strategy for joint tourism promotion between countries of the region was proposed to face the world crisis. This resulted in the creation of a program called South America for South Americans. Likewise, in Brussels, Belgium, the meeting "Peru, Strategic Partner for Europe" was conducted with the participation of 21 diplomatic missions and aimed to promote tourism, foreign trade and investments.



In 2004, Ramiro Salas made the National Copesco Plan, a government initiative aimed at the development of the Tourism sector, have two scopes: regional and national. Projects were financed with resources of the National Tourism Promotion and Development Fund and Extraordinary Tax.

This allowed the execution of multiple investment plans aimed at enhancing the sector's resources, infrastructure improvement of tourist squares, streets, boardwalks and beaches; construction of tourist hotels, site museums, exhibition rooms; rehabilitation of archeological centers, churches and museums, and conservation and tourist signposting in cities and roads throughout the country.

In the plan, special care was taken in integrating the border cities of Aguas Verdes, Tacna and Desaguadero, gateway for visitors from border countries and potential markets for the development of receptive tourism.

❖ Ramiro Salas, Raúl Diez Canseco and Enrique Iglesias, President of the Inter-American Development Bank (IDB), in 2004.





An example of the works carried out in the 2001-2004 period, as a result of the joint and coordinated effort of the sector with regional governments, was the intervention in the Ransom Room (Cajamarca); in the archeological complexes of Levanto, Revash and Kuélap (Amazonas); in Chan Chan, Huaca Cao Viejo and Magdalena de Cao (La Libertad); in Huaca Rajada (Lambayeque); in Chavín de Huántar (Áncash); in Kotosh (Huánuco); in Caral, Pachacámac and Áspero-Puerto Supe (Lima); in Tambo Colorado (Ica), and in Wari (Ayacucho).

The main tourism development projects executed are Caral Master Plan and the technical assistance for the identification of tourist attractions of the basins of Lurín, Rímac and Chillón (Lima); Tourism Development Program of Arequipa and Valle del Colca, and the San Agustín Church (Arequipa); Urban Reorganization and Cultural Development in Machu Picchu Pueblo, as well as Choquequirao Master Plan (Cusco); Tourist Infrastructure Improvement of the Titicaca Lake (Puno); Chavín-Pashas and Cabana Cultural Tourism Project (Áncash), and the Bosque de Pómac Historical Sanctuary (Lambayeque).

With a future vision, Ramiro prepared the cableway project to Kuélap, Marcahuamachuco, and Choquequirao, being then Kuelap the first tourist cableway of Peru, opened on March 2, 2017.





When Ramiro took over as Vice Minister in 2001, around 600 thousand tourists entered the country, and at the end of his service to Peru in 2006, the number of visitors reached 1.4 million, while foreign currency income reached 1502 million dollars. He also left a tourism infrastructure that has not been surpassed so far, thanks to an investment close to 48 million soles.

# 17

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## EDUCATION IS THE BASIS OF ALL GREAT TRANSFORMATION

Ramiro was always interested in education and higher education. Between 1984 and 1988, he was professor at the School of Tourism of the Universidad de San Martín de Porres, and at the Tourism Training Center (CENFOTUR), pioneering institution in the country in tourism education and responsible for the development of professionals in tourism administration, hotel management, as well as tourist guides and officers.



❖ Ramiro Salas was the Chairman of the CENFOTUR Board of Directors from 2001 to 2005.

To guarantee a quality education, Ramiro provided CENFOTUR with a faculty of high professional and academic level at its facilities in Cusco, Cajamarca and Chiclayo. He developed theoretical-practical training with workshop-modules of cooking, bar, restaurant and suite, complemented with excursions and tours of new tourist circuits in the Coast, Highlands and Jungle regions. Around 300 graduates from CENFOTUR remember the aid and specialized support they received through job banks, scholarships, medical care and unforgettable tourism fairs.

# 18

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## ACADEMIC DIPLOMACY

In 2006, Ramiro Salas continued his work at the San Ignacio de Loyola University (USIL), and was in charge of the International Development Department, which was created when he arrived at the institution. Thus, globalization was strengthened, a pillar, which along with sustainability, entrepreneurship and research, constitutes the essence and identity of our institution, foundation that allows its student to face challenges of today's world.

❖ Assuming the position as Director of International Development at USIL in 2006.







❖ During his tenure, more than 270 international agreements were signed.



As the Head of this Department, he encouraged the incorporation of program courses in English into the curriculum, with which USIL became the first bilingual university in Peru. The intensive teaching of such language has ensured the education of professionals capable of doing research works and preparing cases mastering global vocabulary associated with their programs, skills that guarantee professional success worldwide.

Ramiro also strengthened the international image of USIL through academic missions in the five continents by signing agreements with more than 270 research centers, specialized institutes and universities. Doors of the world were opened for hundreds of young people thanks to the student exchange program. In addition, today, large number of students on the planet study with Peruvian young people and visit the USIL's facilities in Lima and Cusco.



Moreover, agreements with recognized educational institutions, and the exclusive program Walt Disney World International have allowed thousands of students to gain work experience in the United States. Due to the constant and successful participation in important education fairs such as NAFSA, APAIE and EAIE Exhibition, USIL and its students have broken down the borders and are permanently in contact with the world. Therefore, today, the San Ignacio de Loyola University has become a great ambassador of the Peruvian education culture.

❖ Greeting the President from Colombia Álvaro Uribe, ceremony awarding an Honorary Doctorate by USIL in 2008.



