

Expanding trade in Ecuador for MSMEs through the postal infrastructure



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Expanding trade for MSMEs through the postal infrastructure



Some key facts: 2013 results

17,338 exports for a FOB value of **US\$ 2,099,332**

329 MSMEs and artisans have used the Exporta Fácil service since its implementation

Main products: leather articles, toquilla straw hats, tagua handicrafts, textiles

Main 5 destinations: United States (46%), Canada (16%), , Australia (8%), Spain (7%), France (6%)



Government Authority for postal sector: Ministry of Telecommunications and Information Society (MINTEL)
Regulatory Authority for the postal sector: National Postal Agency (ANP)
Designated Operator: Correos del Ecuador

Goals and objectives of the project

This project aims to support business development and trade facilitation for MSMEs through the postal channel, which offers a wide geographic reach, affordability and simplicity. On the one hand, the project supports the economic and social development goals of the national government by creating employment and wealth and alleviating poverty. On the other, it provides the postal service with commercial opportunities to expand its service portfolio and increase its bottom line.

Project description

In light of the globalization process in South America, the Initiative for the Integration of Regional Infrastructure in South America (IIRSA) seeks to integrate transportation, energy and telecommunications infrastructure at the regional level, with the objective of physical integration of the 12 South American countries and realization of a model of equitable and sustainable territorial development. The initiative includes mechanisms for the coordination and exchange of information among governments, generating dialogue among the authorities responsible for transportation, energy and communications infrastructure in the 12 South American countries, as well as an exchange of experiences.

As part of the IIRSA, the governments have compiled 351 projects related to transportation, energy and communications infrastructure, representing an estimated investment of 37.882 million USD.

In addition, the governments selected 31 projects with a high impact on physical integration in the region and are prioritizing the financing and implementation of those projects in the short term under a commonly agreed implementation schedule. That implementation schedule includes a project entitled «Exporting through the Post for MSMEs», which seeks to implement, in the 12 countries of South America, a service similar to Brazil Post's award-winning Exporta Fácil, which has received worldwide acclaim. This project seeks to extend the successful experience of the programme initiated by the Brazilian government for exporting through the Post, implemented in Ecuador by public and private postal operators offering logistics services for exports.

Correos del Ecuador's Exporta Fácil suite of solutions is geared to small and medium-sized enterprises wishing to use a simplified system to export their merchandise through the post. This will help streamline current export processes. Under this service, items of between 30 kg and 50 kg maximum may be sent, depending on the agreement signed with the country of destination, up to an FOB value of 5,000 USD per item.



Demand and trends in demand

Ecuador's economy has been geared to the provision of raw materials on the international market. Since the beginning of 2013, the government has been promoting a shift in its economy's production model, with a view to generating added value.

This new production model aims to provide high-quality Ecuadorian products and services, in accordance with national policies, with a view to promoting the country's exports.

For years, Ecuador's exports have been rooted in four main products: bananas, coffee, cocoa and petroleum, making up three quarters of all exports, thus demonstrating the lack of diversification of exports. Since the local market cannot support the commercialization of products, any jobs created in the handicrafts sector and in micro-businesses in the country must be connected to the global market. Moreover, the major shift in the nature of businesses

must be taken into account, in order to participate on equal footing in the global market, thus stimulating non-traditional exports, which represent **a solution for foreign exchange generation in Ecuador.**

In 2013, Ecuador exported at least 4.221 billion USD in non-traditional products, representing growth of 2.95 %, the result of the diversification of markets and commercialization of new products. Demand grew for Ecuadorian handicrafts, primarily toquilla straw hats (or «Panama hats»), which are already an appellation of origin. Although the United States is still Ecuador's main trading partner, it is not the only one. A number of countries, including Russia and Venezuela, are emerging as potential markets. The tables below show some of the non-traditional products being exported by Ecuador.

