



PRO ECUADOR
Business without borders

XIII MACRORRUEDA

ECUADOR

BUSINESS GLOBAL SUMMIT 2025

**BROCHURE
FOR BUYERS**

19-21 | **Hilton Colon**
OCTOBER | **Guayaquil**

**EL NUEVO
ECUADOR**

Ministry of Production,
Foreign Trade,
Investment and Fisheries



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XIII MACRORRUEDA ECUADOR BUSINESS GLOBAL SUMMIT 2025

The Annual Ecuador Business Global Summit is considered the largest and most important commercial event of the country.

Trade Offices abroad, convene international buyers. The Ecuador Business Matchmaking results in a new dealing for international buyers. Every edition, brings new business opportunities for Ecuadorian companies.

GUEST COUNTRIES

Germany, Argentina, Brazil, Canada, Chile, China, Colombia,
Spain, United States, France, Guatemala, Italy, Japan,
Netherlands, Peru, United Kingdom, Sweden, Turkey, South
Korea, India, Russia.

For Further information, please visit our website:

www.proecuatorb2b.com.ec

Deadline to request B2B meetings is August 10, 2025.





PARTICIPATING SECTORS



Aquaculture and Fisheries



Agroindustry



Processed food



Banana , Baby Banana and Plantain



Coffee beans and roasted Coffee



Cocoa and Chocolate



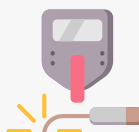
Personal and Household Care



Pharmaceuticals, Plastics and Packaging



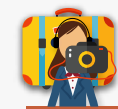
Non Traditional Fruits



Metalworking



Handycrafts, Tagua, Toquilla straw hats



Software and Tourism Services



Textile



Flowers

EVENT DETAILS

Venue: Hilton Colon hotel - Guayaquil
Address: Av. Francisco de Orellana Mz. 111, Guayaquil 090512
Date: October 19-21, 2025
B2B Meetings: 09h00 - 17h00

AGENDA

Sunday, Oct 19

19h00 - 20h00 Welcome reception
Opening ceremony


Monday, Oct 20


08h00 - 09h00 Registration
09h00 - 13h00 B2B Meetings
13h00 - 14h30 Lunch
14h30 - 17h00 B2B Meetings
09h00 - 17h00 Seminars


Tuesday, Oct 21

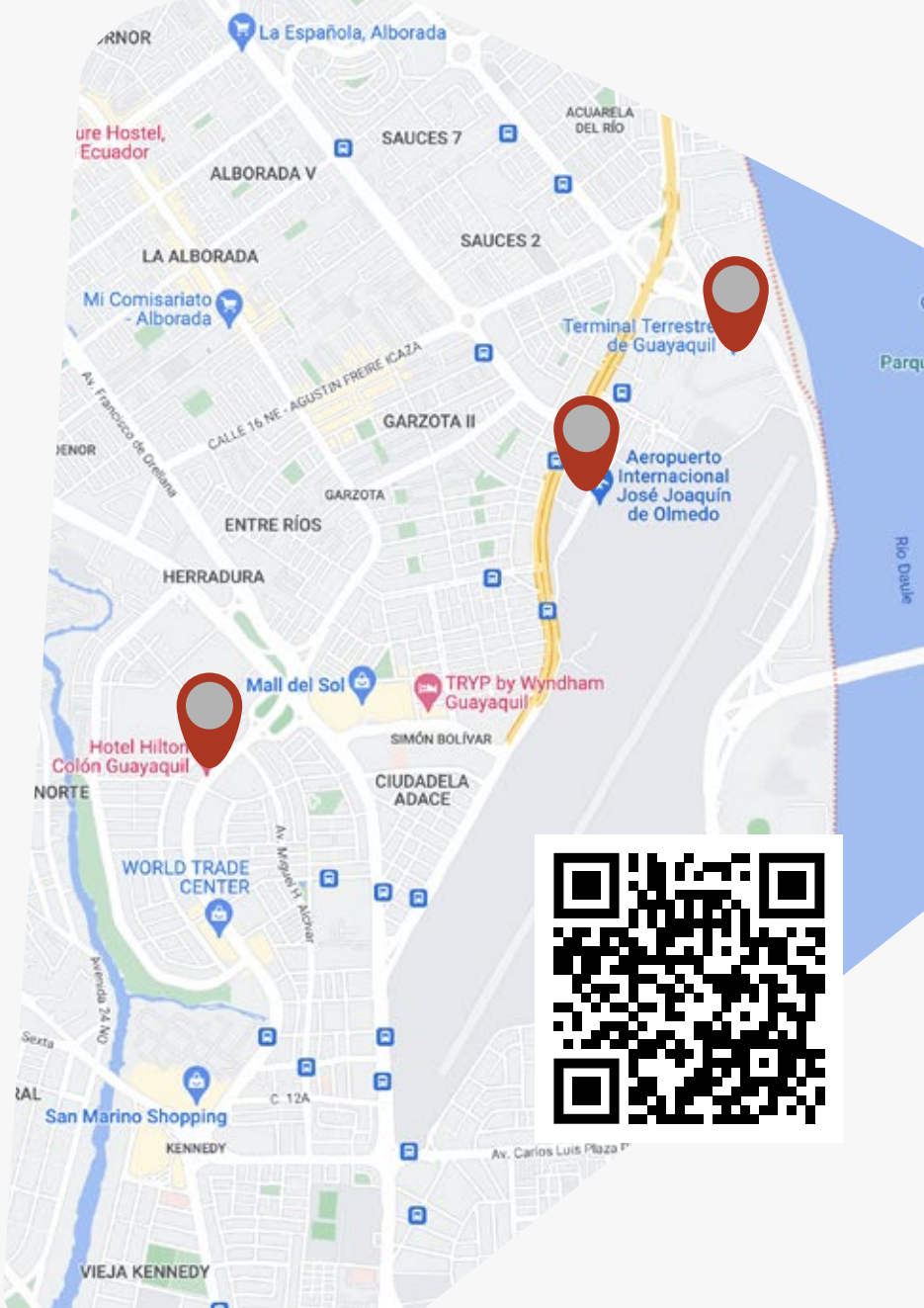
08h00 - 09h00 Registration
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09h00 - 17h00 Seminars

HOW TO GET THERE?

 5 MIN GYE AIRPORT
8 MIN BUS TERMINAL

 3 H 30 MIN CUENCA
7 H 30 MIN QUITO

 4 H MIAMI
6 H NEW YORK
10 H SPAIN
23 H INDIA





It is located in the northwest part of South America, lined from north to south by the Andes Mountains, with more than 80 volcanoes, in which the highest of the world is the Chimborazo at 6,310 meters above sea level from the middle of the earth. West of the Andes is the Guayaquil Gulf, and to the east the Amazon Rainforest.

Ecuador has the highest concentration of rivers per square kilometer in the world.

The Galapagos Islands are part of Ecuador, which is home to some of the highest levels of species not found anywhere else in the world.

Limits:
North with Colombia, South and East with Peru and West with the Pacific Ocean

Territory extension: 283,561 km

Capital: Quito

Population: Aprox. 18 million

Currency: US Dollar

GUAYAQUIL

It is crowdest and biggest city in Ecuador. The urban area lines with the biggest cities in Latin America. It is also an important center of commerce with regional influence in finances, politics, culture and entertainment. Guayaquil is the the capital of the Guayas Province. Population: 2 746 403 in its metropolitan area.

Weather: Warm temperature all year long. Its proximity to the

Pacific Ocean allows the Humboldt cold stream and the Niño warm stream to mark two perfectly differentiated seasons. The first, rainy and humid from December to April, with the typical tropic warmth; the second, cool from May to December, know as summer with temperatures ranging from 20°C to 27 °C in June.



BUYER BENEFITS PACKAGE



FIELDS VISITS



5 STAR HOTEL



SEMINARS



B2B MEETINGS

Star HOTEL

294 rooms and suites in a comfortable place with all the amenities for a pleasant staying.

***Participants will be able to benefit from preferential rates and airport /hotel transfers.**

****Benefit subject to prior confirmation**



B2B *meetings*

B2B meetings between exporters Ecuadorian exporters and international buyers.

Up to 22 appointments per buyer

***Limited quotas, registrations available.**



FIELD *visit*

To factories and farms of
the participating sectors.

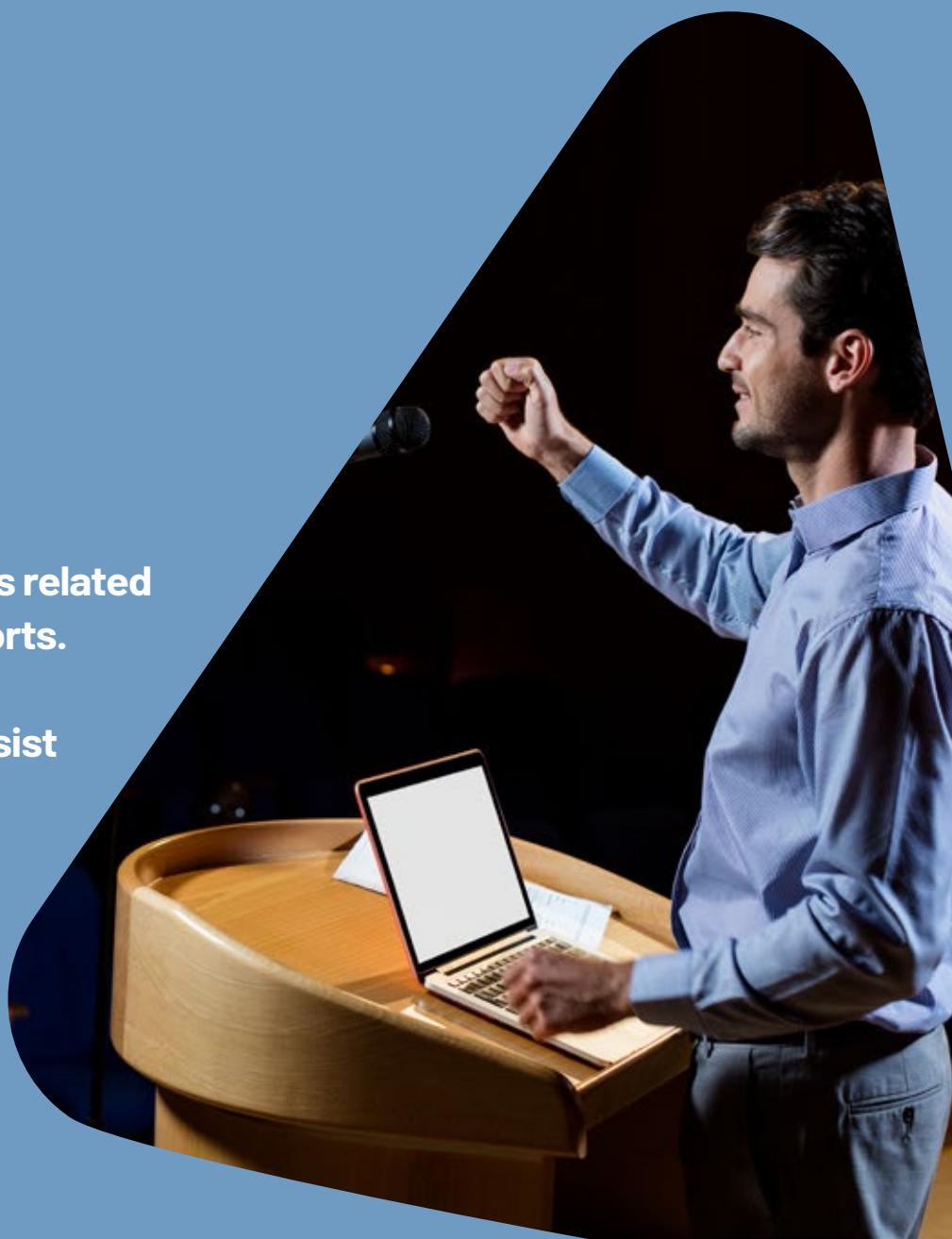
*Visits need to be scheduled in a
dvance with exporters



Seminars

Conferences and lectures related
to foreign trade and exports.
If you are interested in
participating, you can assist
as a lecturer or guest.