«Ramiro and I became friends when we were in the fourth year of primary school at the National School of Sciences of Cusco. In our children games, Paco already showed his qualities as an organizer and leader. We both took different paths: Ramiro traveled to Germany and I traveled to the United States. We did not hear from each other for more than 40 years. In 2010, we met again in Orlando, at Disney Corporation headquarters, to which we were invited as heads of the international area of our respective universities. We renew our friendship working together in international programs for our students. I have been able to appreciate and admired the wonderful work Ramiro has performed as Vice Rector and Rector at the San Ignacio de Loyola University by working closely with him over the past 10 years. His creativity, work capacity and diplomacy have contributed to positioning USIL in Peru and abroad. »

**Jorge Huayhuaca**

Ex vicerrector de Programas Internacionales de Tompkins Cortland  
Community College, State University of New York







❖ Our global vision enable students to develop efficiently and effectively anywhere in the world. Strategic alliances with academic institutions, the corporate presence in several countries and being a bilingual institutions allow our organization to offer an education with global vision and with the highest international standards.





❖ With the arrival of Ramiro at USIL, Globalization was promoted. It is one of the institutional pillars which, along with Entrepreneurship, Research and Development and Sustainability, is part of the philosophical paradigm of the Universidad San Ignacio de Loyola.

# 19

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## EXAMPLE OF CONTINUING EDUCATION

Influenced by the university spirit that he had never really left behind since his years as a professor at Universidad de San Martín de Porres, in the 1980s, Ramiro returned to the classrooms not as a professor, but as a PhD student in Education at USIL. He exchanged the blackboard for the carpet, and the laser pointer for the pen. During two years, he shared knowledge and experiences with professors, economists, psychologists, lawyers, doctors and engineers, that is, with knowledge universality.



REPUBLICA  DEL PERU

# UNIVERSIDAD SAN IGNACIO DE LOYOLA

A nombre de la Nación

EL RECTOR DE LA UNIVERSIDAD SAN IGNACIO DE LOYOLA

Confiere el Grado Académico de

*Doctor en Educación*

a Don (ña):

*Franklin Ramiro Salas Bravo*

quien, ha cumplido con los requisitos exigidos por las disposiciones legales vigentes.

Por lo tanto, se expide el presente Diploma para que se le reconozca como tal.

Dado y firmado en Lima, el *1* de *Setiembre* de *2014*

RECTOR



  
SECRETARIO GENERAL



**ASAMBLEA NACIONAL DE RECTORES**  
COMISIÓN DE COORDINACIÓN INTERUNIVERSITARIA

**CONSTANCIA DE INSCRIPCIÓN EN EL  
REGISTRO NACIONAL DE  
GRADOS Y TÍTULOS**

NOMBRE DE UNIVERSIDAD : UNIVERSIDAD SAN IGNACIO DE LOYOLA  
 APELLIDOS : SALAS BRAVO  
 NOMBRES : FRANKLIN RAMIRO  
 GRADO ACADÉMICO : DOCTOR EN EDUCACION  
  
 FECHA DE EXP. DEL DIPLOMA : 01 de Septiembre de 2014  
 RESOLUCION N° : 007-2014/M-EPG  
 LIBRO N° : 1  
 FOLIO N° : 242  
 REGISTRO N° : 966  
 DIPLOMA N° : A01733442  
 OFICIO DEL REGISTRO N° : 060-2014-SG/GYT/USIL

Surtido, 08 de septiembre de 2014

  
**ORLANDO VÁSQUEZ RUBIO**  
 Director General de Registro Nacional de  
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FCC

N° 11031972



Doctor Reátegui, who is currently Dean of the School of Humanities at USIL, remembers, "I had an uncommon and positive impression when I met Ramiro personally, in my capacity as a professor. From the first moment, he was proud of being from province and an expert committed to the complex problem of our country. I found him a culture man with highly aesthetic sensitivity to art and music."



# 20

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## DIGITAL EDUCATION DURING HIS RECTORSHIP

In 2014, when Ramiro took over as a Rector at USIL, its Founding President, Raúl Diez Canseco Terry, said, "Our new Rector is a sui generis Peruvian born deep in the heart of Peru, and has an extensive knowledge of his country and the world."





❖ Oath taken by doctor architect Ramiro Salas Bravo as USIL's Rector, on March 11, 2014. From left to right: Dr. Augusto Sotomayor, Dr. Lourdes Flores Nano, Dr. Luis Lauredo, Dr. Luciana de la Fuente, Lic. Raúl Diez Canseco Terry, Dr. Ramiro Salas, MBA Juan Manuel Ostojá, Eng. Jorge Montero, ambassador Carlos Magariños and Dr. Augusto Ferrero.

ATIVA  
OLA

# USJL

UNIVERSIDA  
SAJL  
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USF  
Sr. Juan Manuel Vidal  
President

USF  
Dr. Jorge Alvarez  
President

USF







❖ With doctor Norma Reátegui, Dean of the School of Humanities.



❖ With doctor Daniel Diez Canseco, Vice President of Entrepreneurship.





❖ With doctor Lourdes Flores Nano, former Rector of Universidad San Ignacio de Loyola.



❖ With architect Miguel Romero Sotelo, Dean of the School of Architecture, Urban Planning and Territory.





❖ With doctor Martín Santiváñez Vivanco, Former Dean of the School of Law and Academic Vicer Rector at the Universidad San Ignacio de Loyola.



❖ Members of the USIL's Academic Council, which is made up of school deans and program directors.







❖ Medal of the National Assembly of Rectors (2014) that recognizes him as USIL's Rector.



❖ Institutional medal that distinguishes him as Rector at Universidad San Ignacio de Loyola.





❖ Recognition from the University of North Alabama to Ramiro Salas.

One of the greatest achievements of Ramiro during his tenure as a Rector was the institutional licensing of the San Ignacio de Loyola University on October 8, 2017 by means of Resolution No. 039-2017, issued by the National Superintendence of Higher University Education (SUNEDU), which highlighted the continuous improvement policy of USIL and the compliance with the eight basic quality conditions for educational service.