(a) Canned tuna:

Main importers for Ecuador's fishery sector (FOB value/thousands USD)							
Country	2008	2009	2010	2011	2012	AAGR ¹ 2008-2012	Participation 2012
United States	123,936	123,830	137,329	197,581	266,363	21.08%	17.57%
Spain	232,992	161,676	155,274	156,716	215,964	-1.88%	14.24%
Venezuela	125,617	147,600	96,593	128,455	206,094	13.18%	13.59%
Colombia	93,354	88,726	90,041	103,984	106,489	3.35%	7.02%
Italy	84,650	66,351	57,336	85,177	97,438	3.58%	6.43%
Chile	30,709	18,136	32,077	60,069	64,417	20.35%	4.25%
United Kingdom	76,518	22,307	14,888	55,132	64,069	-4.34%	4.23%
France	43,854	43,711	42,184	54,396	58,325	7.39%	3.85%
Argentina	14,945	22,192	29,729	39,077	58,308	40.54%	3.85%
Other countries	299,506	191,112	237,832	321,768	378,909	6.06%	24.99%
Total	1,126,080	885,640	893,282	1,202,355	1,516,376	8%	100.00%

¹Average annual growth rate.

Fuente: Banco Central del Ecuador (BCE)

Elaboración: Dirección de Inteligencia Comercial e Inversiones, PRO ECUADOR.



Trends of some non-traditional products exported

(b) Toquilla straw hats:

Export of straw hats (toquilla or mocora) (Thousands USD)								
Miles USD								
Subheading	Description	2008	2009	2010	2011	2012	% Participación	AAGR 2008-2012
6504.00.00.00	Hats and other headwear, plaited or made by assembling strips of any material	1,167	2,137	3,369	5,259	5,319	56.43%	46.10%
6502.00.10.00	Hat shapes (toquilla or mocora straw)	2,945	3,305	4,826	7,850	4,106	43.57%	8.66%
Total		4,113	5,443	8,195	13,109	9,425	100.00%	23.04%

Fuente: Banco Central del Ecuador (BCE)

Elaboración: Dirección de Inteligencia Comercial e Inversiones, PRO ECUADOR.



(c) Ceramic handicrafts:

Export of ceramic items (Thousands USD)								
Miles USD								
Subheading	Description	2008	2009	2010	2011	2012	% Participación 2012	AAGR 2008-2012
6912.00.00.00	Ceramic dishware and other articles for domestic and hygiene use	2,846	881	819	1,563	1,410	79.61%	-16.10%
6911.90.00.00	Other dishware and other articles	93	99	151	183	223	12.60%	24.31%
6913.90.00.00	Other figurines and other articles	111	61	76	57	114	6.43%	0.68%
6914.90.00.00	Other manufactured items	14	11	34	33	23	1.28%	11.97%
6913.10.00.00	Figurines and other porcelaine items	6	9	2	5	1	0.06%	-35.60%
6911.10.00.00	Dishware and other tableware or kitchenware	3	2	0	7	-	0.00%	-100.00%
6914.10.00.00	Other porcelaine products	2	0	0	5	0	0.02%	-37.54%
Total		3,077	1,063	1,083	1,852	1,771	100.00%	-12.89%

Fuente: Banco Central del Ecuador (BCE)

Elaboración: Dirección de Inteligencia Comercial e Inversiones, PRO ECUADOR.



Trends of some non-traditional products exported

(d) Wood handicrafts:

Export of wood handicrafts (Thousands USD)								
Subheading	Description	2008	2009	2010	2011	2012	% Participation	AAGR 2008-2012
4420.10.00.00	Figurines and other decorative objects made of wood	476	435	340	243	210	90.14%	-18.55%
4420.90.00.00	Other marquetry and cases	138	193	64	91	23	9.86%	-36.17%
Total		614	628	404	334	233	100.00%	-21.57%

Fuente: Banco Central del Ecuador (BCE) Elaboración: Dirección de Inteligencia Comercial e Inversiones, PRO ECUADOR.