*Limited quotas, registrations
available





SHRIMP

SCIENTIFIC NAME: PENAEUS VANNAMEI
TARIFF CODE: 0306.17 / 0306.16

VARIETIES

Pond shrimp and sea shrimp.

CHARACTERISTICS

Ecuador is a pioneer in shrimp farming in the Americas, and the shrimp production sector is one of its most dynamic industries. The product has excellent flavor, quality and texture that lead it to be recognized as the best shrimp in the world.

Shrimp is an important source of protein, Omega-3, Vitamin B12, D, E, and low in fat and calories. Due to the way it is farmed, Ecuadorian shrimp is free of chemicals and antibiotics.

GEOGRAPHICAL DISTRIBUTION



PRODUCTION

Ecuador has more than 200 thousand hectares of shrimp farms.

The species grown in Ecuador is *Penaeus Vannamei*, which is the most popular and is marketed worldwide.

Ecuadorian shrimp production includes value-added products and certifications that guarantee the quality of our shrimp.

RELEVANT DATA

- Highly developed in aquaculture research.
- Shrimp is Ecuador's main non-oil export product.
- Ecuador's favorable climatic allows shrimp to be harvested throughout the year.

PRODUCT PRESENTATION

Raw and cooked:

- Whole (HOSO)
- Tails (HLSO, P&D, PUD, PPV, EZ PEEL)

Block or IQF Presentation:

- 1kg, 2kg, 4lb, 5lb blocks.
- 1kg, 2kg, 5kg, 6kg, 4lb, 5lb IQF bags.

Sizes:

Whole:

30/40 40/50 50/60 60/70 70/80 80/100 100/120

Tails:

21/25 26/30 31/35 36/40 41/50 51/60 61/70 71/90

CERTIFICATIONS



MAIN DESTINATIONS



China



USA



European Union

CANNED TUNA



SCIENTIFIC NAME: KATSUWONUS PELAMIS (SKIPJACK), THUNNUS OBESUS (BIGEYE) Y THUNNUS ALBACARES (YELLOWFIN).

TARIFF CODE: 1604.14 / 1604.20

VARIETIES

SKIPJACK (BARRILETE), BIGEYE (PATUDO) Y YELLOWFIN (ALETA AMARILLA).

CHARACTERISTICS

Ecuadorian tuna is one of the most popular products in the international market, as it is rich in protein, Omega 3, Vitamins A, B12, D, Calcium, Zinc and other nutrients that lead consumers prefer it over beef, pork and chicken.

Ecuador's tuna industry is environmentally responsible and complies with the 72-day annual ban imposed by the Inter-American Tropical Tuna Commission - IATTC; however, due to the large storage capacity of its factories, processing can continue all year round.

GEOGRAPHICAL DISTRIBUTION



PRODUCTION

Ecuador has a production capacity of 500,000 tons per year, with Skipjack, Yellowfin and Bigeye being the main species caught.

RELEVANT DATA

•Ecuador is the second largest exporter of canned tuna in the world and has the second largest tuna fleet in the Eastern Pacific Ocean.

PRODUCT PRESENTATION



Canned:

- Solid, chunks, and chopped
- Net weight: 80, 140, 142, 170, 180, 195, 354, 950, 1000, 1850 or 1880 gr.
- Boxes of 24, 36 or 48 units
- Contains: water or vegetable oil

Pouch:

- Solid, chunks
- Net weight: 85, 200, 315, 500, 650, 1000, 1950, 3000 or 6000 grams
- Boxes of 2, 5, 12, 16, 24 or 48 units
- Contains water or vegetable oil

Precooked loins:

- 5kg to 7.5kg presentation, vacuum-sealed

Tuna with added value:

- Gourmet tuna
- Canned tuna with vegetables
- Tuna meatballs in different sauces
- Tuna burgers
- Tuna salads
- Tuna soups
- Tuna Nuggets

CERTIFICATIONS



MAIN DESTINATIONS





FROZEN FISHING

NOMBRE CIENTÍFICO: KATSUWONUS PELAMIS (SKIPJACK),
CORYPHAENA HIPPURUS (MAHI MAHI, DORADO),
MERLUCCIIUS GAYI (HAKE SPECIES IN ECUADOR)

TARIFF CODE: 0303 and 0304

VARIETIES

SKIPJACK (BARRILETE), MAHI MAHI (DORADO),
MERLUCCIIUS GAYI (HAKE)

CHARACTERISTICS

Due to the convergence of ocean currents and its strategic geographical location, Ecuador offers a wide variety of marine fish species, such as tuna, mahi-mahi, hakes, mackerels, swordfish, among others.

Among the export products are those generated from white, fresh, and frozen fishing.

GEOGRAPHICAL DISTRIBUTION



PRODUCTION

- Seafood products for export available year-round.
- Production capacity may vary due to fishing bans or climatic factors.

RELEVANT DATA

•The fishing sector significantly contributes to the country's economic and social development, being an important source of employment.

•Fishing is regulated and controlled by national authorities, with closed seasons to conserve the sustainability of marine resources.

PRODUCT PRESENTATION

SKIPJACK TUNA in IPF Poly bags

- WHOLE, LOINS, OR FILLETS
- Weight: 1 – 2 kg, 2 – 4 kg, 4 – 6 kg
- Availability: Year-round

MAHI MAHI in IPF Poly bags

- WHOLE, LOINS, OR FILLETS
- Fillet sizes: 1-3 / 3-5 / 5-7 / 7 up lbs.
- Portions: 6-8-10-12 oz
- Master carton: 10 – 50 lbs
- Season: December - April

HAKE

- WHOLE / HGT / HG / FILLETS WITH SKIN
- Sizes: 80-200 / 200-300 / 300-500 / 500-700 / 700 grs Up
- Packaging: IQF / Block 10 kg / Bulk 15 kg / Retail
- Season: Year-round except October and November.

CERTIFICATIONS



MAIN DESTINATIONS





SARDINES

SCIENTIFIC NAME: SARDINA PILCHARDUS, PINCHAGUA (OPISTHONEMA LIBERTATE)

TARIFF CODE: 1604.13

VARIETIES

SARDINA PILCHARDUS, PINCHAGUA (OPISTHONEMA LIBERTATE)

CHARACTERISTICS

Ecuador is one of the main producers of canned sardines in the world. The canned sardine industry developed in the country alongside tuna fishing activities. Ecuadorian sardines are considered superior to those of other countries due to the convergence of two marine currents, a phenomenon present in this part of South America, resulting in better consistency, color, and flavor of its flesh. Sardines are a good source of Omega-3, which helps reduce cholesterol and triglyceride levels. They have high protein content, and are rich in phosphorus, magnesium, potassium, iron, zinc, and iodine. They also contain B-group vitamins such as B12, B1 (thiamine), and niacin, as well as fat-soluble vitamins A, D, and E. Ecuador's sardine industry is environmentally responsible and adheres to the annual ban established for small pelagic fish.

GEOGRAPHICAL DISTRIBUTION



PRODUCTION

It is estimated that Ecuador has a production capacity of approximately 40,000 tons per year. Its main products include sardines in tomato sauce, sardines in oil, and sardines in water. In 2023, Ecuador exported 18.395 tons.

RELEVANT DATA

•Ecuador is the seventh largest exporter of canned sardines in the world, complemented by the second largest tuna fleet in the Eastern Pacific Ocean.

PRODUCT PRESENTATION

Canned: sardines without tail and head:

- Oval: 425g, 225g
- Tall: 425g
- Tinapa: 155g, 256g
- Club: 125g
- Round: 170g, 1000g Contents: Tomato sauce; vegetable oil; sunflower oil; olive oil; and water and salt.

CERTIFICATIONS



MAIN DESTINATIONS





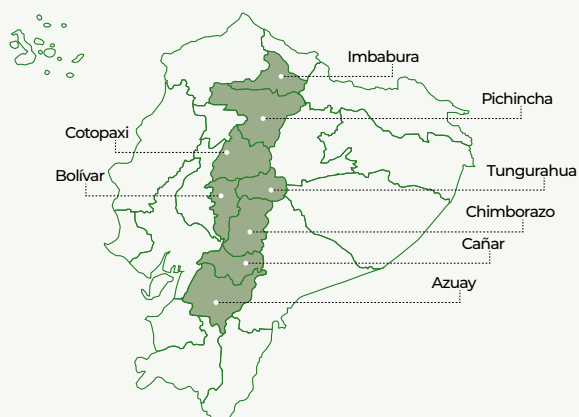
BROCCOLI

SCIENTIFIC NAME: BRASSICA OLERACEA VAR ITALICA
TARIFF CODE: 0710.80

CHARACTERISTICS

Ecuadorian broccoli is highly sought in the international market for its quality.

GEOGRAPHIC AREA



PRODUCTION

Broccoli is grown in the Ecuadorian highlands and exported mainly frozen IQF (Individual Quick Freezing). This freezing process helps maintain the appearance and nutritional characteristics and ensures that the products do not require any chemicals for preservation.

Ecuador's installed industrial capacity can process and export approximately 90,000 MT per year of IQF frozen broccoli.

RELEVANT DATA

- The amount of solar brightness that the crop receives in Ecuador gives the product a very green tone and a compact forest.
- Ecuador is the only country that produces broccoli all year round.

PRODUCT PRESENTATION

- 250 gr to 2.50 kg polypropylene bags, 1 x 10 kg boxes, 500 kg totes, 21 TN in 40 ft. reefer containers by sea.

CERTIFICATIONS



MAIN DESTINATIONS



USA



Japan



Germany



Canada



Belgium



TARO

SCIENTIFIC NAME: XANTHIOSOMA SAGITTIFOLIUM
TARIFF CODE: 0714.50

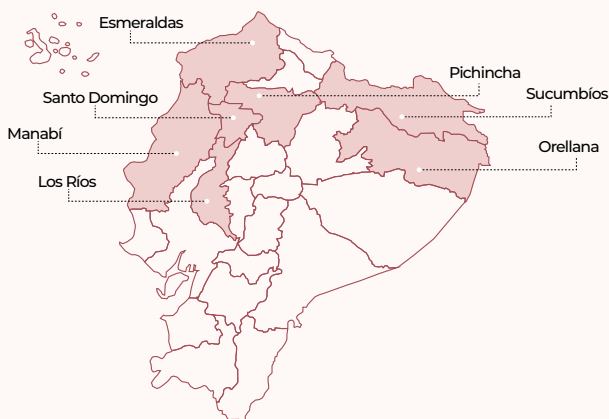
VARIETIES

- BLANCA XANTHOSOMA
- LILIA COLACASIA

CHARACTERISTICS

Ecuadorian taro has distinctive characteristics due to climatic conditions that promote quality products with high nutritional value, because it is produced in a free synthetic fertilizers and agrochemicals environment.

GEOGRAPHICAL DISTRIBUTION



PRODUCTION

It is a short-cycle tuber that is planted and harvested throughout the year.

Approximately **5,000** hectares are planted, of which an estimated 95% is for export; the remaining 5% is for local consumption and/or processing of taro by products. Installed processing and exporting capacity is estimated at approximately **10,000** metric tons per year.

RELEVANT DATA

- It is a short cycle crop and can be grown all year round.
- Taro provides nutrients, carbohydrates, proteins and contains large amounts of dietary fiber, which helps to regulate and accelerate the digestive process and lower cholesterol.