❖ With the institutional licensing team led by the Master Shirley Villalaz, in 2017.

DIARIO OFICIAL DEL BICENTENARIO

# El Peruano

Elaboración: Dirección General de Asesoría Jurídica

AÑO DEL BUEN SERVICIO AL CIUDADANO

Domingo 8 de octubre de 2017



RESOLUCIÓN DEL CONSEJO DIRECTIVO  
N° 039-2017-SUNEDU/CD

**RESOLUCIÓN QUE OTORGA LA  
LICENCIA INSTITUCIONAL A LA  
UNIVERSIDAD SAN IGNACIO DE  
LOYOLA S.A., PARA OFRECER EL  
SERVICIO EDUCATIVO SUPERIOR  
UNIVERSITARIO**

**NORMAS LEGALES**

**SEPARATA ESPECIAL**



During his tenure as a Rector, he expressed his humanistic vocation by granting the USIL's Honorary Doctoral degree to notable personalities in recognition of their career in the academic, scientific and cultural field, as well as of the defense of democracy, peace and values and principles of the human being as the supreme goal of society.





❖ Ceremony awarding an Honorary Doctorate to Judy Genshaft, President of the University of South Florida, on June 6, 2016.



❖ On April 20, 2017, in the ceremony awarding an Honorary Doctorate to Monsignor Juan Luis Cipriani, Cardinal and Archbishop of Lima and Primate of Peru.





❖ Ceremony awarding an Honorary Doctorate to the Archeologist and Egyptologist Zahi Hawass, celebrated on July 11, 2017 on the Gran Almirante Miguel Grau campus.



❖ Ceremony awarding an Honorary Doctorate to Jaime Mayor Oreja, former Minister of Interior of the Government of Spain, celebrated on June 6, 2018 in the Aula Magna on Arquitecto Fernando Belaunde Terry campus.





❖ Ceremony awarding an Honorary Doctorate to engineer Rosario Bazán, CEO at Danper, on April 30, 2019.



❖ Visit of Jill Biden, wife of the president elect of the USA (2021-2025), Joe Biden, to USIL in 2016.



❖ Visit of Mrs. Biden to the School of Hotel Management, Tourism and Gastronomy.



Ramiro is a prominent member of the USIL's International Advisory Council, which is made up of outstanding professionals of academic, political, scientific and world economic fields. His work is to maintain and promote education levels of excellence, quality and prestige of the university worldwide. During his time as a Rector, he has obtained multiple recognitions.





❖ International Advisory Committee 2018. Standing: Juan Carlos Mathews, Ana María Muñoz, Carlos Mejía Bejarano, Allan Wagner, Ramiro Salas, Raúl Diez Canseco, Hernando de Soto, Ismael Benavides and Diego Castrillón. Seated: Raúl Delgado Sayán, Luciana de la Fuente, Enrique García, Enrique Iglesias and Modesto Montoya.

❖ Ceremony for the establishment of the International Advisory Committee USIL in 2015. From left to right: Modesto Montoya, Ismael Benavides, Allan Wagner, José María Aznar, Raúl Díez Canseco Terry, Enrique Iglesias, Carlos Magariños, Kaye Chon and Ramiro Salas Bravo.



ONIA DE INSTALACIÓN SOLEMNE DEL  
NSEJO CONSULTIVO  
INTERNACIONAL  
A UNIVERSIDAD SAN IGNACIO DE LOYOLA



USIL  
UNIVERSIDAD  
SAN IGNACIO  
DE LOYOLA





❖ Graduation ceremony of class 2015 of the Center for Global Education. From left to right: Ralph Wilcox, Jorge Bentin, Waldemar Karwowski, Dominique Charlotteaux, David Moore, Dennis Reynolds, Ramiro Salas, Raúl Diez Canseco, Judy





Genshaft, President of the University of South Florida, Brian A. Nichols, ambassador of the USA in Peru, David Armstrong, Charles C. Reilly, Moez Limayem.



❖ With doctors Jorge Talavera and Lourdes Flores Nano, former Rectors at USIL.

The year 2018 was especially significant for the celebration of the 50 years of the San Ignacio de Loyola Educational Corporation and of the first five years of Ramiro as a Rector. USIL benefited about 21,000 students, distributed in 87 undergraduate and graduate academic programs at five premises.





❖ With doctor Luis Bedoya Reyes, founder of the Partido Popular Cristiano party and former Mayor of Lima.



❖ With the International Advisory Committee and the Board of Directors in the National Club, in Lima, in 2018. From left to right: Ramiro Salas, Rector at USIL; Juan Carlos Mathews, Assistant to Rector; Kristie Breen, Vice President at Disney International and Campus Recruiting; Luis Lauredo; Ismael Benavides, member of the USIL's Board of Directors; Eduardo Michelsen, CEO Kandeo; Luciana de la Fuente, CEO at USIL; Raúl Diez Canseco, Founding President at USIL; Raquel





Manzoni, President of the Governing Board of the San Ignacio de Loyola School; Mercedes Huerta de Baduy; Antonio Baduy, prominent Ecuadorian businessman; Julio Romani, General Manager at Kandeo; Juan Manuel Ostoja, General Manager at USIL; Tomás Poveda, Vice President for Europe and Africa, and Federico Martínez, President at San Ignacio University.