(e) Tagua handicrafts:

Export of items made from tagua and other natural fibres (Thousands USD)								
Subheading	Description	2008	2009	2010	2011	2012	% Participation 2012	AAGR 2008-2012
9606.30.10.00	Button moulds and other button parts made of plastic or tagua (vegetable ivory)	7,063	5,451	7,928	12,706	7,693	88.10%	2.16%
9602.00.90.00	Other worked plant or mineral carving materials, and articles made from those materials	400	403	558	1,238	1,005	11.50%	25.87%
9606.29.10.00	Other push buttons and their parts	613	99	279	173	27	0.31%	-54.08%
9606.29.90.00	Other buttons	2	3	2	2	4	0.05%	26.78%
9606.30.90.00	Button moulds and other button parts; button blanks	13	8	11	18	3	0.04%	-29.62%
Total		8,091	5,965	8,778	14,136	8,733	100.00%	1.93%

Fuente: Banco Central del Ecuador (BCE) Elaboración: Dirección de Inteligencia Comercial e Inversiones, PRO ECUADOR.



Trends of some non-traditional products exported

(f) Chocolate:

Ecuador's exports of cocoa and cocoa products (Thousands USD)									
Description	2007	2008	2009	2010	2011	2012	2013*	AAGR 2007-2012	Participation 2012
Cocoa beans	197,283	216,511	342,648	350,199	473,873	346,191	141,887	11.90%	76.38%
Cocoa mass	8,996	29,377	19,784	21,302	33,144	27,216	8,853	24.78%	6.00%
Chocolate	5,092	4,440	3,591	4,280	18,459	26,212	6,485	38.78%	5.78%
Cocoa butter, fat and oil	17,840	31,771	26,481	28,308	27,949	23,729	6,127	5.87%	5.24%
Cocoa powder	8,220	5,966	7,495	18,911	31,562	29,456	5,787	29.08%	6.50%
Shells, husks and other	50	183	332	210	289	448	166	54.81%	0.10%
Total	237,481	288,248	400,331	423,211	585,276	453,252	169,305	13.80%	100.00%

Tonnes									
Descripcion	2007	2008	2009	2010	2011	2012	2013*	TCPA 2007-2012	Part. 2012
Cocoa beans	83,068	86,372	126,969	116,318	158,544	147,329	65,125	12.14%	32.50%
Cocoa mass	2,444	8,784	6,632	5,795	8,419	8,209	3,106	27.42%	1.81%
Cocoa butter, fat and oil	3,188	5,013	4,794	5,322	6,579	7,672	1,686	19.20%	1.69%
Cocoa powder	3,574	4,302	3,812	4,679	6,312	6,519	1,425	12.77%	1.44%
Chocolate	1,225	910	685	634	1,300	1,530	370	4.55%	0.34%
Shells, husks and other	378	506	412	308	684	1,247	291	26.94%	0.28%
Total	93,878	105,888	143,305	133,056	181,838	172,506	72,002	12.94%	38.06%

Fuente: Banco Central del Ecuador (BCE) Elaboración: Dirección de Inteligencia Comercial e Inversiones, PRO ECUADOR.

*Up to April 2013

(g) Textiles:

Main importers for Ecuador's textile and clothing sector (FOB value/thousands USD)						
Valor Miles USD FOB						
País	2009	2010	2011	2012*	AAGR 2009-2011	% Participación 2011
Venezuela	101,203	129,757	65,276	16,495	-19.69%	33.44%
Colombia	36,059	53,328	71,999	60,532	41.31%	36.88%
United States	7,917	7,579	7,469	4,750	-2.87%	3.83%
Peru	6,109	7,285	6,659	5,642	4.40%	3.41%
United Kingdom	5,260	6,696	5,501	5,795	2.27%	2.82%
Brazil	2,221	2,020	9,812	3,619	110.17%	5.03%
Philippines	4,150	2,865	4,241	4,151	1.08%	2.17%
Chile	1,694	4,665	4,328	3,540	59.86%	2.22%
Mexico	2,839	2,474	3,079	1,749	4.14%	1.58%
Japan	2,017	2,491	2,934	2,462	20.62%	1.50%
Bolivia	1,850	1,811	2,347	1,239	12.63%	1.20%
Panama	2,826	1,149	2,191	464	-11.95%	1.12%
Germany	1,075	1,672	1,921	1,524	33.67%	0.98%
Spain	989	1,106	491	1,687	-29.55%	0.25%
Argentina	11	271	2,241	472	1318.46%	1.15%
Costa Rica	422	391	812	778	38.81%	0.42%
Other countries	4,376	3,734	3,903	2,454	-5.56%	2.00%
Total	181,016	229,293	195,204	117,352	3.85%	100.00%

Fuente: Banco Central del Ecuador (BCE) Elaboración: Dirección de Inteligencia Comercial e Inversiones, PRO ECUADOR.