PRODUCT PRESENTATION

- 10 to 20 kg cardboard boxes or depending on the customer's requirements.
- 40-foot Reefer High Cube palletized containers.

CERTIFICATIONS

GLOBALG.A.P.

MAIN DESTINATIONS



USA



Puerto Rico



QUINOA

SCIENTIFIC NAME: CHENOPODIUM QUINOA WILLD
TARIFF CODE: 1008.50

VARIETIES

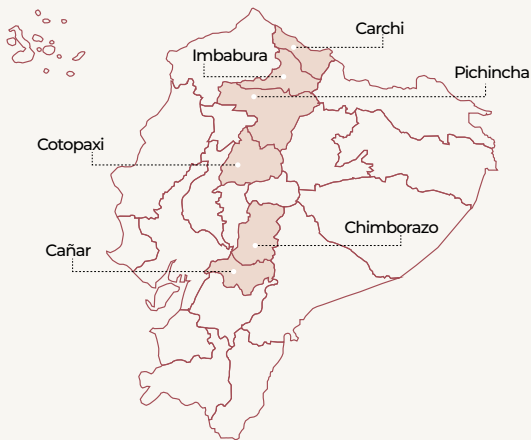
- Tunkahuan (sweet, low saponin)
- Pata de Venado (sweet, low saponin, organic)

CHARACTERISTICS

Ecuadorian quinoa has certain unique organoleptic and nutritional properties compared to quinoa produced in other markets; it has excellent quality due to its geographical location in the inter-Andean region and a distinctive golden color, so it is known as "golden quinoa."

Ecuadorian quinoa is grown in the inter-Andean valleys using a completely different process as the grain is only lightly polished, so it maintains its organoleptic characteristics, ensuring that the industrial process is much more environmentally friendly and lower cost.

GEOGRAPHICAL DISTRIBUTION



PRODUCTION

The sector has installed industrial capacity to process and export approximately **8,500 MT** of conventional and organic quinoa annually, which is produced in the inter-Andean provinces at altitudes of 2,500 to 3,800 meters above sea level.

RELEVANT DATA

- Quinoa is valued as the only food of vegetable origin that has all the essential amino acids, trace elements, vitamins and does not contain gluten. This product is a great source of calcium, iron and vitamin B.
- Ecuador's geographic location helps enhance the characteristics of quinoa.

PRODUCT PRESENTATION

- Ecuador exports bulk quinoa and value-added products such as flakes, pastas, snacks, compotes, pops, quinoto, quinoa-based beverages, and others.
- In bulk in polypropylene or kraft paper bags of 12 kg, 25 kg, 50 kg and retail packaging in cardboard boxes and 250gr bags, or as required by the customer, in 20-40 feet containers.

CERTIFICATIONS



MAIN DESTINATIONS



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CANNED PALM HEARTS

SCIENTIFIC NAME: BACTRIS GASIPAES
TARIFF CODE: 2008.91

VARIETIES

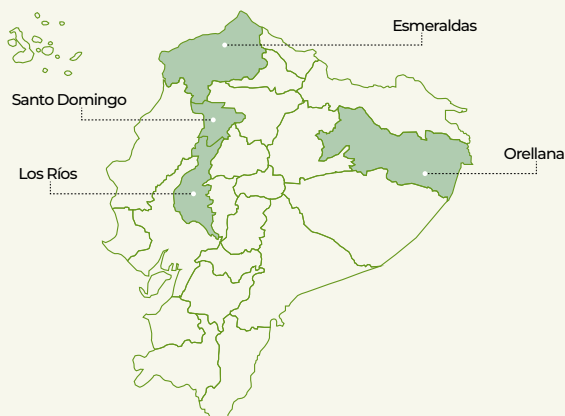
• There are two varieties of palm hearts: with thorns and without thorns.

CHARACTERISTICS

Ecuadorian palm hearts are characterized by their soft, flexible texture, pearl white color and pleasant flavor. They are exported whole and as canned pieces and slices to preserve the properties of the product. Palm hearts are highly sought after in the world's most demanding markets and gourmet restaurants.

The agri-environmental conditions of tropical growing areas, such as stable light, humidity and temperature, regular rainfall throughout the year and optimal irrigation and soil conditions, result in a uniform product with important flavor and consistency characteristics.

GEOGRAPHICAL DISTRIBUTION



PRODUCTION

Ecuador's installed industrial processing and export capacity is approximately **30,000 MT** per year for whole palm hearts, chunks, pasta and canned slices.

RELEVANT DATA

• It has a more compact and pleasant texture.

• The product is harvested with the highest standards of sustainable management and following strict processes to prevent environmental damage.

PRODUCT PRESENTATION

- Spaghetti and palm heart pasta
- Whole, chunks and slices of canned palm hearts.

CERTIFICATIONS



MAIN DESTINATIONS



Canada



Spain



USA



Germany



France



BANANA PUREE

SCIENTIFIC NAME: BANANO CAVENDISH (MUSA SAPIENTUM) **TARIFF CODE: 2007.99**

VARIETIES

Banana puree uses Cavendish bananas (Musa sapientum), both conventional and organic.

CHARACTERISTICS

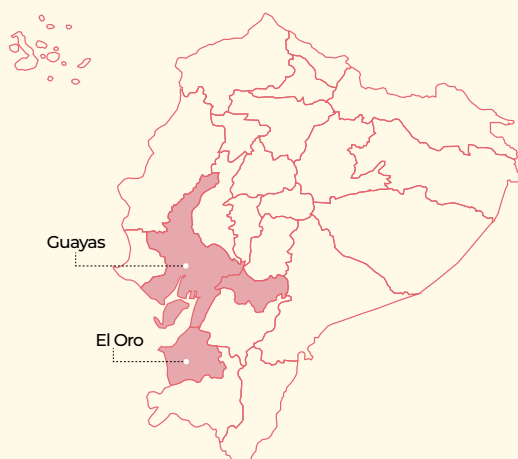
It is commonly made from ripe bananas of the "cavendish" variety, which produces a creamy product.

Once the raw material is ready for processing (washed, peeled, mashed), it is ground, acidified, homogenized and pasteurized.

It does not contain additives, unless requested by the customer, and is non-GMO.

It is a creamy puree and is considered a semi-processed product, which is used as an ingredient in the food sector.

GEOGRAPHICAL DISTRIBUTION



PRODUCTION

The sector produces an average of approximately 105,000 tons of banana puree.

RELEVANT DATA

•Products harvested in Ecuador are of excellent quality due to the country's geographical location.

•Innovation in agro-industrial production processes.

PRODUCT PRESENTATION

Production and packaging are in accordance with the buyers' requirements; however, the most common presentations for export are the following:

- 21 kl box.
- Conical 230 kl drum
- Cylindrical 230 kl drum.
- 1000 kl box.
- Sterile metallized bag in a cardboard box with capacities of 21 kg, 275 kg, 1000 kg, 1100 kg, or a bag in a metal 55 gallon capacity drum (230 kg).
- Also available in 1-liter sterile packaging.
- Cargo can be consolidated or shipped in 20- and 40-foot containers.

CERTIFICATIONS



MAIN DESTINATIONS





SNACKS

SCIENTIFIC NAME: 2008.99

VARIETIES

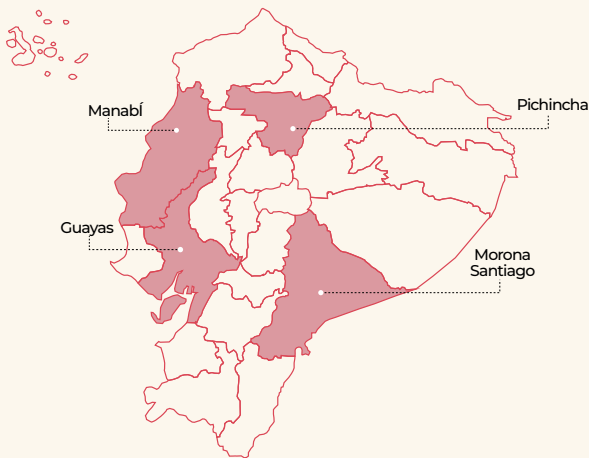
Ecuadorian snacks are mainly made with green plantains, ripe plantains, cassava, taro, native Andean potatoes, sweet potatoes, beets, and other vegetables.

CHARACTERISTICS

Snacks exporters have innovated the snacks production process. Most exporting companies in this segment have internationally recognized quality certifications, which allow products to enter the world market.

Our exporters market snacks worldwide under their own brands and under private labels.

GEOGRAPHICAL DISTRIBUTION



PRODUCTION

The sector produces an average of approximately **20,000** tons of snacks.

RELEVANT DATA

- Products harvested in Ecuador are of excellent quality due to the country's geographical location.
- Innovation in agro-industrial production processes.

PRODUCT PRESENTATION

As there are several exporting companies and different markets, packaging is in accordance with the buyers' requirements; however, the most common presentations for export are the following:

- Snacks with salt
- Mixed vegetable snacks
- Spicy snacks.

CERTIFICATIONS



MAIN DESTINATIONS



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GUAYUSA

SCIENTIFIC NAME: ILEX GUAYUSA
TARIFF CODE: 0903.00

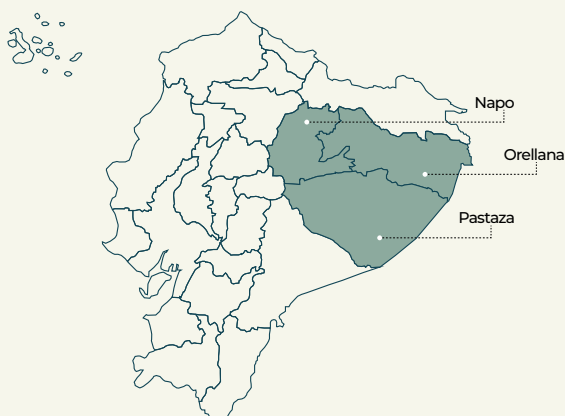
VARIETIES

- Traditional Guayusa
- Green Guayusa

CHARACTERISTICS

It is a tree species of the holly genus that is native to the Amazon rainforest. It is consumed as tea and is considered a natural source of energy. Ecuador is the largest producer of guayusa in the world, which is marketed in various forms, including guayusa leaf, guayusa extract, beverages and other presentations. Guayusa leaf comes in loose or powdered form and guayusa extract is sold in liquid or powdered form.

GEOGRAPHICAL DISTRIBUTION



PRODUCTION

The main guayusa growing area is the Amazon region in Napo, Orellana and Pastaza, with minimal production in other areas.

RELEVANT DATA

- 95% of the world's guayusa** comes from Ecuador.
- It contains **phenolic and flavonoid** compounds that prevent cell damage from oxidative stress, as well as guanidine, which can reduce blood sugar levels.

PRODUCT PRESENTATION

- Box of tea bags
- Bag of dried leaves
- Tin with dried leaves
- Extracts
- Drinks
- Bulk leaves.

CERTIFICATIONS



MAIN DESTINATIONS





BANANA

SCIENTIFIC NAME: MUSA PARADISIACA
TARIFF CODE: 0803901190

VARIETIES

TYPE: CAVENDISH

CHARACTERISTICS

The geographical location of Ecuador provides ideal climate conditions that influence the quality and flavor of our fruit and gives it a longer shelf-life than other producing countries.

Provides vitamin A, vitamin C, folic acid, B complex, vitamin E and sugars, as well as important minerals such as potassium, iron and magnesium. In addition to being nutritious, it aids digestion and helps to neutralize acidity, prevent stomach pains and eliminate excess fluid from the body.

GEOGRAPHICAL DISTRIBUTION



PRODUCTION

Approximately **1900 boxes** of bananas are produced per hectare in Ecuador.