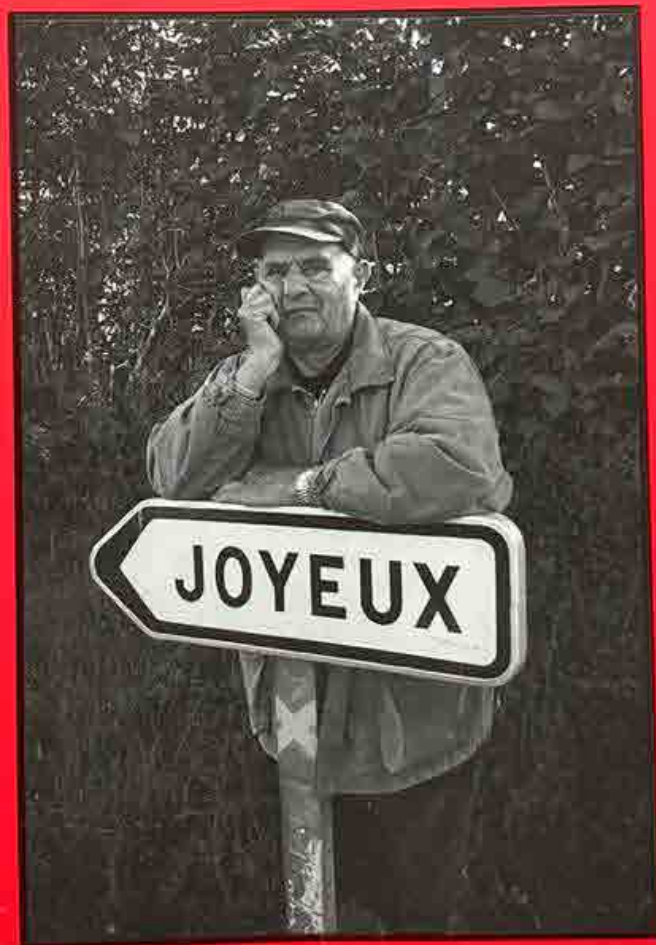


Ramiro Salas has been a permanent promoter of the academic relationship with the renowned Paul Bocuse Institute, a leading institution in the world culinary arts sponsored by the French government, under the leadership of the famous chef Paul Bocuse.

As a result of this relationship, the USIL's School of Culinary Arts has been the first institution that offers the Paul Bocuse program in the American continent. Currently, Ramiro is member of the Board of Directors of the Paul Bocuse International Alliance.

Pam Ramiro SALAS  
Une vie tout feu, tout flamme!  
Avec mes compliments  
Paul Boire

8.07.11







❖ With Eléonore Vial and Dominic Giraudier, General Director of the Paul Bocuse Institute in Lyon, France.

«Few people can boast about combining high professionalism, full commitment with their mission, ethics and honesty, culture and humanism, intelligence and heart, generosity and friendship, success and humility.

This is my great friend Ramiro Salas, the faithful companion of the Paul Bocuse Institute, who is very grateful for the trust developed for over more than 15 years. »

**Eléonore Vial**

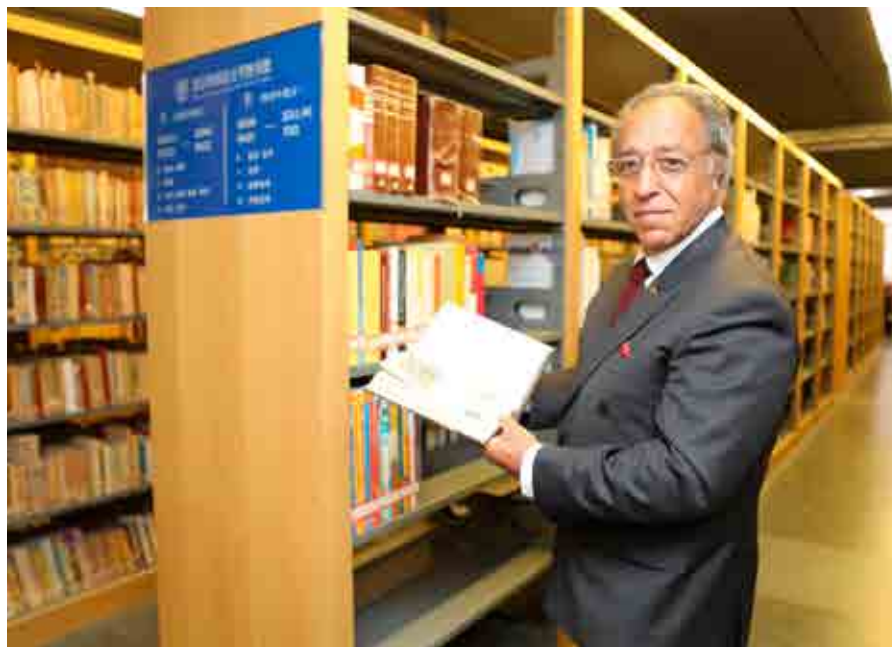
Director of Training and  
Development at Paul Bocuse  
Institute - Lyon, France



❖ With the Founding President at USIL, Raúl Diez Canseco Terry, in a work visit to Paul Bocuse and to the headquarters of the institute in Écully.

❖ Having dinner with Paul Bocuse and with the officers in one of the visits of Ramiro Salas to this prestigious institute.





Globalization is one of the four pillars of USIL and the alliances with prestigious academic entities that contribute to its educational work are important for the excellence provided in each one of its area of competence. USIL brand is present in universities and study centers on all continents.

Ramiro has made USIL one of the main Peruvian accrediting universities nationwide, the only university supported by the Accrediting Council for Independent Colleges and Schools (ACICS), accrediting agency of the United States of America. Outstanding accrediting institutions such as the National System of Evaluation, Accreditation and Certification for Educational Quality (SINEACE), the Institute for Quality and Accreditation of Computing, Engineering and Technology Programs (ICACIT), the American Culinary Federation Education Foundation (ACFEF), the Accreditation Commission for Programs in Hospitality Administration (ACPHA) and the UNWTO.TedQual Certification validates several undergraduate programs.