* Up to September 2012



Demographic and sector information

Demographics

In 2013, Ecuador had a population of 15.9 million, with a density of 60 inhabitants per square kilometre. Only a century ago, Ecuadorians were concentrated in the highlands region in the Andes mountains, whereas today the population is divided almost equally between the highlands and the coast.

The population is diverse, and it is difficult to establish exact figures for the various groups, since they are not defined according to race. The statistics thus vary depending on the source.

The 2010 population and housing census published by the National Institute of Statistics and Census (INEC) points to a demographic shift and a trend toward the demographic situation of a developed country. A significant percentage of the population, for instance, has access to technology. The population pyramid is becoming increasingly perpendicular: there are fewer children per couple, the population is aging and the majority are now of working age. Ecuador's population grows by 2.5 million inhabitants every decade.

MSMEs in Ecuador

Companies in Ecuador are classified according to size as follows:

- **Microenterprises:** Up to 10 employees, with a fixed capital (not including buildings and land) of up to 20,000 USD.
- **Craft workshops:** Manual labour, no more than 20 workers and a maximum fixed capital of 27,000 USD.
- **Small businesses:** Up to 50 workers.
- **Medium businesses:** Between 50 and 99 workers, maximum fixed capital of 120,000 USD.
- **Large companies:** At least 100 workers and over 120,000 USD in fixed assets.

Characteristics

1. The number of companies and their role in job creation are indicated below:

Sector	Number of Businesses
SMEs	15,000
Craft workshop	200,000
Microenterprises	252,000
Total	467,000

Source: Small Business Chamber of Pichincha, Capeipi 2010

2. Geographic location: Largely concentrated in more developed cities: 77% of businesses are located in Quito and Guayaquil; 15% in Azuay, Manabí and Tungurahua; and the remaining 8% in 17 provinces.
3. Some key facts on Ecuador's industry, including small industries:

- - In 1972 the Law of Industrial Development was enacted, with the following results:
 - Between 1965 and 1981, the GDP grew at an annual rate of 8.7%, resulting in a 3.5-fold increase.
 - In 1975, industry represented 16% of the GDP.
 - By 1981, it has risen to 19%.
- **Evolution of the industrial sector:**
 - 1982–1990: average annual growth of 0.13%; 15.5% of GDP:
 - 1990–1998: average annual growth of 2.9%; unchanged percentage of GDP.
 - Share in exports: 14% in 1990, 24% in 1998 and 25% in 2000.

	%	%	PIB
	De Establecimientos	Personal	Millones
		Occupado	Dolares
Pymes	84.3	37.7	458.8 24% PIB Manufactura
Gran industria	15.7	62.3	1.371

4. Main differences between SMEs and big industry:

- There is a growing gap in productivity between small and big industry: in 1988, the index was at 0.876, and in 1990 it fell to 0.398.
- Low hourly productivity per worker: 3.25 USD in Ecuador; 30 USD in the United States; 10–15 USD in Colombia.
- Among the Andean Group, SMEs in Ecuador are less competitive than in Colombia and Venezuela and more competitive than in the rest of the countries.