The planted area is **184,381 hectares**, of which **95%** are for export.

RELEVANT DATA

- Ecuador is the **first banana exporter** in the world.
- Availability and production **throughout the year**.

PRODUCT PRESENTATION

- BOX 22XU.
- BOX 208.
- 1,080 palletized boxes in a 40-foot reefer container.
- 1,200 bulk boxes in a 40-foot reefer container.
- Temperature 13.2 degrees Celsius.

CERTIFICATIONS



MAIN DESTINATIONS



Russia



Türkiye



USA



Netherlands



Saudi Arabia



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BABY BANANA

SCIENTIFIC NAME: MUSA ACUMINATA
TARIFF CODE: 0803.90.12.00

VARIETIES

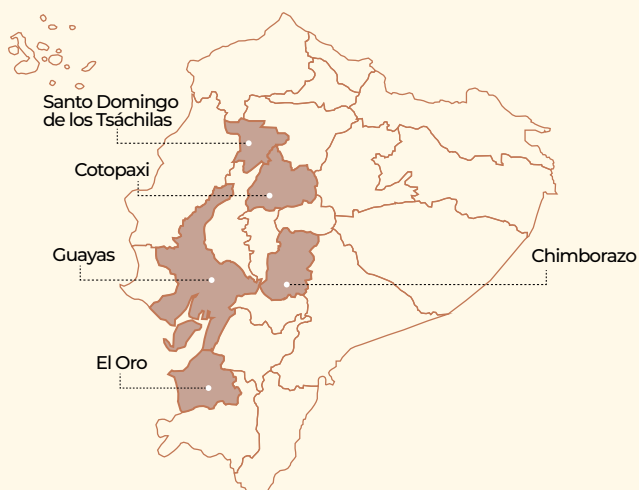
TYPE: ORITO / BABY BANANA

CHARACTERISTICS

Oritos are a smaller variant of bananas, approximately 12 cm and with a sweeter flavor. When ripe, it has a yellow skin and almost white, creamy, high consistency pulp.

Because of its small size and sweet taste, the orito is a favorite of children. Fruit with great nutritional value, an important source of carbohydrates, potassium and vitamins.

GEOGRAPHICAL DISTRIBUTION



PRODUCTION

There are almost **8.000 ha** in Ecuador.

Approximately **780 boxes** of baby bananas are produced per hectare.

RELEVANT DATA

- Healthy for children´s consumption.
- Source of energy for adults.

PRODUCT PRESENTATION

- 1,760 palletized boxes per container
- 20" and 40" reefer containers
- 15lb boxes

CERTIFICATIONS



MAIN DESTINATIONS





FROZEN BANANA IQF

SCIENTIFIC NAME: BANANA CAVENDISH (MUSA SAPIENTUM)
TARIFF CODE: 0803.90.11.90

VARIETIES

Type: Cavendish (conventional and organic)

CHARACTERISTICS

- It is commonly made from ripe bananas of the "Cavendish" variety, which makes it possible to obtain a creamy product.
- The banana is quick-frozen to preserve its natural flavour, colour and aroma, while also helping to lock in the fruit's excellent nutritional value.
- It is the most well-known and eaten tropical fruit in the world.
- Good source of fiber, potassium and vitamin C that contributes energy to our body.
- It contains all the 8 amino-acids that our body needs.
- Excellent combination for any fruit mix, smoothies, shakes, yogurts, cakes, breads, pancakes, freeze drying.

GEOGRAPHICAL DISTRIBUTION



PRODUCTION

The sector produces an average of **15.670 tons** of frozen banana.

RELEVANT DATA

- Ecuador is the main banana exporter in the world.
- Availability and production throughout the year.
- Innovation in agro-industrial production processes.

PRODUCT PRESENTATION

PACKAGING: Plastic bag in box.

PRESENTATIONS: 12.15 kg (Bulk)

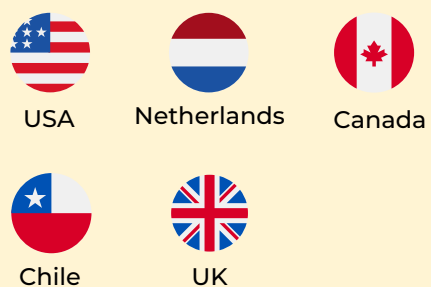
DISTRIBUTION CHANNEL:
Retail presentations, HORECA, Industrial.

STORAGE: Frozen - 25°C

CERTIFICACIONES



PRINCIPALES DESTINOS





PLANTAIN

SCIENTIFIC NAME: MUSA PARADISIACA
TARIFF CODE: 0803.10.10.00

VARIETY
Barraganete Plantain

CHARACTERISTICS

Its physical appearance is larger, robust, and harder than a banana, and its skin is thick and green.

It has a high nutritional value and is an important source of potassium, magnesium, and phosphate.

Its high content of vitamins A, B6, and C, and its high fiber and carbohydrate content help maintain good vision and healthy skin.

GEOGRAPHICAL DISTRIBUTION



PRODUCTION

There are **152,654 ha.** in production in Ecuador.

Approximately **350-450** boxes of plantains are produced per hectare in Ecuador.

RELEVANT DATA

- **Contains starch**, that does not raise blood sugar levels.
- Ecuador's climate is ideal for growing plantains, which ensures constant **production throughout the year.**
- Ecuador is the world's leading supplier of green plantain.

PRODUCT PRESENTATION

- 50 lb. boxes
- 1,080 palletized boxes per 40-foot refer container
- Temperature 8 degrees Celsius

CERTIFICATIONS


GLOBALG.A.P.

MAIN DESTINATIONS


USA


Chile


Spain


Netherlands



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GREEN COFFEE



SCIENTIFIC NAME: COFFEA ARÁBICA – CAFÉ ARÁBIGO
COFFEA CANEPHORA – CAFÉ ROBUSTA

TARIFF CODE: 0901.11

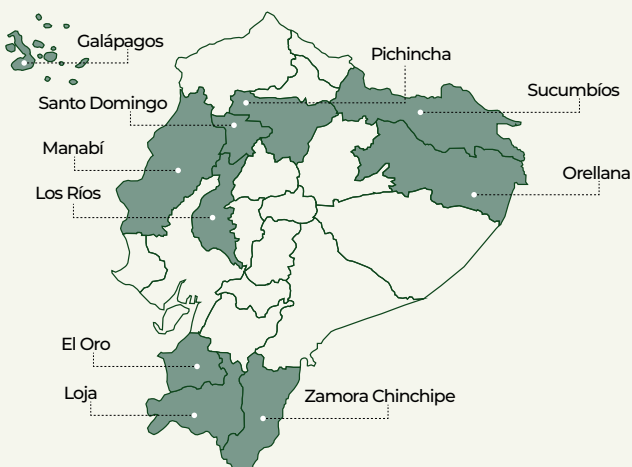
VARIETIES

- Arabica coffee
- Robusta coffee

CHARACTERISTICS

- It is one of the best coffees produced in South America.
- Harvesting takes place manually to ensure product quality and good agricultural practices.
- Mixed planting is used in plantations with fruit trees, rainforests and conservation areas, which ensures environmental protection.

GEOGRAPHICAL DISTRIBUTION



PRODUCTION

Ecuador produces approximately 30,000 hectares of coffee, consisting of both robusta and arabica varieties, with a total production of around 200,000 60-kilogram sacks of coffee. Of this total, 65% is arabica and 35% is robusta.

RELEVANT DATA

- Various ecosystems permit coffee to be grown throughout the country, and even in the Galapagos Islands.
- Specialty coffee has achieved scores above 91 points on the SCA scale in cupping events.
- The origin denominations "Lojano Café de origen" and "Café de Galapagos" protect the identity and quality of the coffee for better marketing.

PRODUCT PRESENTATION

- 20' Containers - 250 to 275 60kg bags 15 tons.
- 40' Containers - 300 to 350 60kg bags 18 tons.
- Temperature 20 °C (Average).

CERTIFICATIONS



MAIN DESTINATIONS



Chile



France



USA



Colombia



Japan



ROASTED COFFEE

TARIFF CODE: 0901.21.10.00 / 0901.21.20.00

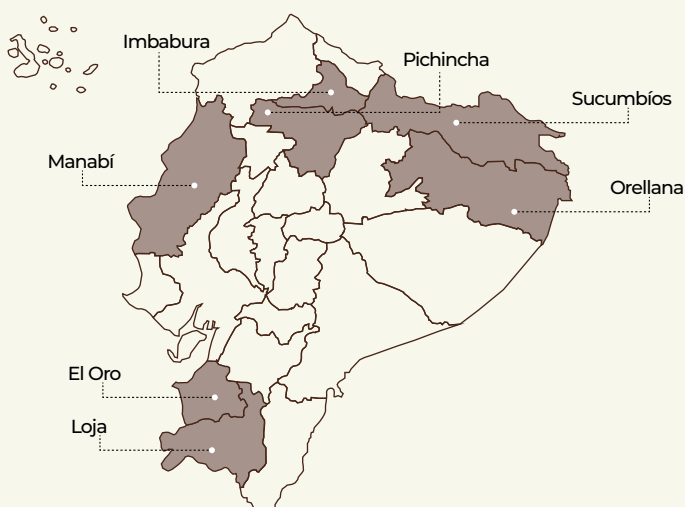
VARIETIES

- Roasted coffee beans
- Roasted ground coffee

CHARACTERISTICS

- The aroma and special flavor of roasted coffee originate from the caramelization of sugars and acids.
- Ecuadorian roasted coffee is processed in small batches to guarantee quality control, as well as an excellent aroma and flavor.

GEOGRAPHICAL DISTRIBUTION



PRODUCTION

- Ecuador produces approximately 30,000 hectares of coffee, consisting of both robusta and arabica varieties, with a total production of around 200,000 60-kilogram sacks of coffee. Of this total, 65% is arabica and 35% is robusta.

RELEVANT DATA

- Due to geographical conditions and the varieties of coffee produced in the country, we can obtain different organoleptic coffee profiles.
- Product traceability and knowledge of its history.

PRODUCT PRESENTATION

Trilaminate packaging with vacuum valve, flow packs, doy packs, pods (pressed on filter paper and packed in aluminum sachets with a modified atmosphere).

- Presentations: 200gr, 250gr, 350gr, 400gr, 500gr and 2500gr.
- Boxes of 9, 12, 24 and 50 units.
- To ensure that the product is not damaged, it should be stored at an average temperature of 20 °C.

CERTIFICATIONS



MAIN DESTINATIONS



INSTANT COFFEE

COFFEE EXTRACTS, ESSENCES AND CONCENTRATES:
TARIFF CODE: 2101.11

**PREPARATIONS BASED ON EXTRACTS, ESSENCES
OR CONCENTRATES OR BASED ON COFFEE:**
TARIFF CODE: 2101.12

VARIETIES



Agglomerated



Freeze-dried



Atomized



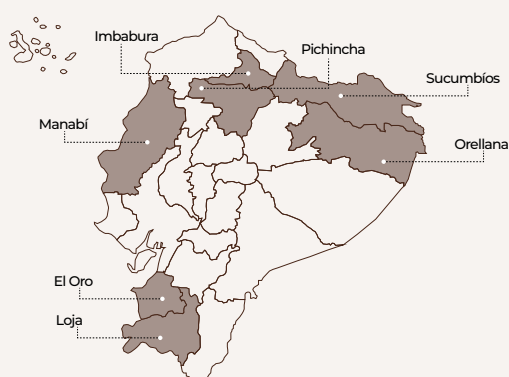
Decaffeinated

CHARACTERISTICS

•The most popular coffee variety for this type of production is Robusta coffee.

•Innovation in production processes to make industrialized coffee, obtaining different varieties.