❖ With Kristie Breen, Vice President at Disney International and Campus Recruiting.





❖ During the visit of the Rector of the University of Mannheim, from Germany, doctor Georg Nagler.

Ramiro Salas participates in the development of the San Ignacio de Loyola University of Paraguay as Chairman of the Board of Director.

His vast experience has allowed the participation of personalities related to the academic world, as part of the internationalization of such university.

❖ Visit of the Former President of the Spanish Government, José María Aznar, to give a conference at the San Ignacio de Loyola University of Paraguay.



❖ From left to right: Diego Castrillón, Sub-General Manager at Grupo Educativo USIL; Juan Carlos Mathews, Assistant to Rector; Yan Esperanza, rector at USIL Paraguay; Raquel Manzoni, President of the Governing Board at the San Ignacio de Loyola School; Jose María Aznar, Former President of the Spanish Government; Raúl Diez Canseco Terry, Founding President at USIL, Raquel Hellman, Executive Director at USIL Paraguay; Ramiro Salas, Rector at USIL and Tomás Poveda, Vice President for Europe and Africa.



As a member of the Board of Directors of the San Ignacio University (SIU), since the beginning of the academic operation, Ramiro Salas has been in the United States participating in the different stages of the institutional evolution, which today shows a promising projection of SIU towards Latin America and Europe.

SIU has become the facilitator of the academic programs with Disney World Corporation.





❖ Opening of the Peruvian Center of Latin American Studies BISU - USIL, in Beijing, on October 22, 2014.







❖ Delegation of the Universidad San Ignacio de Loyola in the Annual Conference NAFSA 2019, the largest forum for exchange of educational offer, which was carried out in Washington, USA.





Every year, NAFSA gathers almost 10,000 representatives of 3500 institutions and organizations from more than 100 countries. It is the event that satisfy the several needs of the international educational community.





❖ Opening of the stand of Peru in the International Fair ITB Berlin 2019. From left to right: Claudia Doig, of PROMPERÚ; Elmer Schialer, Ambassador of Peru in Germany; Ramiro Salas, Rector at the Universidad San Ignacio de Loyola; Liz Chirinos, Former Vice Minister of Tourism; Gycs Gordon, Head of the Foreign Trade Office of Peru in Hamburg, and Michael Rehmer, Representative of the Peruvian-German Chamber (AHK Peru).



❖ With Claudia Rodríguez, Vice President of International Relations at USIL, in the European Association for International Education (EAIE) 2019.





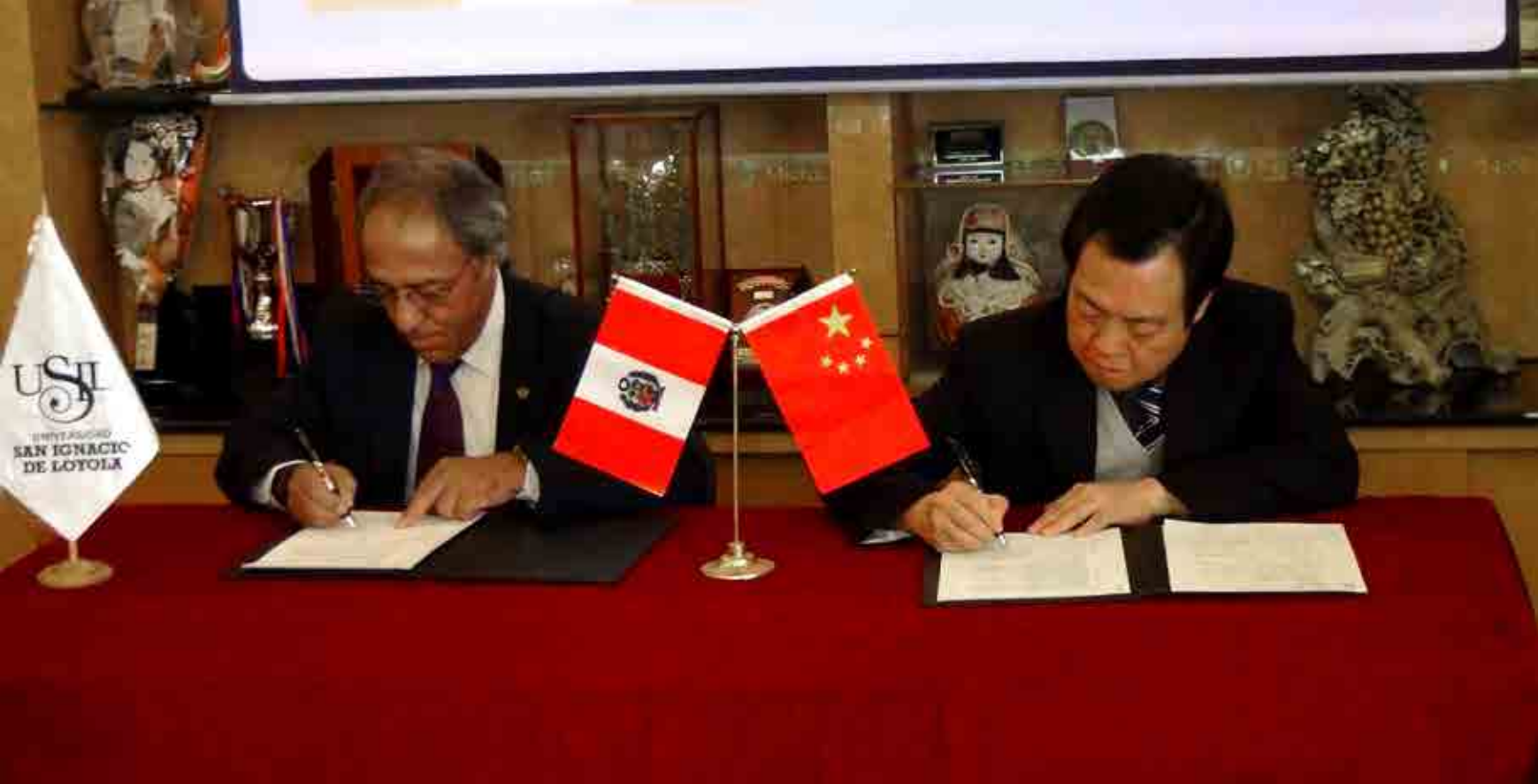
❖ Formal visit of the Minister of Higher Education of Singapore doctor Ong Ye Kung, accompanied by the ambassador of Peru, Manuel Talavera, as well as the Founding President Raúl Diez Canseco; CEO Luciana de la Fuente, of the Grupo Educativo USIL; and the Executive Director of the National Youth Achievement Award Council, James Soh Nga Kok.