Policy, regulations and implementation

According to the Ministry of Industry and Productivity (MICIP) and the INEC, 90% of enterprises are SMEs. The results obtained shed light on this important sector in Ecuador's economy. SMEs:

- Represent 95% of production units
- Generate 60% of jobs
- Generate 50% of production
- Strong redistributive potential
- Job generating capacity
- Strong adaptability
- Flexibility to adapt to changes
- Horizontal business structures

Policy:

It is necessary to establish public policy to support the industrial sector:

- Strengthen competition and productivity through the application of means to facilitate access to credit, improve the quality of HR training programmes, foster development of new technologies and improve the legal framework.
- Stimulate the growth and diversification of exports.
- Strengthen the most vulnerable productive sectors like SMEs, microenterprises, etc.
- Support the establishment of norms and quality standards.
- Develop and apply policies to fund production by small industry.

Export policy in Ecuador

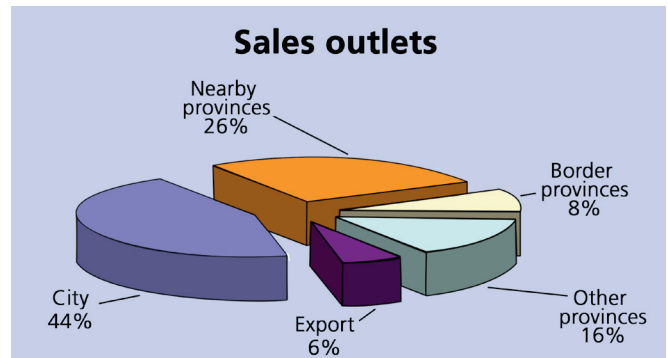
In the mid-1980s, an externally focused development model was adopted. Non-traditional exports were encouraged, along with market liberalization, globalization and the gradual elimination of tariffs, among other things.

In 1990, reforms were made in the external sector: reduction in customs tariffs from 25% to 11%; adoption of laws relating to maquila exports, free zones and export facilitation; common external tariff for the Andean Group; reduction in tariffs on raw materials by seven points.

Laws and Regulations

To be registered as an exporter with Customs, it is necessary to be in the national taxpayer registry (RUC) of the Internal Revenue Service (SRI), in addition to the following:

1. Enter the necessary information on the page www.aduana.gob.ec under the foreign trade operators section (OCE).
2. Complete the "new password/password reset" form on the same web page and submit it at any customer service window of Ecuador's national customs service (SENAE), signed by the exporter or legal representative of the exporting company. The application received will be validated against the data on the electronic form. If there are no discrepancies, the registration will be accepted immediately. Once the registration is complete, the export declaration can be sent electronically.



Institution leading the project

Coordinator:

MIPRO (Ministry of Industry and Productivity), which has the mission of fostering the development of the productive industrial and craft sector, through the formulation and implementation of public policy, plans, programmes and specialized projects to encourage investment and technological innovation, so as to promote the production of goods and services of high added value and quality, in a spirit of environmental awareness, generating decent work and making it possible to penetrate the internal and external market.

MIPRO was selected as the programme coordinator thanks to its direct role in supporting the productive industrial and craft sector, making communication about the programme through this government institution more effective.

Service provider:

Correos del Ecuador, which has the mission of providing timely and efficient postal services through its network in Ecuador and to the rest of the world, with a commitment to quality, excellence and social responsibility, on the basis of principles and high values.

As the developers of this initiative and promoters of the programme's image, we are committed to providing end-to-end support for the export experience. Once the artisans have the product to send abroad, they receive information about the service. If they decide to use the national postal service, they are given two shipment options, according to their needs.

Key partners

Support to the craftsman and promotion of products abroad:

PRO ECUADOR: Has the mission of promoting Ecuador's offer of exportable goods and services, with emphasis on the diversification of products, markets and players, as well as the attraction of foreign investment, fulfilling the objectives of the National Plan for Well-Being (Plan Nacional del Buen Vivir).

This institution can help artisans and entrepreneurs in the following areas: improvement of the quality of their products, foreign trade regulations, business rules of each country, export requirements, opening of external markets to their products.

Target market, strengths, weaknesses, opportunities, and threats

Oversight bodies:

SENAE (National Customs Service of Ecuador): Has the mission of fostering the well-being of the Ecuadorian society through efficient oversight of foreign trade to promote fair competition in economic sectors, on the basis of honest and skilled human resources, adequate technology and a focus on ongoing improvement of its services.