GEOGRAPHICAL DISTRIBUTION



RELEVANT DATA

•Ecuador has the most advanced industry of soluble and freeze-dried coffee in the region.

•The industrial sector has the necessary knowledge, labor and machinery to compete and remain in the international market.

PRODUCT PRESENTATION

- 25kg boxes
- Bulk: double polyethylene bags in cardboard boxes.
- 20' containers/261 boxes = 6,525 kg
- 40' containers/542 to 680 boxes = 16,320 kg.

CERTIFICATIONS



MAIN DESTINATIONS



Germany

Netherlands

USA



Colombia



Poland




Russia




COCOA BEANS

SCIENTIFIC NAME: THEOBROMA CACAO
TARIFF CODE: 1801.00

VARIETIES

 **Fine Aroma Cocoa**, also known as National, whose characteristic color is yellow, has a unique aroma and flavor and is the basic raw material for producing gourmet chocolates that are highly valued worldwide.

 **CCN-51 Cocoa**, also known as Colección Castro Naranjal, whose characteristic color is red, is recognized for its high yield for the extraction of semi-finished products, which are essential ingredients for producing chocolates on a large scale.

CHARACTERISTICS

Cocoa is a tropical fruit. Trees have small flowers and long petals, and the fruit is elongated. Depending on the variety, pods can be yellow, red or green. Inside, the cocoa beans are covered by a sugar-rich white pulp that is used to make juice. The beans are processed to produce nibs, liquor, butter, powder, coating and chocolate.

Cocoa beans are native to the tropical regions of the Americas. In Ecuador, cocoa was first grown in the Amazonian heartland, and it is considered that due to the climatic conditions of the coastal areas, genetic evolution took place that produced a bean of unique aroma and flavor, which is currently recognized worldwide.

GEOGRAPHICAL DISTRIBUTION



PRODUCTION

Ecuador is the **third largest cocoa's producer** in the world. Approximately **600,000 ha.** are under cultivation, making it the largest crop in the country. Production capacity is currently **472 thousand tons.**

RELEVANT DATA

During archaeological research, traces of cocoa were discovered in the Amazon jungle in vessels dating back more than **5,000 years**, showing that chocolate originated in Ecuador.



PRODUCT PRESENTATION

Cocoa beans are exported in 69 kg burlap, cabuya or polypropylene sacks.

CERTIFICATIONS

GLOBALG.A.P.



MAIN DESTINATIONS



Malaysia



USA



Indonesia



Belgium



Germany



Netherlands



CHOCOLATE

TARIFF CODE: 1806.32, 1806.20, 1806.10, 1806.31, 1806.90

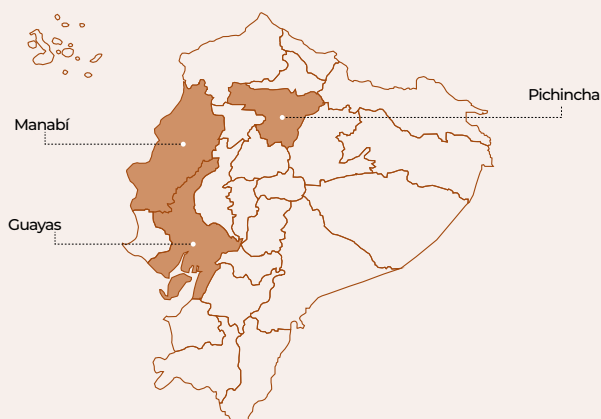
VARIETIES

Ecuadorian industry produces chocolate with different percentages of cocoa: 55%, 70%, 75%, 80% and 100%, with ingredients such as nuts, dried fruit and superfoods. For mass market consumption chocolate made with milk and sugar.

CHARACTERISTICS

Ecuadorian chocolate made from Nacional and/or CCN-51 offers floral and fruity flavors that are unique in the world. The industry is configurable and can develop new products in accordance with the technical specifications of consumers in the international market.

GEOGRAPHICAL DISTRIBUTION



PRODUCTION

Ecuador exports around **2.097 tons** of chocolate, including chocolate bars with a varied cocoa content and dried or dehydrated fruit, coatings, drops and chocolates.

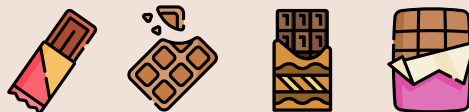
Ecuador's chocolate industry operates with private labels and with its own brands.

DATOS RELEVANTES

- The consumption of dark chocolate reduces stress levels and aggressiveness, thanks to the production of endorphins that give the body a sense of well-being.
- Chocolate mixed with fruit multiplies the health benefits and provides a quick source of energy.

PRODUCT PRESENTATION

•Individual 35, 50, 70 and 80 gr. bars.



CERTIFICATIONS



MAIN DESTINATIONS





PERSONAL AND HOUSEHOLD CARE

**TARIFF CODE: 3304.99.00 / 3301.29.90 / 3304.10.00
3303.00.00 / 8510.20.10 / 9605.00.00 / 9619.00.10**

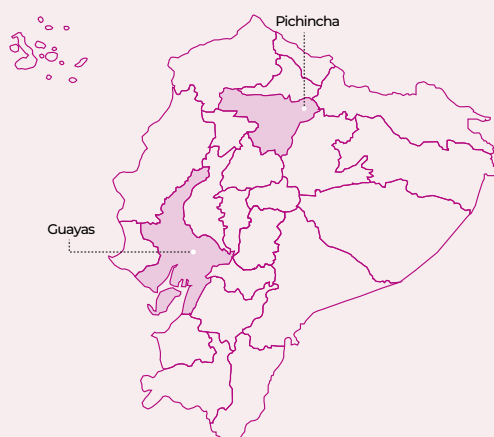
VARIETIES

The wide range of products offered by the sector is aimed at the personal care category, cosmetics, perfumes and toilet waters, makeup, hair, skin cosmetics and skin care, organic surface agents for household cleaning, sanitary napkins, tampons, diapers for adults and babies, toothpaste, shaving lotion, toilet soap, institutional hygiene and cleaning, natural and organic cosmetics.

CHARACTERISTICS

- Innovative and technological industry.
- Product diversification.
- Certified quality allow it to compete at an international level.

GEOGRAPHICAL DISTRIBUTION



PRODUCTION

Ecuadorian companies export around 11,754 tons.

RELEVANT DATA

•The personal and household care industry is characterized by its wide supply of exportable items, reflecting international consumer trends.

•It produces conventional and organic cosmetics enriched with natural ingredients from Ecuador.

PRODUCT PRESENTATION

•Containers or palletized.

CERTIFICATIONS



MAIN DESTINATIONS



Colombia



Panama



Chile



Peru



Dominican Republic



CONTAINERS & PACKAGING

TARIFF CODE:

3919, 3920, 3921, 3923, 3924, 6305

FEATURES:

- Differentiated and quality exportable offer
- Innovative solutions to meet the needs of international customers

GEOGRAPHICAL DISTRIBUTION



PRODUCTION

Ecuador exported 47,466 tons in 2023.

RELEVANT DATA

- Containers and packaging are productively linked to the main industrial sectors.

- Installed capacity in production plants to meet national and international demand.

PRODUCT PRESENTATION

- Consumer packaging: cups, tubs / containers, lids, cutlery (spoons, forks, knives), plates
- Industrial packaging for food, cosmetics, personal and home care
- Films for flexible packaging
- Bags, strapping bands
- Labels, printing, laminates, stretch film

MAIN DESTINATION



Colombia



Peru



Venezuela



Chile



Estados Unidos



PHARMACEUTICALS AND CHEMICALS

TARIFF CODE: 3004.90 / 3004.20

VARIETIES

Pharmaceutical production includes oral solids, sterile items, semi-solids and liquids, such as capsules, eye drops, concentrations, creams, elixirs, emulsions, gels, lozenges, granules, jells, syrups, liniment, lotions, ovules, pastes, powders, injectables, tablets, etc.

CHARACTERISTICS

•Ecuador's domestic pharmaceutical plants have the Good Manufacturing Practices (GMP) certification and can provide products of excellent quality; traceability begins with the arrival of raw materials, such as active substances, bottles, aluminum, packaging and boxes, up to the final product, such as tablets, capsules, syrups, suspensions, drops or creams.

•Pharmaceutical laboratories incorporate innovation and constant scientific research into their production processes.

GEOGRAPHICAL DISTRIBUTION



PRODUCTION

The sector's production for export achieved a volume of 6,622 tons.

RELEVANT DATA

•Ecuadorian laboratories have the capacity and technology to adapt to the demands of the international market, offering products that meet 100% of the technical quality specifications.

•Differentiated products at the forefront of world trends in the nutraceutical and pharmaceutical industry.

PRODUCT PRESENTATION

•Products are shipped in boxes and palletized.

CERTIFICATIONS



MAIN DESTINATIONS



Colombia



Peru



Dominican Republic



Chile



Argentina



PINEAPPLES

SCIENTIFIC NAME: ANANAS COMOSUS
TARIFF CODE: 0804.30

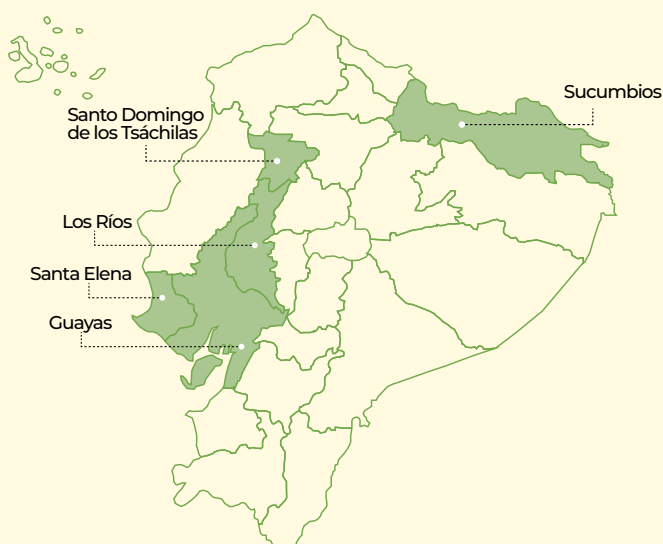
VARIETIES

Golden Sweet, also known as MD2, is characterized by its sweet taste, size and aroma.

CHARACTERISTICS

Ecuadorian pineapples have an incomparable flavor thanks to the microclimate of our country, which results in excellent quality, flavor, sweetness, texture and color, making Ecuador the 6th largest producer and exporter worldwide.

GEOGRAPHICAL DISTRIBUTION



PRODUCTION

An estimated 6,374 ha. are in production. The sector generates about 2500 permanent direct jobs.

RELEVANT DATA

- Long shelf life
- Has balance between sweetness and acidity.
- Labor and environmental responsibility.
- Requires temperatures between 23 and 30° Celsius degrees.

PRODUCT PRESENTATION

- 12 kg boxes: 75 - 80 trays of boxes per pallet, about 1500 boxes (20 pallets) per 40-foot reefer container.
- 22 kg boxes: 48 - 54 boxes per pallet, about 960 - 1080 boxes per container.

CERTIFICATIONS



PRINCIPALES DESTINOS



Chile



Netherlands



USA



Germany



Argentina



DRAGON FRUIT

SCIENTIFIC NAME: HYLOCEREUS SPP

TARIFF CODE: 0810.90

YELLOW PITAHAYA 0810.90.40.10

RED PITAHAYA: 0810.90.40.20

VARIETIES

• **Yellow:** Characterized by its thorny skin it is 8 to 10 centimeters in size and its pulp is white with small black seeds; it has a sweet, juicy flavor.

• **Red:** Characterized by its thick rind, it is larger than the yellow variety (12 cm) and its flesh is white with small black seeds; it has a sweet, juicy flavor.