❖ With the Rector of the University of Beijing.



❖ Signing agreement with the University of Beijing.



«Ramiro's kindness and perseverance have marked our life. Receiving him in China was a privilege and a great responsibility. Always respectful with the traditions and customs of the Asian country, demanding and passionate about his work, he firmly collaborated with the expansion of our university Universidad San Ignacio de Loyola. He has taught us that the education path always leads to success. We consider him as a savior that faces and solve any difficulty at difficult times. The great path of teaching is also learning, and therefore, a lot of humility is needed, and Ramiro knows it.»

**Liz Vargas**

Representative of the USIL  
Cultural Center at the BISU University of Beijing





❖ Meeting with Doctor Georg Nagler, Rector of the DHBW Mannheim (Germany), in the EAIE 2015, carried out in Glasgow.

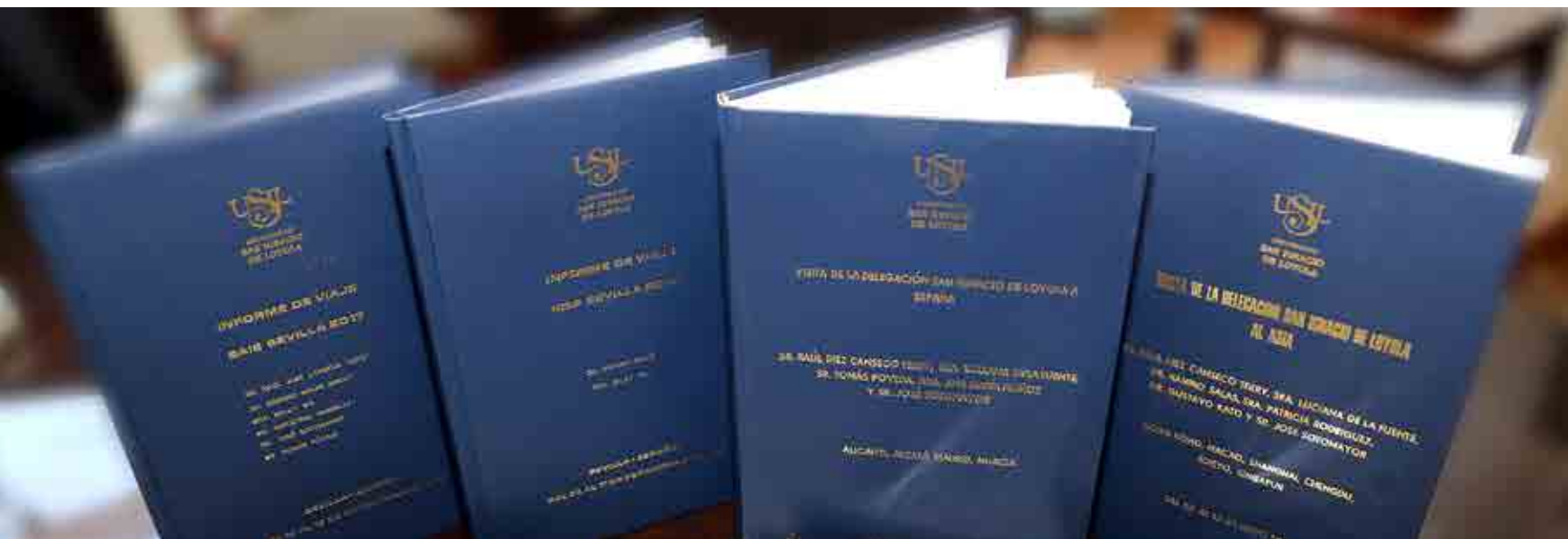




❖ Visit to the University of Shanghai on October 24, 2014.



❖ USIL delegation, led by the Founding President, Raúl Diez Canseco, during the visit to the BISU University of Beijing, accompanied by the representative of the USIL Cultural Center at such university.



❖ Reports on Ramiro Salas's trips to several countries as Rector of the Universidad San Ignacio de Loyola.





❖ Visit of the delegation of the Universidad Politécnica de Madrid, led by its Rector, to USIL.







❖ GastroLab for digital gastronomy courses.



❖ Bloomberg Laboratories.

With an avant-garde vision that defines our time, typical of pioneers, in 2018, USIL started the first digital courses on Peruvian gastronomy developed in its modern GastroLab, a television studio connected to Internet to deliver cooking classes online.

In addition, today in E-Learning Factory, the smart building, specialized contents of the several professional programs are being developed in order to universalize knowledge.



❖ At the opening of USIL Digital Learning Factory, in 2018, with modern content production laboratories.





❖ Ramiro in the presentation of Modo USIL that promotes a healthy life.



Committed to a healthy life, Ramiro promoted, together with the USIL's CEO, Luciana de la Fuente, the creation of the Human Medicine program, which, along with Industrial Engineering, Gastronomy, Nutrition and Food Engineering programs, is part of the academic value chain that promotes a healthy and sustained life of people.