This government institution has the mandate of ensuring compliance with all obligations during the foreign trade process, including monitoring of all entry and exit requirements.

Other stakeholders

MINTEL (Ministry of Telecommunications and Information Society): Serves as the governing body for the development of information and communication technology in Ecuador, including telecommunications and the radio spectrum; issues policy and general plans and ensures follow-up and evaluation of their implementation, coordinating activities with players from the strategic sectors to guarantee equal access to services and promote their efficient and effective use, ensuring progress toward the information society for the well-being of the Ecuadorian population.

ANP (National Postal Agency): A government body that regulates and oversees the postal sector, both public and private, through the application of technical and legal instruments that guarantee efficient provision of the universal postal service and supplementary services so as to protect the rights of citizens.

SRI (Internal Revenue Service): Contributes to fiscal citizenship through actions to raise awareness regarding tax obligations and to enforce those obligations, in keeping with a set of principles and values, and within the framework of the Constitution and the legislation, so as to ensure effective tax collection to foster social cohesion.

INPC (National Institute of Cultural Heritage): National public sector body that studies, standardizes, regulates, advises on and promotes sectoral policies for the management of cultural heritage, for the preservation, conservation, appropriation and proper use of tangible and intangible heritage.

National Police Force (counter-drug unit): Ecuador's national police force, through the National Counter-Drug Branch, studies, identifies and monitors risks related to drug trafficking that threaten export activities, to guarantee the rights and security of citizens, using all human resources and technical means available to fulfil its mission

Competition

Companies in the market provide postal services in competition with the designated postal operator.

Target Market

The project seeks to provide a streamlined national export service for MSMEs and artisans in Ecuador wishing to engage in export activities now or in the future and to take advantage of Correos del Ecuador's simple, quick and cost-effective service.

Swot Analysis

STRENGTHS

- As a government initiative, it has broad support from all participating government institutions.
- It is a simplified export process that promotes inclusion of players in the popular and solidarity economy for the exporting of their products.
- There are two shipping methods, giving customers options in terms of pricing and priority.
- Correos del Ecuador has a large national and international infrastructure and logistics network, enabling it to ensure the service, in addition to wide coverage and international support for inquiries regarding shipments (UPU members).
- Staff trained to manage the service in Correos del Ecuador, PRO ECUADOR (institution for the promotion of exporting and investment) and the Ministry of Industry and Productivity (MIPRO), to give support to domestic and foreign customers.
- Ongoing support and guidance from PUASP and Brazil.

OPPORTUNITIES

- Constant increase in the number of MSMEs and their export activities, thanks to a workforce skilled in the production of exportable goods and the formalization of MSMEs.
- Opening up of the international market to Ecuador's handicrafts, in addition to the signing of trade agreements with neighbouring countries like Peru and Colombia, and in the European Union.
- Advertising of the service through communication media by institutions working jointly on the implementation and development of the service to provide information and attract new clients.
- Exporta Fácil is in line with the government policies and the transformation of the production model, as an implementation instrument for artisans and MSMEs.
- Government support for non-traditional exports.

WEAKNESSES

- Processes that the exporter must go through for each shipment (documentation) and shortage of service points among institutions providing those services (INPC, SRI, AGROCALIDAD, ORIGEN).
- Aggressive inspection and handling by destination postal operators, counter-drug agencies and (sporadically) customs administrations for items sent through the Exporta Fácil service.
- Individuals working in the provinces not trained to provide possible exporters with information about the service and its benefits; lack of support when packaging items for shipment.

Funding the project, success factors, challenges and lessons learnt

- Web page crashes when completing the simplified customs declaration or registering a new client (SENAE, MIPRO, PRO ECUADOR)
- Lack of databases from strategic partners MIPRO and PRO ECUADOR enabling us to accurately measure the number of exporters registered through the website and the market not yet served.
- Limitations on exports according to type of product, size and weight through measures established by institutions that set regulations for Correos del Ecuador, such as the National Postal Agency and the Universal Postal Union.
- A quality service ensures repeat customers; exporters are provided with an innovative, user-friendly, cost-effective and reliable tool to ship their goods.
- The direct access to and simplicity of Exporta Fácil is a key factor. Therefore, the government institutions forming part of the programme must be thoroughly familiar with the way the service works, so that they can support and guide future exporters.
- The online aspect is an important factor in growing the service. Exporta Fácil has a portal that provides all the programme information, as well as virtual access for registration and preparation of the simplified customs declaration.