CHARACTERISTICS

Pitahaya or dragon fruit is an exotic fruit. Ecuador's climatic and soil conditions affect fruit quality, producing an intense aroma and very refreshing, sweet pulp.

GEOGRAPHICAL DISTRIBUTION



PRODUCTION

An estimated **8,000 ha.** are in production. The sector generates about **4,128 permanent direct jobs.**

RELEVANT DATA

- Origin denomination - Palora
- Endemic variety of Ecuador
- High brix content.
- It has antioxidant, vitamin and fiber properties.

PRESENTACIÓN DEL PRODUCTO

- Cardboard box. Each piece is protected by foam mesh.
- Yellow pitahaya: boxes of 2.5 kilos.
- Red pitahaya: boxes of 4.5 kilos.
- 144 boxes per pallet.

CERTIFICATIONS



MAIN DESTINATIONS



USA



Hong Kong



Netherlands



Spain



Canada



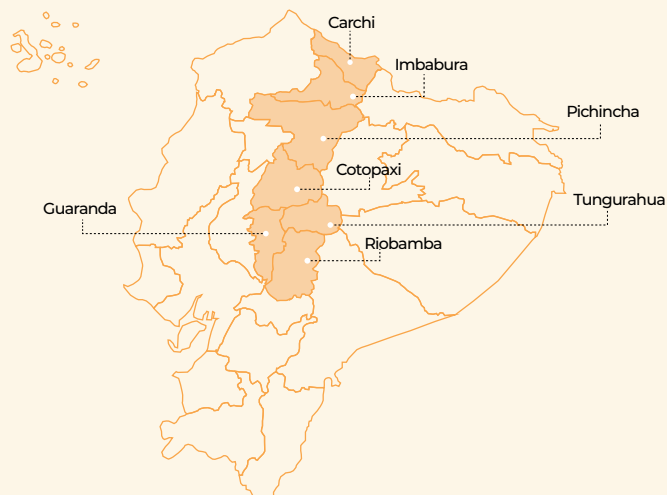
GOLDEN BERRIES

SCIENTIFIC NAME: PHYSALIS PERUVIANA
TARIFF CODE: 0810.90

CHARACTERISTICS

Ecuadorian golden berries are a superfood, full of nutrients from nature to preserve health at all stages of life. Ecuador's great biodiversity includes a great number of ecotypes. It is an andean fruit, exotic by nature with high nutritional content.

GEOGRAPHICAL DISTRIBUTION



PRODUCTION

Estimated production **700 ha.**

RELEVANT DATA

- Golden berries seeds have a high fiber, potassium, calcium, iron and phosphorus content.
- A nutritious option as a first solid food for babies.
- Golden berry is an excellent source of essential vitamins such as vitamin A, B1, B2, B3, B9, C, E, K and provitamin A and fiber.

PRODUCT PRESENTATION

- Cardboard boxes 1.2 kilos net.
- 180 to 240 boxes per pallet.
- 20 to 22 pallets per container.

CERTIFICATIONS



MAIN DESTINATIONS



USA



Canada



Spain



Netherlands



UK



AVOCADOS

SCIENTIFIC NAME: PERSEA AMERICANA
TARIFF CODE: 0804.40

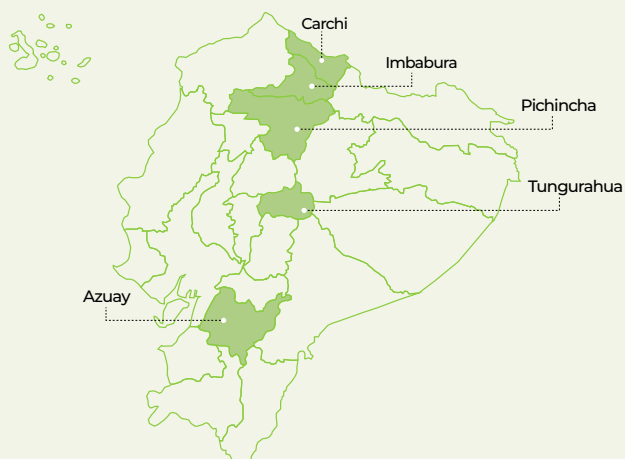
VARIETIES

The variety of avocados produced in Ecuador for export is called Hass.

CHARACTERISTICS

Avocados belong to the Lauraceae family and have a thick skin and large seed. They help lower blood cholesterol because they contain monounsaturated fats. They support the formation of hemoglobin in the blood due to their high salt and folic acid content. They have rough skin and a dark green color, and are almost black when ripe.

GEOGRAPHICAL DISTRIBUTION



PRODUCTION

An estimated **7,000 ha.** are planted.

Highland production: January to April, August to December.

Coastal production: March to July.

RELEVANT DATA

- They have a high content of vegetable oils and are considered an excellent food in terms of nutrition in moderate proportions.
- They are rich in vegetable fat beneficial to the body and vitamins E, A, B1, B2, B3, fatty acids, proteins and minerals.

PRODUCT PRESENTATION

- 10-kilo cardboard box that may vary depending on the importer.
- 100 10-kilo boxes on a pallet.
- 20 to 22 pallets per 40-foot container.

CERTIFICATIONS



MAIN DESTINATIONS



Spain



Colombia



New Zealand



UK



Netherlands



SWEET PASSION FRUIT

SCIENTIFIC NAME: PASSIFLORA LIGULARIS
TARIFF CODE: 0810.90

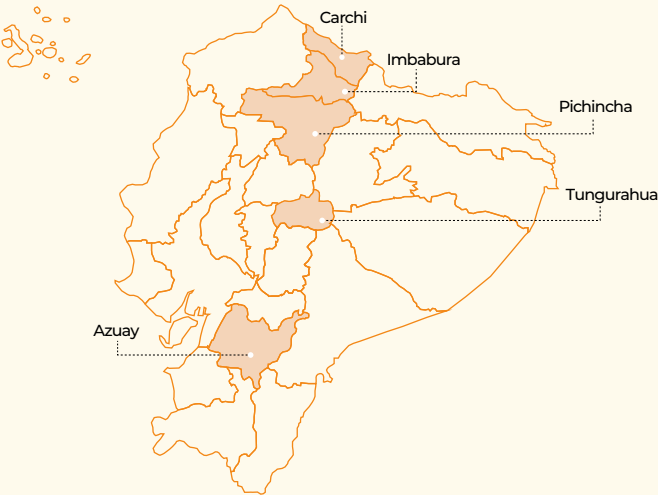
VARIETIES

Native variety.

CHARACTERISTICS

It is a very delicious anti-stress fruit with a round oval shape; its length is 6 to 11.5cm more or less and it is orange when ripe and yellow when not ripe. Its sweetness is 14 to 17 degrees BRIX. It has many health properties and benefits for the human body.

GEOGRAPHICAL DISTRIBUTION



PRODUCTION

Estimated production is 900 ha.

RELEVANT DATA

- Passion fruit seeds have a high fiber, potassium, calcium, iron and phosphorus content.
- A nutritious option as a first solid food for babies.
- Passion fruit is an excellent source of essential vitamins such as vitamin A, B1, B2, B3, B9, C, E, K and provitamin A.

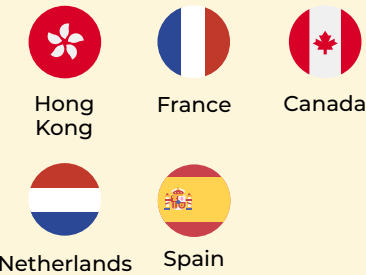
PRODUCT PRESENTATION

- Cardboard box. Each piece is protected by foam mesh.
- 2 kilo boxes.
- 160 boxes per pallet.

CERTIFICATIONS



MAIN DESTINATIONS



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MANGOES

SCIENTIFIC NAME: MANGIFERA INDICA
TARIFF CODE: 0804.50

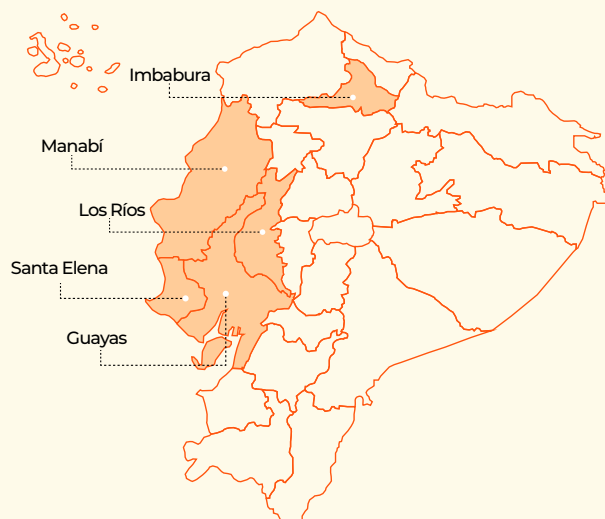
VARIETIES

Tommy Atkins, Ataulfo, Kent, Keitt.

CHARACTERISTICS

Ecuadorian mangoes stand out for their unique tropical flavor and fragrance due to ideal soil conditions. Mangoes are red or yellow depending on the variety. Mangoes contain more than 20 different vitamins and minerals.

GEOGRAPHICAL DISTRIBUTION



PRODUCTION

Ecuador has approximately 7700 hectares in production, of which approximately 5500 are dedicated to export; the remaining area for the local market, and/or the production of mango juices and concentrates.

RELEVANT DATA

- Ecuador has five packing houses with magnificent facilities and state-of-the-art technology, all of which have Primus GFS & SMETA certifications.
- Ecuador is among the 12 main exporters of mangoes.

PRODUCT PRESENTATION

- Cardboard boxes, 4 kg net.
- 5280 mango boxes per container.

CERTIFICATIONS

GLOBALG.A.P.

MAIN DESTINATIONS



USA



Netherlands



Canada



BLUEBERRY

SCIENTIFIC NAME: VACCINIUM CORYMBOSUM
TARIFF CODE: 0810.40

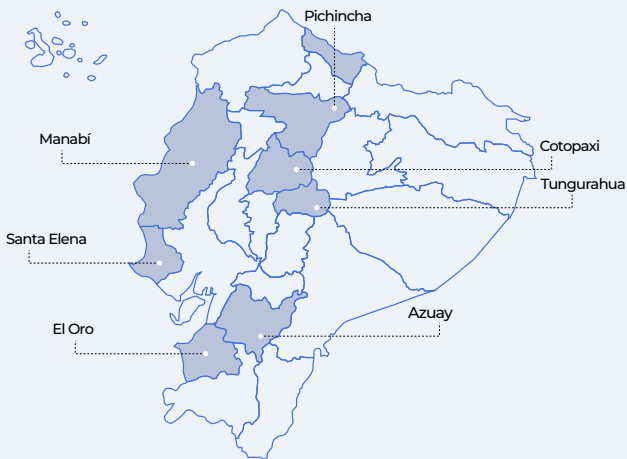
VARIETIES

- Eureka
- Biloxi
- Emerald

CHARACTERISTICS

- The blueberry is a blue and red berry measuring 1 to 3 cm in diameter and weighing 0.5 to 4 grams.
- They are used to make jellies, jams, wines, and various sweet dishes.

GEOGRAPHIC AREA



PRODUCTION

There are approximately **400 hectares** of blueberry planted in the country

RELEVANT DATA

- It is characterized by having a high productive life of around 20 years.

•Fruit with beneficial properties for health, rich in antioxidants, vitamin A, B, C, potassium, and fiber.

•Process of opening and approval of the phytosanitary protocol by China

•In 2022, Ecuador makes its first export of blueberries to the Netherlands and United States

•In 2023, USD 735 thousands FOB and 113 tons were exported.

