

「第11回エクアドルビジネスマッチング2023」ご案内

エクアドルの産業貿易水産省(Pro Ecuador)は、5月にグアヤキル市で開催される国内最大の商業イベント「第11回エクアドルビジネスマッチング2023 "More Ecuador in the World"」に海外のバイヤー・輸入業者をご招待させて頂きたく、下記ご案内申し上げます。

第11回エクアドルビジネスマッチング2023

日程：2023年5月30日(火)～31日(水)

会場：Hilton Hotel、Guayaquil

主催：産業貿易水産省(PRO ECUADOR)

参加申込締切：2023年3月12日(日)

このイベントは、世界各国から招待された国際的なバイヤーと、次の輸出可能な分野に関連するエクアドルの輸出企業が集まります；

- *水産・養殖品（冷凍エビ、ツナ缶・イワシ缶、冷凍魚、その他）
- *バナナ（バナナ、ベビーバナナ、レッドバナナ、プラタノ“調理用バナナ”）
- *トロピカルフルーツ（ドラゴンフルーツ、パッションフルーツ、マンゴー、グラナディラ、パイナップル、フィサリスチェリー、その他）
- *コーヒー（アラビカ種、ロブスタ種生豆(スペシャルティコーヒー)、インスタントコーヒー、焙煎コーヒー）
- *カカオ豆およびカカオ加工品
- *加工食品／農産品（バナナピューレ、プラタノチップス、ドライフルーツ、ヤシの新芽缶、フルーツパルプ、冷凍フルーツ、冷凍ブロッコリー／カリフラワー、キヌア、その他）
- *サービス（観光/ツアーオペレーター/DMC、ソフトウェア）
- *タグア、革製品、靴
- *トキージャハット（エクアドル特産、通称パナマハット）
- *パーソナルケア、家庭用品
- *医薬品
- *花卉（切り花バラ／プリザーブドローズ）
- *木材
- *プラスチック

ご質問等はエクアドル大使館・商務部までお問い合わせください。

エクアドル大使館・商務部

Email： ocetokio@produccion.gob.ec

TEL：03-6441-0766

[in English]

Information of the “11th ECUADOR’S BUSINESS MATCHMAKING 2023”

The Ministry of Production, Foreign Trade, Investment and Fisheries of Ecuador - Vice Ministry for Exports and Investment Promotion (Pro Ecuador) is pleased to extend an invitation to international buyers-importers, for being part of the 11th edition of ECUADOR’S BUSINESS MATCHMAKING 2023 “More Ecuador in the World”, the largest business event in Ecuador, to be held in the city of Guayaquil (Ecuador), on May 30th and 31st, 2023.

This event will gather international buyers, invited from different countries around the world, and Ecuadorian export companies related to the following exportable sectors:

Aquaculture and fisheries (frozen shrimps, canned tuna/sardine, frozen fish, others)

Banana (banana, baby banana, red banana, plantain)

Tropical Non-Traditional Fruits (Dragon fruit-pitaya, passion fruit, mango, granadilla, pineapple, physalis cherry, others)

Coffee (Arabica and Robusta green beans (specialty coffee), instant coffee, roasted coffee)

Cocoa and cocoa processed products

Processed foods / Agro-Industry (banana puree, plantain chips, dried fruits, canned palm heart, fruit pulps, frozen fruits, frozen broccoli/cauliflower, quinoa, others)

Services (Tourism/Tour operators/DMC, Software)

Tagua, Leather and footwear

Ecuadorian straw hats (toquilla hats)

Personal and household care

Pharmaceutical

Flowers and plants (fresh cut roses / preserved roses)

Forestry

Plastics

For further information and registration purposes, buyers-importers may contact us through ocetokio@produccion.gob.ec.

MACRORRUEDA ECUADOR

BUSINESS MATCHMAKING

30-31
MAY, 2023

**Hilton Colon
Guayaquil**



PRO ECUADOR
Business without borders

**BROCHURE
FOR BUYERS**

Ministry of Production,
Foreign Trade,
Investment and Fisheries



Republic
of Ecuador



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MACRORRUEDA ECUADOR

BUSINESS MATCHMAKING

The 11th Annual Ecuador Business Matchmaking 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.

IX Macrorrueda - 2021 (virtual edition)

- Over 258 qualified buyers (among importers, distributors, wholesalers and retailers) from 38 countries
- 1.723 B2B meetings with executives from 365 Ecuadorian companies.

X Macrorrueda - 2022

- Over 125 qualified buyers (among importers, distributors, wholesalers and retailers) from 33 countries;
- 1.880 B2B meetings with executives from 305 Ecuadorian companies.