THREATS

- The non-renewal of the Andean Trade Promotion and Drug Eradication Act (ATPDEA) means high duties on Ecuadorian exports to the United States, which is the main market for artisans, MSMEs and small producers.
- Artisans can easily send merchandise to other countries through the competition without having to declare it, since postal competitors are subject to the same customs regulations.
- Constant competition with private postal operators with respect to rates.
- Issues with how artisans make their declarations, and with the regularization of business activities through the tax registry (RUC) and payment of taxes to the revenue service (SRI).

Project funding strategy

- Government incentives: microcredit, training related to packaging, ongoing guidance regarding accessibility of international markets.
- Support in trade offices to promote products and exporters.
- Special tariffs for exports through Correos del Ecuador.
- Changes to taxes applied by the Internal Revenue Service (SRI).

Funding partners/donors

The government bodies that form part of the programme include in their annual budgets the activities under their responsibility for the development of the programme.

For example:

Awards are granted to exporters each year in various categories (separating MSMEs and artisans), and the prizes are donated by MIPRO, PRO ECUADOR and Correos del Ecuador.

Free assistance from the National Secretariat of Public Administration (SNAP) for the development of the Ecuador Oferta shopping portal.

Key success indicators

- Ensuring that exporters keep using the service is more important than the actual number of exports. Therefore, the programme includes strategies for attracting, maintaining and ensuring the loyalty of customers.

Major challenges and lessons learnt

- The national government is committed to the development of the country, seeking to completely transform the production model, by promoting and supporting Exporta Fácil as the main export tool for the country's MSMEs and artisans.
- Increase in exports:
PRO ECUADOR's directory of exporters shows an increase of 37%, 13.5% of which corresponds to the government's Exporta Fácil programme.
- The celebration of the anniversary of the Exporta Fácil programme brings together around 1,200 people, who can testify to the success of the programme.

Sustainability of the project

Exporta Fácil leverages existing processes within Correos del Ecuador.

For example:

- Correos del Ecuador uses the OPS infrastructure for international dispatches.
- EMS and registered services

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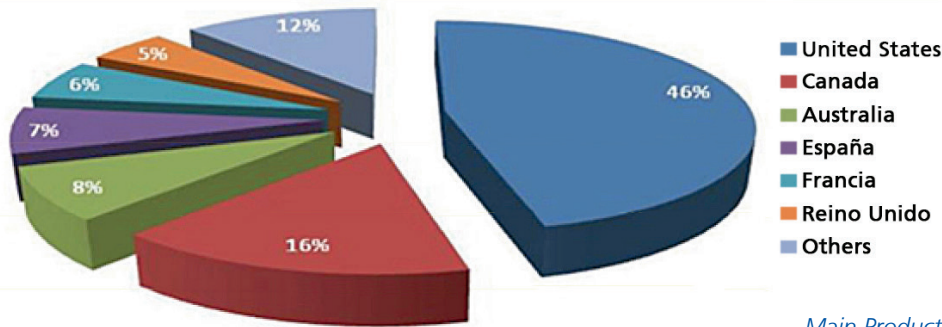
Results and benefits