CRECIMIENTO PROFESIONAL

SUPÉRATE  
A TI MISMO



# Modo Activo



CORPORACIÓN EDUCATIVA



50 AÑOS





❖ Rector Ramiro Salas passing the preventive medical examinations during the Health Week of Modo USIL 2019.





❖ In 2013, he participated in the 4.5 kilometer race around the Army Headquarters (Pentagonito), in San Borja, for the 45th anniversary of the Grupo Educativo San Ignacio de Loyola.



❖ In the harvest of blueberries with con Raúl Díez Canseco and Ismael Benavides, Former Minister of Agriculture and Economy.

As part of this wonderful healthy life project, USIL acquired Fundo Pisco to develop technological programs for agricultural experimentation with the cultivation of organic foods for consumption and manufacture of nutraceuticals.

Fundo Pisco will be used for academic education, mainly, of students of the Agroindustrial Engineering and Agribusiness Engineering, Food Industry Engineering, Gastronomy and Restaurant Management and Nutrition and Dietetics programs at USIL. The closure of this value chain at the service of life and health is the creation of the Human Medicine program.





❖ At Fundo Pisco, which is used for the development of technological programs of agricultural experimentations, in 2018.



❖ At Fundo Pisco, organic foods are cultivated for consumption and manufacture of nutraceuticals.





❖ During his time as a Rector, USIL beat 10 Guinness World Records (GWR), focused on standing out the rich biodiversity of Peru. In the image, with Ralph Hannah, representative of GWR for Latin America; Raúl Díez Canseco and Luciana de la Fuente de Díez Canseco.





❖ In the presentation of the new program of Human Medicine of USIL, in September 2019, at The Westin Lima Hotel & Convention Center. From left to right: Ramiro Salas Bravo, Raúl Diez Canseco and doctors Óscar Ugarte, Ricardo Losno, Fernando Carbone, Luciana de la Fuente, María Mercedes Saravia, Liliana Cabani, Carlos Vallejos Sologuren, Federico Martínez and Luis Solari.





Modernity is the hallmark of USIL and with an eye to the future during his time as a Rector, the construction of the brand-new building started. It will have 18 floors and a multi-purpose auditorium with a capacity for 450 people. It will be connected to the classrooms through bridges located in the second and third floor, and it will have the LED certification that guarantees to be a sustainable construction.



❖ Ceremony of laying the first stone for the construction of the USIL Edificio Insignia on Miguel Grau campus, on May 2, 2018.







Everyone who knows Ramiro can attest the authenticity of his personality, his simplicity, his culture and his constant desire to collaborate in the improvement of people and in solving, through personal communication, any institutional problem. That means maintaining a commitment with him and at the same time, the satisfaction of having a person who honors people with his friendship and affection.









❖ Lunch during the celebrations for the 50th anniversary of Grupo Educativo USIL, with the presence of more than 8 Rectors from important partner universities in the world.







❖ Ramiro was present in the celebration for the 37th anniversary of the Residential Care Center for Elderly Ignacia Rodulfo viuda de Canevaro, which provides care to adults over 60 in risk or vulnerable situation, on August 28, 2019.





❖ Participating in Christmas activities as an Advisor of the Honorary Consulate-General of Philippines in Miraflores, on December 19, 2010.

Throughout this time, we have been able to overcome vicissitudes that always occur in the growth and development process thanks to the Christian values we profess and our devotion to Saint Ignatius of Loyola and to our unwavering faith in the Catholic Church, hence the decisive participation of directors, teachers, students and workers in prayers called by the San Ignacio chapel and the Rosary prayer.











❖ USIL, through Beca 18 Scholarship, through Beca 18 (scholarship program), opened the doors of its classrooms to thousands of young people from public schools in poor and extremely poor areas. He went to their regions to look for them; it was an unprecedented event in Peru.













❖ San Ignacio de Recalde School's students visiting Occopata.



However, nothing defines Ramiro's personality better than his humanistic vision and the priority of sustainability and ethics as an essential guideline of the university. Hundreds of volunteering activities and humanitarian aid carried out for the past years have shown his commitment to social and environmental environment. USIL, through Beca 18 (scholarship program), opened the doors of its classrooms to thousands of young people from public schools in poor and extremely poor areas. He went to their regions to look for them; it was an unprecedented event in Peru.

Similarly, in the rural community of Occopata-located 4000 meters above sea level and 40 minutes from the city of Cusco-USIL has been executing since May 2018, a university social service model aimed at contributing with the comprehensive development of this community thanks to a multidisciplinary perspective, with the participation of all schools and research, entrepreneurship and internationalization departments.





❖ In Occopata with Luciana de la Fuente, Raúl Díez Canseco Terry, a representative of the Regional Office of Education in Cusco, and Miu Huang Li, Vice President of Social Responsibility of USIL, in 2018.



UNIVERSIDAD SAN  
IGNACIO DE LOYOLA

UNIVERSIDAD SAN  
IGNACIO DE LOYOLA









❖ With the President of Colombia, Iván Duque, in the Colombian Association of Travel and Tourism Agencies (ANATO) fair, in Bogota, in February, 2020.





❖ In the education fair European Association for International Education (EAIE) in Helsinki, 2019. The EAIE is the European center of experience, networks and resources in the higher education internationalization.





