



Calle Las Camelias 185, Oficina 803
Urb. El Jardín – San Isidro, Lima - Perú
(511) 611 4353
www.fundacionwiese.org



I am convinced that by continuing parallel development of commerce and industry, general welfare will increase progressively and economically.

Augusto N. Wiese
December 15, 1923

Biography of Augusto N. Wiese Eslava

Augusto Nicolás Wiese Eslava was born in the city of Trujillo on December 6, 1886, son of Wilhelm Wiese from Hamburg, Germany, and Sofía Eslava.

After his father's early death in 1895, Augusto N. Wiese and his four brothers spent their early years in Trujillo, studying at El Colegio del Seminario before transferring to the "Convictorio Peruano", a study center founded by the noted national educator Dr. Pedro Manuel Rodríguez, where he earned his Commercial Instruction diploma.

At the end of 1902, at just 16 years old, Don Augusto N. Wiese joined the firm Emilio F. Wagner, an import company for all types of agricultural machinery founded by Wagner in 1880 during the war with Chile.

"I joined as a correspondent at Don Emilio Wagner's house on December 3, and he told me: 'You will have to work hard.'" Augusto N. Wiese.



Calle Las Camelias 185, Oficina 803
Urb. El Jardín – San Isidro, Lima - Perú
(511) 611 4353
www.fundacionwiese.org

Business Career and Innovations

Augusto N. Wiese was both bold and visionary in conceiving projects and businesses, as well as orderly and confident in their execution. He engaged in nearly all economic activities of his time: commerce, which was primary at the start and gave rise to others, followed by real estate investments, mining, banking, agriculture, telephony, and fishing.

Don Augusto built his image as a humble yet great businessman; a pioneer in efficient organizations, he was the first in Peru to create a profit-sharing system and performance bonuses, which in some cases doubled a worker's annual salary.

In an era when universities lacked business administration faculties, the Casa Wiese effectively served as a university for training business professionals, with its executives often sought as managers by other commercial institutions.

Legacy and Philanthropy

Foresightedly ensuring the future and continuity of the institutions he built, while still active and in full command of his faculties, he handed over executive chairmanship of the boards of his most significant business units to his sons Augusto Felipe and Guillermo, yet maintained his presence, inspiration, and guidance, as they always consulted him on key matters.

To perpetuate his philanthropic work, he established the Augusto N. Wiese Foundation during his lifetime, endowing it with capital and other assets.

Biographical excerpt based on documents and interviews provided by Don Gonzalo de la Puente Lavalle and Doña Clotilde Wiese de Osma