Figures - Growth

Detail	Exports	FOB
1st Year	4942	\$ 597.875,07
2nd Year	13372	\$ 1.488.689,01

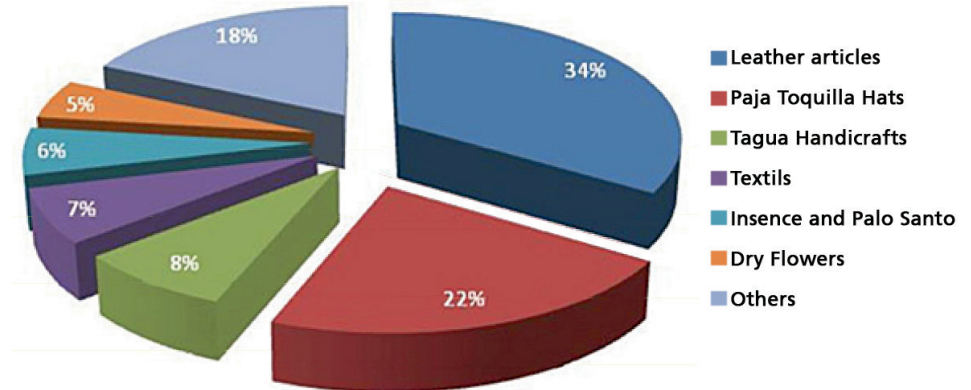
Detail	Exports	FOB
4th. Qtr. 2011	161	\$ 47.690,86
1th. Qtr. 2012	357	\$ 63.792,62
2nd. Qtr. 2012	1613	\$ 229.130,57
3th. Qtr. 2012	2811	\$ 357.261,02
4th. Qtr. 2012	3638	\$ 334.888,93
1th. Qtr. 2013	2866	\$ 350.092,11
2nd. Qtr. 2013	3826	\$ 427.863,27
3th. Qtr. 2013	3042	\$ 375.844,70
Total	18314	\$ 2.186.564,08

Main Destinations



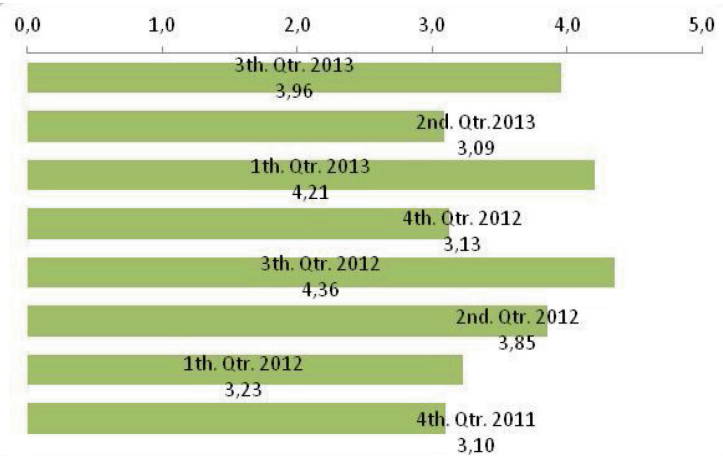
- United States
- Canada
- Australia
- España
- Francia
- Reino Unido
- Others

Main Products Exported

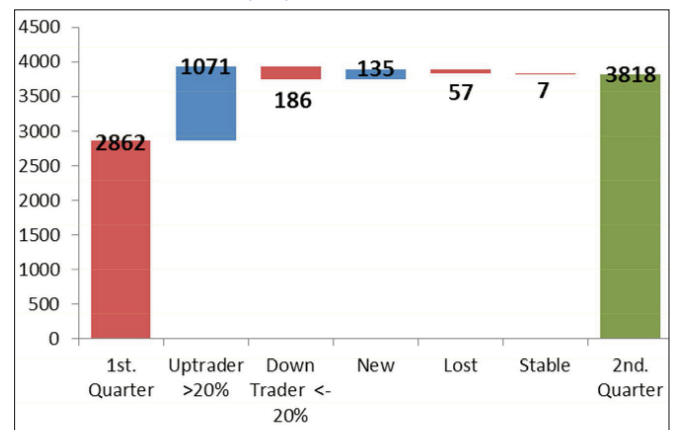


- Leather articles
- Paja Toquilla Hats
- Tagua Handicrafts
- Textils
- Insence and Palo Santo
- Dry Flowers
- Others

Figures - Revenue vs. Foreign Exchange



Loyalty - Exports 2013



Source: Estadistic CDE until Sep 2013