GUEST COUNTRIES

International Buyers come from Australia, Bolivia, Brazil, Canada, Chile, China, Colombia, Costa Rica, Dominican Republic, El Salvador, France, Germany, Guatemala, Honduras, India, Italy, Japan, Malaysia, Mexico, Netherlands, Panama, Paraguay, Portugal, Peru, Puerto Rico, Russia, Saudi Arabia, Singapore, Sweden, South Korea, Spain, Turkey, United Arab Emirates, United States, United Kingdom, Uruguay, among others.

For Further information, please visit our website:

www.proecuadorb2b.com.ec

Deadline to request B2B meetings is March 12, 2023.



PARTICIPATING SECTORS



**Aquaculture
and fisheries**



Agroindustry



**Processed
food**



**Banana, baby banana
and plantain**



**Coffee beans
and roasted coffee**



**Cocoa and
chocolate**



**Leather and
footwear**



**Personal and
household care**



Pharmaceuticals



**Non Traditional
fruits**



Forestry



**Flowers
and Plants**



Plastics



**Straw hats
and Jewelry**



**Software and
tourism services**



AQUACULTURE

- The main export aquaculture product is the Ecuadorian vannamei shrimp.
- Ecuador is the main export of shrimp in the world
- Sustainable and high quality products.

Certifications



PROCESSED FOOD

- Product innovation according to global consumer trends.
- Production capacity to satisfy the increasing international demand.
- Diversification of healthy and gourmet products.

Certifications



STRAW HATS

- Ecuadorian artisans express their feelings in their different types of handicrafts like woven natural fibers, textiles and others built on organic material, fruits and vegetables.
- Ecuadorian handicrafts are recognized by their diversity given by the history, tradition and geographical location in which they are elaborated.
- In 2012, the United Nations Educational Scientific and Cultural Organization (UNESCO) declared the traditional weaving of the Ecuadorian toquilla straw part of the list of intangible cultural heritage of humanity.



ORGANIC BANANA

- The organic banana is grown without chemicals and solutions that are not allowed, it does so through a variety of organic nutrients of plant and animal origin.
- It has high energy value, and it is a source of vitamins B and C, as well as potassium.
- The US and Europe are the main destination for organic banana exports from Ecuador.

Certifications



BABY BANANA

- Baby banana is a smaller variant of the banana, approximately 12 cm long and with a sweeter flavor. When ripe, it has yellow skin and almost white, creamy, highly consistent flesh.
- Due to its tiny dimensions and sweet taste, the baby banana is the favorite of children. Being an important source of carbohydrates, it is an ideal complement to lunch as it provides an additional source of energy for active children.

Certifications



GREEN PLANTAIN

- The banana, also known as "Plátano Barraganete", has a high nutritional value. It is an important source of potassium, magnesium and phosphate.
- Ecuador is a world-wide producer of bananas.
- Technified production with international GLOBAL GAP and BASC certifications.
- The Ecuadorian banana is characterized by being firm, free of residues and diseases.

Certifications

GLOBALG.A.P.

Rainforest
Alliance



COFFEE BEANS & ROASTED COFFEE

- Ecuador produces high quality specialty coffee as a result of its privileged geographic location and diverse weather conditions.
- Ecuadorian specialty coffee is characterized for having a meticulous process from the farm to the cup.
- Ecuadorian Specialty Coffee has reached scores above 90 points, according to the international standards of the Specialty Coffee Association of America - SCAA.

Certifications



PERSONAL AND HOUSEHOLD CARE

- The ecuadorian cosmetics industry offer solutions for different marketing strategies, such as retail, professional beauty industry and private branding.
- Ecuador's cosmetics and personal care sector is known for its ability to adapt to market trends and its high quality standards.
- Production of natural, organic and conventional cosmetics for the local and international markets.
- The personal care and cosmetics sector manufactures its products under international standards and certifications.

Certifications



PHARMACEUTICAL

- Strategic alliances with pharmaceutical laboratories in the world.
- Ecuador offers pharmaceutical and nutraceutical solutions enriched with Andean superfoods and endemic plants from the Amazon.
- Sustainable investment in research and development.
- The development of differentiated nutraceutical products has diversified the destination markets for the Ecuadorian industry.



NON TRADITIONAL FRUITS

- The geographical location of Ecuador gives important climatic conditions that influence the quality and flavor of our fruits, such as: mango, pineapple, dragon fruit, golden berry, and other fruits.
- The companies are responsible for using good agricultural practices to provide proper management in the field, ensuring that the harvested fruit is of excellent quality.
- The sector complies with the environmental regulations imposed by the Ministry of the Environment, oriented towards conservation through the technified management of crops that allow a sustainable and friendly development with the environment.