# CANATUR

CÁMARA NACIONAL DE TURISMO DEL PERÚ

## PREMIO NACIONAL DE TURISMO — CANATUR PERÚ 2018 —

OTORGA A:

*Arq. Ramiro Salas Bravo*

EN LA CATEGORÍA:  
PERSONA DESTACADA EN LA ACTIVIDAD  
TURÍSTICA DEL PERÚ

*[Signature]*  
CARLOS CANALES ANCHORENA  
PRESIDENTE DEL CONSEJO DIRECTIVO  
CAMARA NACIONAL DE TURISMO - CANATUR PERÚ

*Lima, 12 de diciembre de 2018*



APEET - PERÚ



ADOPTO  
LIMA



ADOPTO  
PERÚ

Anattur



ADOPTO



APTA



APTAP

LIMA | Perú de Conexiones y Oportunidades

shp Sociedad

SENATA





❖ Certificate of Recognition given in the event "Recordar es vivir turismo" on November 23, 2018.



❖ President of the Education Commission of the Chamber of Commerce of Lima and member of the Board of Directors, 2019-2021.

«I met Ramiro Salas in Frankfurt, at the end of the 90s of the last century. I was immediately impressed by his kindness, his remarkable empathy and especially his great love for Peru. Ramiro, with genuine Cusco ancestry, studied Architecture in Germany at the renowned University of Weißensee, where he lived close to Bauhaus style architectural school, which combine aesthetics and beauty with functionality and social sense of space.

The idea of adapting this teaching to the reality of our country, and his passion and vast knowledge of ancient Peru, turned him into a brilliant and passionate promoter of our richness, that is, into a real ambassador of the Peruvian spirit in the world.

Years later, he decided to transmit all his rich experience to the Peruvian young people, task that he carries out with great success and determination, thus training the future generations of successful women and men, proud to be Peruvian.

I am honored to be able to call him friend, a great Peruvian, worthy of emulation. »

**ELMER SCHIALER**

**Ambassador of Peru in Germany**



«You rarely have the privilege to work with a trustworthy, committed and loyal person with a great human quality. Thank you Ramiro for giving me the honor to work as an Assistant at the Rector's Office you led. »

**JUAN CARLOS MATHEWS**

**Assistant to USIL Rector**



«I would like to express my deepest respect and admiration to doctor Ramiro Salas Bravo for his excellent career as a Rector at our beloved San Ignacio de Loyola University in Lima, as well as all the collaboration and support he has given to us all these years at the San Ignacio University in the city of Miami, United States.

During the time we have worked together, I have been able to appreciate that doctor Salas has an extensive experience, great knowledge and talented communication, as well as a noble, ethical, humble and very positive personality. These qualities make him a very special person and a professional who has inspired and influenced many generations.

Finally, I want to thank you very much for the great contribution to knowledge and enhancement of our education institution and for being an excellent friend. I wish you all professional success, good health, prosperity and abundant blessings always. »

**FEDERICO MARTÍNEZ ZÚÑIGA**

President of San Ignacio University





«Ramiro is an exceptional human being due to his various virtues, which I have been able to verify in many trips with Ramiro. Ramiro is the friend who listens to, helps and encourages you and who cares about others at all times and under any circumstances. Generosity is a very typical feature of Ramiro. I also add his good sense of humor, which permanently creates an atmosphere of cordiality.

From the professional perspective, he stands out as a tireless worker, and has the ability to persuade others thanks to the constant good example he transmits. In addition, he has a great capacity to reach agreements and reconciliation when disputes arise, always guided by a constructive spirit and with a long-term vision, since he believes in lasting human and professional relationships.

We are fortunate that Ramiro, once he finishes their functions as Rector at USIL in Lima, continues working with us at the Grupo Educativo USIL, so that he can continue transmitting his knowledge to us and the education institution continues strengthening its international presence, one of the greatest legacy for USIL and Peru from our dear Ramiro, our Rector. »

**TOMÁS POUEDA ORTEGA**

**Executive Vice President at Grupo Educativo USIL  
For Middle East and Europe**

«Our great Rector demonstrated a giant spirit, his dedication to others, always characterized by having a sweet and smiling, simple and humble character. I highlight his charitable care from the several social assistance programs where he could participate with an enormous willingness to help others.

Ramiro is very clear about the importance of the university as center of wisdom, where all types of ideas and positions converge in an environment of tolerance, affection and respect, but, especially, where a teacher must instill values in the students by example. At the beginning of each academic semester, at 7 in the morning, he awaited the arrival of the students to wish them an excellent start of academic semester. This act of humility has been engraved in the memory of many students and graduates from our university.

Finally, I want to refer to his facet as a workmate and friend. I think I interpret well the feeling of all those who has shared moments with him during all these years at Grupo Educativo USIL, by saying that Ramiro is a calm person who transmits peace, always kind and willing to help. I only want to thanks him for his teaching, affection and example, with which we hope to continue counting on for a long time. »

**MARTÍN SANTIVÁÑEZ VIVANCO**  
Academic Vice Rector at USIL





«Friendship is a single soul dwelling in two bodies;  
one heart inhabiting two souls »

Aristotle



«Ramiro and Patty are our fellow travelers in this journey looking for knowledge and wisdom in the world. Throughout time, Ramiro has showed us to be a trustworthy, modest, human, attentive, humble, firm, flexible and loving man. His sunny disposition, typical of Machu Picchu and its natural environment, paved the way for resolving even difficult personal conflicts. He was never interested in power, but when he had it, he handled it with genuine and incomparable skill. »

**Raúl and Luciana**







❖ Always Together in Shibuya, Tokyo, with Hachiko Statue, symbol of loyalty.





❖ Visiting Tokyo.















# 21

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## THE GREAT CHANCELLOR

The vision of Ramiro about the world has allowed the San Ignacio de Loyola University to take safe steps and to achieve the expected success despite difficulties.

In a changing world, now Ramiro assumes a new mission: to be the Great Chancellor of three American universities: USIL in Lima, USIL in Paraguay and USIL in the United States.





«Friendship with the good increases like  
the shadows of evening until the life sun  
sinks»

Ludwig van Beethoven