PRODUCT PRESENTATION

- Polypropylene cup /box
- PET / Corrugated tray box

CERTIFICATIONS



MAIN DESTINATIONS



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ROSES

SCIENTIFIC NAME: ROSA
TARIFF CODE: 0603.11.00

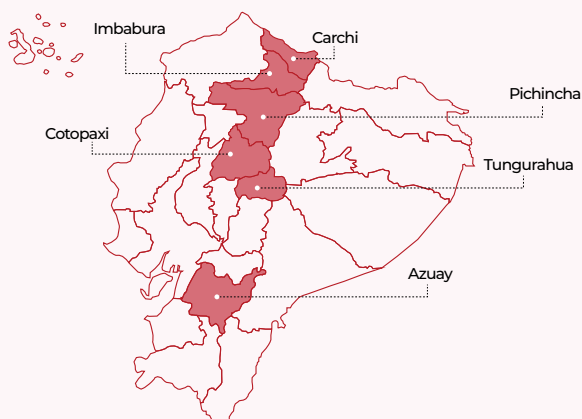
VARIETIES

There are more than 200 varieties of roses in Ecuador.

CHARACTERISTICS

In the middle of the world, 2,000 meters above sea level and on the slopes of imposing volcanoes, grow the most sought-after flowers on earth: Ecuadorian roses. They are the most beautiful due to their intense color, bud size, perpendicular stems and long vase life (15 days on average).

GEOGRAPHICAL DISTRIBUTION



PRODUCTION

Ecuador has approximately 4144 hectares of roses.

RELEVANT DATA

- Ecuador, specifically the inter-Andean region, is favored by nature and provides ideal conditions for growing the most beautiful roses in the world.
- It is possible to produce flowers all year round.
- The quality of Ecuadorian roses is recognized internationally, and are considered by importers to be the best flowers in the world.

PRODUCT PRESENTATION

- Corrugated cardboard boxes with 25 stems.
- Packed in boxes of different sizes: Full Box (FB) 500 - 600 stems, Half Box (HB) 250 - 300 stems, and Quarter Box (QB) 100 stems.
- Air transport in palletized boxes
- Product storage temperature is 2° to 4° C.

CERTIFICATIONS



MAIN DESTINATIONS





GYPSOPHILA

SCIENTIFIC NAME: GYPSOPHILA PANICULATA
TARIFF CODE: 0603.19.10

VARIETIES

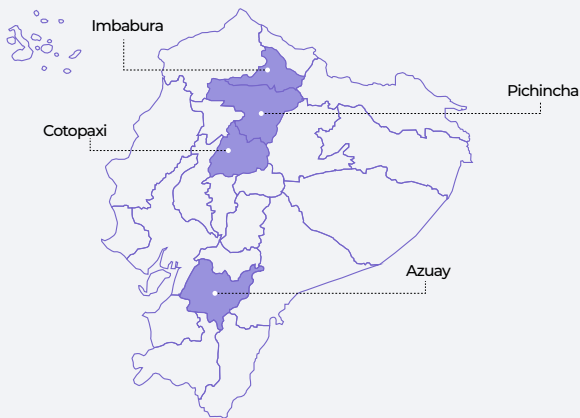
- There are 15 varieties of Gypsophila, the main ones being: **Xlence and Million stars**.
- Its **natural colors are white and pink** with various shades; there are also dyed and preserved flowers.

CHARACTERISTICS

Due to its geographic location, it gets favorable temperatures for growth (10 to 25 degrees Celsius). The result is flowers with stems 80 to 90 cm long and splendid flowers.

An important feature of the production process is that the flowers are cut while still closed, and they then complete their opening phase in a greenhouse. This helps maintain their vitality.

GEOGRAPHICAL DISTRIBUTION



PRODUCTION

There are approximately **259 ha.** of gypsophila in Ecuador.

RELEVANT DATA

- Ecuador has the **largest number of hectares** of gypsophila production in the world, which produces throughout the year because of its exposure to sunlight 12 hours a day all year round.
- Ecuadorian Gypsophila is distinguished from that of other countries by **its high quality, bud size and intense color**.

PRODUCT PRESENTATION

- Packed in newspaper or plastic sleeves, the number of stems varies according to the customer's order (by weight or number of stems). Full Box (FB) 500 - 600 stems, Half Box (HB) 250 - 300 stems, and Quarter Box (QB) 100 stems.
- Gypsophila should be stored at 2° to 4°C.
- Air freight in palletized boxes.

CERTIFICATIONS



MAIN DESTINATIONS



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CARNATIONS

SCIENTIFIC NAME: DIANTHUS CARYOPHYLLUS
TARIFF CODE: 0603.12

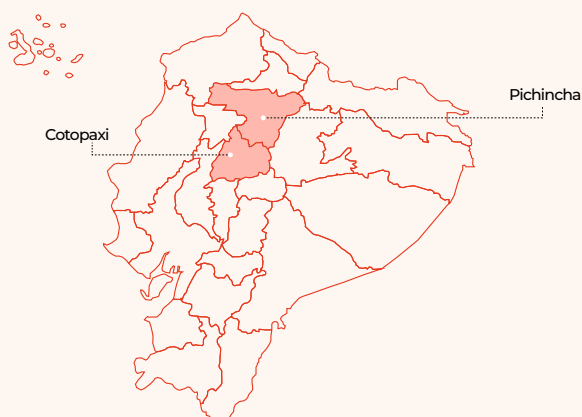
VARIETIES/COLORS

Carnation varieties grown in Ecuador include Norla Barlo, Charmeur, Dark Organe Telster and Dallas, with standard and miniature bud size. The most common colors are red, pink, white, salmon, yellow and two tone.

CHARACTERISTICS

Ecuadorian carnations are in great demand worldwide for their high quality, varieties, colors, vertical stems, standard and miniature size buds; open flowers can live 2 to 4 weeks, while flower buds can last 4 or 5 weeks in a vase. They should be cut daily for post-harvest processing, sorting and packing.

GEOGRAPHICAL DISTRIBUTION



PRODUCTION

There are approximately 140 ha. of carnations in Ecuador.

RELEVANT DATA

- They usually have a strong fragrance.
 - They are produced throughout the year.
- Most plantations are located over 2,000 meters above sea level, with temperatures of 14°C and sunlight 12 hours a day.

PRODUCT PRESENTATION

- Packed in newspaper or plastic sleeves, the number of stems varies according to the customer's order (by weight or number of stems). Packed in boxes of different sizes (HB, QB).
- Carnations should be stored at 2° to 4°C.
- Air freight in palletized boxes.

CERTIFICATIONS



MAIN DESTINATIONS





ALSTROEMERIA

SCIENTIFIC NAME: ALSTROEMERIA AURANTIACA
TARIFF CODE: 06031930

VARIETIES AND COLORS

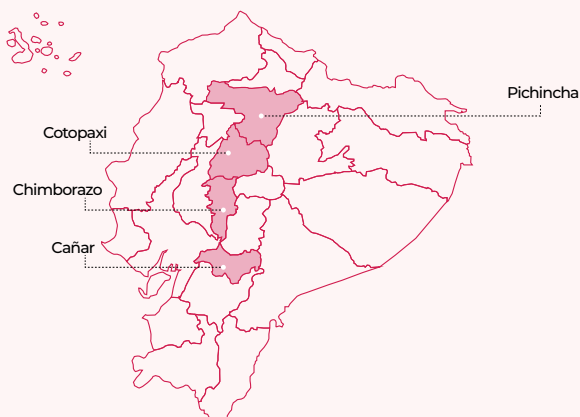
There are more than 50 varieties of Alstroemerias that produce a diversity of colors, including white, gold, yellow, orange, pink, apricot, red, purple, violet, lavender.

CHARACTERISTICS

A genus from South America found mainly in cool, mountainous regions of the Andes and characterized by the tones and contrasting color in its petals, it has a vase life of about two weeks. It should be cut daily for post-harvest processing, sorting and packaging.

Most plantations are located at over 2,000 meters above sea level with temperatures of 14°C.

GEOGRAPHICAL DISTRIBUTION



PRODUCTION

Production varies according to the size of the farm. There are about 300 ha. of alstroemerias in the country.

RELEVANT DATA

•Proximity to the sun, exposure to sunlight 12 hours a day and the climate where the Alstroemerias are grown, causes **the stems grow vertically as well as bright and intense colors.**

PRODUCT PRESENTATION

•Packed in newspaper or plastic sleeves, the number of stems varies according to the customer's order (by weight or number of stems). Packed in boxes of different sizes (HB, QB).

•Air freight in palletized boxes

•Alstroemeria should be stored at 2° to 4°C.

CERTIFICATIONS



MAIN DESTINATIONS



USA



Netherlands



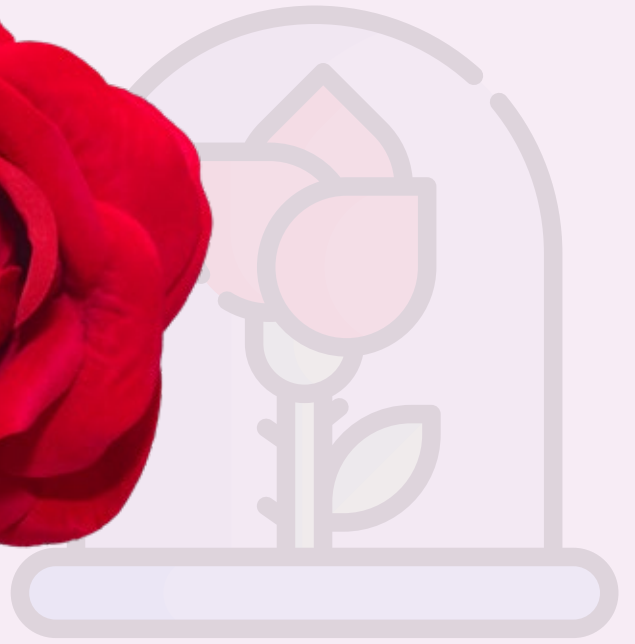
Spain



Kuwait



El Salvador



ETERNAL FLOWERS

VARIETIES AND COLORS: 0603.90

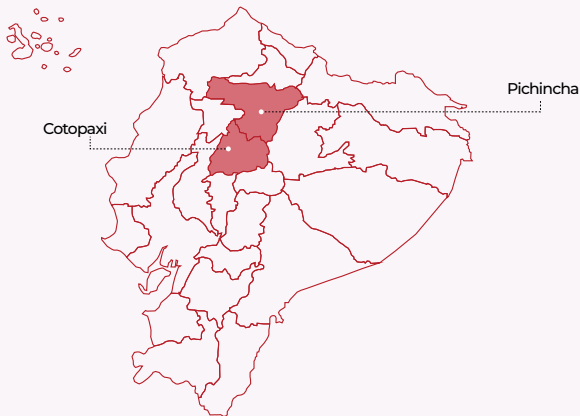
VARIETIES AND COLORS

Available in different shapes, sizes and colors, the finishes include satin, metallic, colors of the flags of different countries, heart-shaped, and others.

CHARACTERISTICS

Preserved flowers undergo a preservation process that maintains the characteristics of natural flowers intact; for example, they are soft to the touch. They do not need to be cared for like fresh flowers, but they should be protected from water, direct light and excessive temperatures, and dusting should be done gently.

GEOGRAPHICAL DISTRIBUTION



PRODUCTION

The estimated production of preserved flowers nationally is approximately 3,500,000 blossoms per month.

RELEVANT DATA

- There is a trend toward making bridal bouquets with preserved flowers to have them as decorations that last at least one year.
- Raw materials (natural flowers) are very important as the basis of preserved flower quality.

PRODUCT PRESENTATION

- Individual boxes, 6-unit boxes, 12-unit boxes, bulk 30-unit boxes.
- Arrangements, and others

CERTIFICATIONS



MAIN DESTINATIONS



Spain



USA



Italy



Japan



Netherlands



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METALWORKING

The metalworking industry constitutes a fundamental pillar in the country's productive chain; it is one of the prioritized sectors due to its high added value, technological components, and its connection with various sectors and branches of activity related to agriculture, manufacturing, commerce, and services.