Certifications



FLOWERS AND PLANTS

- Ecuadorian roses are recognized for its lasting vase life, which do not need to be refrigerated. For that reason, our roses are more resistant to product handling.
- Bright colors, thick long stems and big buds are the most characteristic features of Ecuadorian roses.
- More than 100 types of tropical flowers.

Certifications



FORESTRY

- Ecuador is the world's leading supplier of balsa wood, and the leading supplier of teak wood to India.
- The Ecuadorian furniture and building finishes are known for their design, level of customization, use of quality raw materials and good service.
- The standardized processes of the industry together with the forest resources that the country has, guarantee the buyer regular shipments.

Certifications



PLASTICS

- Ecuador's plastic sector is one of the most dynamic manufacturing sectors in the country.

- Large installed capacity with innovative infrastructure and equipment improving the sector's productivity.

- Environmental impact reduction by the use of recycled raw materials.

- Implementation of the circular economy system in the plastic industry.

Certifications



FISHERY

- Fisheries export products: Tuna, sardines, mahi mahi, hake, oilfish, swordfish, moonfish, wahoo, squid, cornetfish, butterfish, etc.
- Ecuador is the #2 largest export of canned tuna in the world.
- Legal, reported and regulated fishing.
- Sustainable and high quality products.

Certifications



TOURISM INDUSTRY

Ecuador seeks to strengthen its visibility as a key destination for new tourism trends, contributing to the development of new business opportunities for private companies.

Sustainability in tourism

This model includes the environment, society, and economy.

- Greater intention to spend
- 81% of the Ecuadorian population vaccinated against COVID-19
- Open spaces (Nature and Ecotourism)
- Gastronomy
- Sustainability Ecuador Green Destination World Leader "World Travel Awards 2021"
- Rurality and community tourism



SOFTWARE

•Ecuadorian software transversally meets the demand of different productive sectors worldwide, highlighting the tourism services sector, public sector, banking, financial and insurance, retail, construction, logistics and transportation, agribusiness, floriculture, oil and mining, telecommunications, manufacturing, automotive, pharmaceutical, and education.

Certifications



EVENT DETAILS

Venue: Hilton Colon Guayaquil

Address: Av. Francisco de Orellana Mz. 111, Guayaquil 090512

Dates: May 30-31, 2023

Time: 08h00 to 18h00

AGENDA

Monday, May 29

19h00 - 20h00 Opening ceremony

Tuesday, May 30

08h00 - 09h00 Check-in

09h00 - 13h00 B2B Meetings

13h00 - 14h30 Lunch

14h30 - 17h00 B2B Meetings

Wednesday, May 31

08h00 - 09h00 Check-in

09h00 - 13h00 B2B Meetings

13h00 - 14h30 Lunch

14h30 - 17h00 B2B Meetings

20h00 - 22h00 Cultural Event

HOW TO GET THERE?



5 MIN GYE AIRPORT

8 MIN BUS STATION



3 HRS 30 MIN CUENCA

7 HRS 30 MIN QUITO

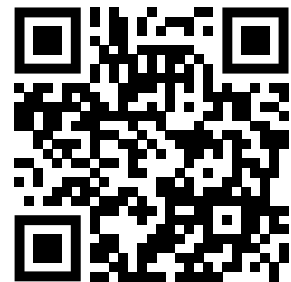


4 HRS MIAMI

6 HRS NEW YORK

10 HRS SPAIN

23 HRS INDIA



ECUADOR

www.ECUADOR.travel

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. 16 million

Currency: US Dollar

THE ANDEAN CONDOR - THE ANDES



GIANT TORTOISE - GALAPAGOS ISLANDS



WHALE SIGHTINGS - PACIFIC COAST



ECUADORIAN AMAZON



GUAYAQUIL

It is the most crowded 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 capital of the Guayas Province.

Population: 2'634,016 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, known as summer with temperatures ranging from 20°C to 27 °C in June.