CHARACTERISTICS

The products of the metalworking industry comply with technical specifications established in INEN standards and regulations, as well as in standards such as ASME, API, UL, ASTM, among others. The metalworking industry is characterized by offering the national and international markets products, goods, and services of quality according to their requirements, showing: innovation in their design, variety in their offer, technology, production, and control in all related processes.

PRODUCTION

- White line appliances (kitchens and refrigerators).
- Machinery and equipment for the agricultural, aquaculture, and agribusiness sectors.
- Basic metalworking products and construction materials; capital goods for the electric power generation and transmission industry.
- Capital goods for the road and building sector; parts and pieces.
- Capital goods for the hydrocarbons, mining, and telecommunications industry.

STATISTICAL INFORMATION

The majority of sector exports in 2023 were recorded in bars and profiles, iron wire, iron wire rod, hollow tubes and profiles, deposits, barrels, drums, containers, iron or steel manufactures, constructions and their parts, stoves, boilers with hearth, plugs and caps, electric transformers, static electric converters, liquid pumps, cranes and lifting appliances, refrigerators, freezers, and other materials, machines, and apparatus for cold production, wires, cables, and other insulated conductors for electricity, furniture and its parts, among other materials and capital goods.

The sector exported 150 thousand tons and USD 514 million FOB of metalworking products in 2023, representing a 9.30% decrease in FOB value and a 16.88% decrease in volume compared to 2022.

MAIN DESTINATIONS



USA



Colombia



Peru



China



Brazil



TECHNOLOGICAL SERVICES

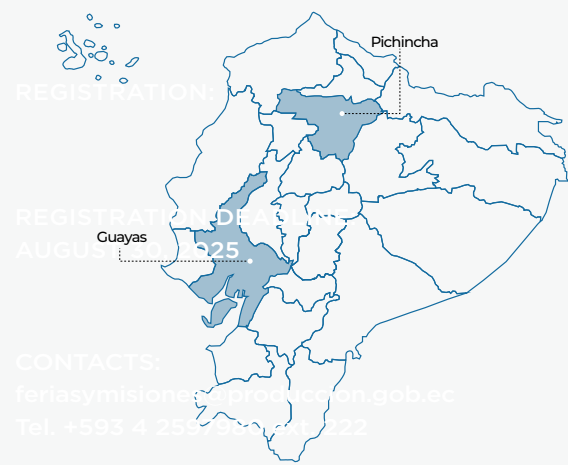
VARIETIES

Services offered in Ecuador include consulting and advisory, implementation, development, technical support, training, outsourcing.

CHARACTERISTICS

Ecuadorian software serves the demand of several productive sectors transversally, especially the service sector, tourism, public sector, banking, finance and insurance, retail, construction, logistics and transportation, agribusiness, floriculture, oil and mining, telecommunications, manufacturing, automotive, pharmaceuticals, and education.

GEOGRAPHICAL DISTRIBUTION



PRODUCTION

Ecuador generates around US\$500 million in software products and services, of which around US\$96 million is exported.

RELEVANT DATA

- With its specialized human talent, Ecuador is an attractive relocation site for international companies that need to transfer part of their processes to Ecuadorian companies.
- It is estimated that this sector generates approximately 7391 jobs nationwide.

CERTIFICATIONS



MAIN DESTINATIONS



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TOURISM

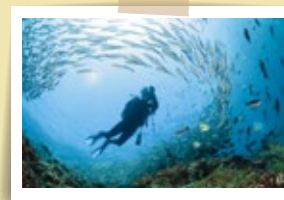
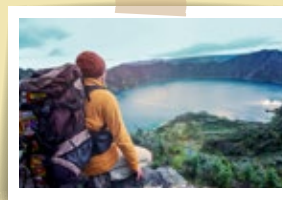
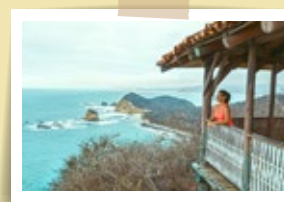
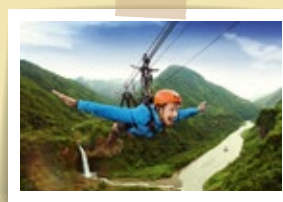
•Ecuador offers 4 fantastic worlds to explore and discover. It has a privileged geographical position and four natural regions with unique characteristics. The name of the country refers to the equator or parallel 0°, which crosses its territory and divides the surface of the planet into two hemispheres, north and south.

•Ecuador is part of the Andes mountain range, an imposing mountain chain that borders the Pacific coast of South America and includes the Chimborazo volcano, considered the point closest to the sun from Earth. The summit of the Ecuadorian volcano is located 6,384.4 kilometers away from the center of the planet.

•The sector aims to strengthen its visibility as a key destination for new tourism trends and to generate positioning that can be leveraged by the private sector to create businesses.

BASIC INFORMATION

- Location:** South America
- Privileged Climate:** 18 to 23°C
- Regions:** Coast, Andes, Galápagos, and Amazon
- Capital:** Quito
- Currency:** United States Dollar
- Area:** 256,370 km²
- Population:** 17,500,000 people
- Urban:** 11,320,000 people
- Rural:** 6,180,000 people
- Government:** Democratic
- Official Language:** Spanish. There are also many indigenous languages, of which Kichwa is the most common.
- Religion:** 95% of the population considers itself Catholic, with the remaining 5% divided among Evangelicals, Protestants, and other religions.



MAIN FACTS

•Tourism with environmental, economic, and social focus.

•UNESCO has declared eight World Heritage Sites in the country.

•In 1978, Ecuador received the first classification of Natural and Cultural Heritage of Humanity for the Galápagos Islands and the Historic Center of Quito.

•10% of all plant species in the world, including the smallest orchid species, live in Ecuador.

•81% of Ecuador's population vaccinated against COVID-19.

•It boasts a great variety of natural landscapes.

•Offers activities for ecotourism and adventure lovers.

•The sector seeks to position Ecuador as a world-class gastronomic destination.

•International Recognitions: Ecuador World Leading Green Destination "World Travel Awards 2021".

•Rural community tourism in Ecuador constitutes an important strategic area for the sector and the national economy.

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COROZO NUT

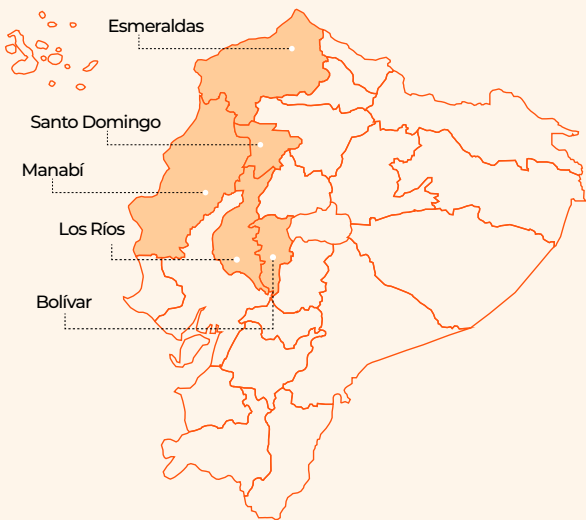
SCIENTIFIC NAME: PHYTELEPHAS AEQUATORIALIS
TARIFF CODE: 96020090, 96062910, 96063010

CHARACTERISTICS

Tagua well-known as corozo nut has a bone white color with a almond shape, hard and smooth with ivory-like texture.

The walnut gets mature for 6 - 12 months, during this time the seed hardens, acquires the final thickness and its color changes from white to light ocher. Once the maturing cycle is completed, the corozo nut has reached between 3 and 6 cm in length.

GEOGRAPHICAL DISTRIBUTION



PRODUCTION

In 2023 Ecuador exported USD 6.82 million on FOB value and 668 tons of corozo blanks and its derivatives.

RELEVANT DATA

- Promoting the use of tagua buttons contributes to protect the tropical humid forest.
- A wide range of crafts and jewelry are made from corozo blanks because of its ductibility.

PRODUCT PRESENTATION

- Corozo button, powder and blanks are packed in bags.

MAIN DESTINATIONS



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CLOTHING & TEXTILES

Clothing and Home Accessories

TARIFF CODE: 6110.30/ 6109.90/ 6302.32

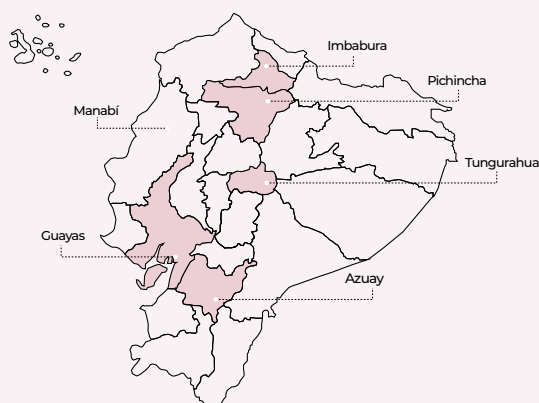
Fibers, yarns and textiles

TARIFF CODE: 5305.00/ 5211.14/ 5209.42/ 5211.49

CHARACTERISTICS

- The Ecuadorian textile industry manufactures products made from all types of fibers.
- The application of good practices and systems in the textile industry contributes to reducing, mitigating, and/or eliminating the risks that these can pose to the environment and nearby communities, thus promoting environmentally friendly production.
- The most commonly used fibers are cotton, polyester, nylon, acrylic, wool, and silk.
- Sustainability and products aligned with the circular economy.

GEOGRAPHICAL DISTRIBUTION



RELEVANT DATA

- The sector generates approximately more than 122,000 jobs, and 160,000 if indirect jobs are also considered, the majority of which are held by women.
- Companies invest in training programs for plant personnel, seeking to increase efficiency and productivity levels; the aim is to improve current production rates and innovate in the creation of new products that meet international demand.

PRODUCTION

Yarns and fabrics are the main products in terms of production volume. However, the production of textiles, both for clothing and home textiles, is increasing.

The main production processes typically carried out in the clothing and textile industry are:

- 01 Reception and storage of raw materials and supplies.
- 02 Fiber preparation.
- 03 Yarn manufacturing.
- 04 Fabric manufacturing.
- 05 Finishing.
- 06 Confection.

PRESENTACIÓN DEL PRODUCTO

- Fibers and yarns
- Clothing
- Clothing accessories
- Home accessories

CERTIFICATIONS



MAIN DESTINATIONS



USA



UK



Peru



Philippines



Colombia



TOQUILLA STRAW HATS

TARIFF CODE:
6502. 00 / 6504. 00

VARIETIES

- Montecristi
- Brisa
- Cuenca liso
- Cuenca ventilado
- Calado
- Tropical
- Torcido

CHARACTERISTICS

- The hat has three parts: template, crown, and brim.
- There are different qualities (Grades) of hats, including extra fine.

GEOGRAPHICAL DISTRIBUTION



PRODUCTION

Ecuador's estimated production is 700,000 hats per year, of which approximately 85% are exported to international markets.

RELEVANT DATA

•The Ecuadorian toquilla straw hat sector is committed to gender equality and non-discrimination.

Their method of weaving is part of the Intangible Cultural Heritage of Humanity, in which the millenary and ancestral culture of Ecuador is expressed.

PRODUCT PRESENTATION

- Hat bells are shipped by air in sacks.
- Finished hats are shipped in cardboard boxes.
- Hats are stored as dry cargo and do not need temperature for their conservation.

CERTIFICATIONS



MAIN DESTINATIONS



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