PUERTO SANTA ANA



BARRIO LAS PEÑAS



MALECÓN 2000



PARQUE HISTÓRICO

BENEFITS PACKAGE FOR BUYERS



5 STAR HOTEL



B2B MEETINGS



FIELDS VISITS



FOREIGN TRADE
SEMINARS

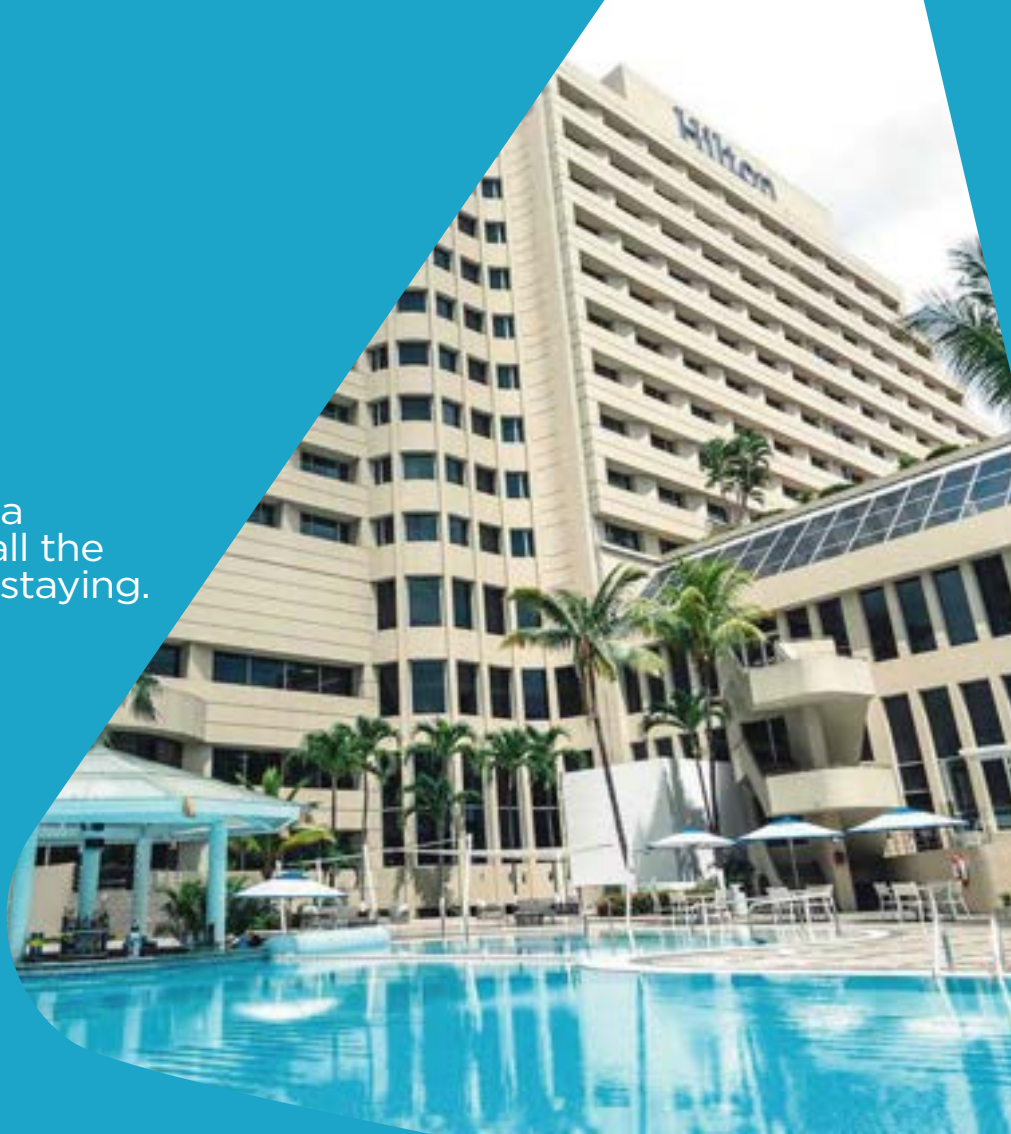


EXQUISITE ECUADOR

5 STAR *Hotel*

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

*3 nights, 4 days
airport/hotel transfers



B2B *Meetings*

B2B meetings between exporters
Ecuadorian exporters and
international buyers.



*Up to 22 appointments per buyer

*Limited quotas, registrations available.

FIELD *Visits*

To factories and farms of the
participating sectors.

*Visits scheduled in advance with buyers

*Exclusive event for International
buyers and guests



FOREIGN TRADE

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.



EXQUISITE *Ecuador*

Cultural event, handicrafts
exhibition and Ecuadorian
gastronomy tasting.





*Exclusive event for International
buyers and guests



ECUADOR
exquisito



artesanías
de excelencia

    #MacrorruedaEcuador

REGISTRATION:

www.proecuadorb2b.com.ec

REGISTRATION DEADLINE:

MARCH 12, 2023

CONTACTS

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FOR FURTHER INFORMATION, PLEASE VISIT:

www.proecuadorb2b.com.ec 593 - 4 - 2597980 ext. 261

Av. Malecón Simón Bolívar #100 y Av. 9 de Octubre,

Edificio La Previsora, piso 18.

Guayaquil - Ecuador

30-31 MAY
HILTON COLON
GUAYAQUIL

SEE YOU IN **MAY!**