



**Faculty of Legal Sciences**

**International Studies Career**

**MALAYSIA-ECUADOR: OPPORTUNITIES  
TO ENHANCE ECUADORIAN EXPORTS**

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## **DEDICATION**

I dedicate this work to my moon Priscila; my mother. Who has inspired me by her way of being, her integrity, her discipline, her dedication and passion, for teaching me to see beyond and to wake up, I dedicate my graduation to her. I love you mom.

## **THANK YOU**

I thank my siblings Emilio and Ana Paula, my parents Jaime, María Augusta and Priscila, my girlfriend, friends and classmates, my teachers and my thesis director for their unconditional support.

You have accompanied me on a path full of surprises, with your help I close one more cycle to continue a new one and rediscover the magic of this adventure called life...

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**Abstract:**

The present study seeks, through a systematic literature review, to identify opportunities to enhance Ecuadorian exports to Malaysia. The presence of Malaysia as a trading partner is of utmost importance for Ecuador as it provides opportunities for its exports and access to strategic international markets. The digital search engines Scopus, Web of Science, Redalyc and Dialnet were used to search for documentation, and 30 articles were selected using the 4-step methodology of Grant and Booth, the Framework SALSA. The results and findings were that Ecuador can boost its exports to Malaysia of products such as: shrimp, agriculture food products, petroleum products, vegetable oils, and wood products. It was concluded that Ecuador can increase its agriculture food production as Malaysia is a major competitor in manufacturing and technology exports. Further research is recommended in areas such as: trade agreements, economic insertion, regional integration and expansion of Ecuadorian and Malaysian production.

**Keywords:** Asia-Pacific, ASEAN, trade, exports, Ecuador, imports, Malaysia.

**Resumen:**

El presente busca, mediante una revisión sistemática de literatura, identificar las oportunidades para potencializar las exportaciones ecuatorianas hacia Malasia. La presencia de Malasia como socio comercial es de suma importancia para Ecuador ya que ofrece oportunidades para sus exportaciones y acceso a mercados internacionales estratégicos. Se utilizaron los buscadores digitales de Scopus, Web of Science, Redalyc y Dialnet para la búsqueda de documentación, se seleccionaron 30 artículos usando la metodología de 4 pasos del Framework Salsa de Grant y Booth. Los resultados y hallazgos fueron que el Ecuador puede potenciar a Malasia su exportación de productos como: camarón, productos agroalimentarios, productos petroleros, aceites vegetales, productos de madera. Se concluyó que Ecuador puede aumentar su producción agroalimentaria pues Malasia es un gran competidor en exportaciones de manufactura y tecnología. Se recomienda realizar más investigación en áreas como: acuerdos comerciales, inserción económica, integración regional y expansión de producción ecuatoriana y malaya.

**Palabras clave:** Asia-Pacífico, ASEAN, comercio, exportaciones, Ecuador, importaciones, Malasia.



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# MALAYSIA-ECUADOR: OPPORTUNITIES TO ENHANCE ECUADORIAN EXPORTS

## 1. Introduction

This research paper addresses the issue of foreign trade between Malaysia and Ecuador, which are countries in the Asia-Pacific region. Malaysia was chosen as the object of study because over the years it has proven to be an economic power after the integration with its neighboring countries in the Association of Southeast Asian Nations (ASEAN). Regional integration has helped Malaysia to grow economically, attract foreign direct investment, innovation, increase production chains by applying public policies that encourage the market and boost exports and imports, making it more competitive globally. In the case of Malaysia, Diego Telias, (2011) says that the strategic geographical position, low labor cost, tax incentives, and political stability have attracted investment from various multinational companies in the high-tech sector. As a result, Malaysia apart from being a major agricultural exporter, is currently a very attractive market due to its technological innovation, which, together with the signing of several trade agreements, has generated significant changes in the country. This has made it a clear example for South American countries. However, Malaysia is still a country like the rest of the world that needs natural resources and international trade, so it is necessary to analyze its commercial situation and compare it with the Latin American case, where it seeks to find out the opportunities that exist for Ecuador in the Malaysian market.

Ecuador, unlike Malaysia and the rest of the Southeast Asian countries has low economic development, and growth. It has important trade agreements with the United States and the European Union and is also a trading partner of its South American neighbors and China in Asia. Additionally, Ecuador is a member of the regional bloc known as the Andean Community of Nations (CAN), which is currently stuck and has no objective other than political, unlike other Latin American countries that are members of the Pacific Alliance or Mercosur, which have much closer economic relations with Southeast Asian countries due to regional integration. Ecuador has lagged far behind in terms of trade. In addition, Latin America's lack of interest in approaching Southeast Asia has limited its capacity to take advantage of opportunities in terms of foreign trade (Roldán et al., n.d.), which leads to the following research question: What opportunities exist in the Malaysian market for Ecuador's exports to be enhanced?

To look for those opportunities that Ecuador should take advantage of, and thus achieve a greater approach with Malaysia, in first instance, information has been collected from various digital search engines. Then, following the 4 steps of **Framework SALSA, (Search, Appraisal, Synthesis, Analysis) methodology of (Grant & Booth, 2009)** all the information was determined and evaluated by inclusion and exclusion criteria. Finally, the results obtained were analyzed and reported where it was found that Ecuadorian export products that stood out the most, after the SRL, and that can be enhanced in the Malaysian market are shrimp, agri-food products, petroleum products, vegetable oils and wood products. This due to the fact, that Malaysia and Ecuador are complementary economies, so Malaysia bases its exports on manufactures and technological devices while Ecuador can export raw materials and natural resources.

In conclusion, Ecuador has opportunities and the products with more opportunity to be enhanced in Malaysian market were identified. In addition, that Ecuador should increase its insertion and approach with Southeast Asian countries because it is necessary for its development and economic growth. Ecuador, like its Latin American neighbors, is highly dependent on its main trading partners, so it is necessary to look towards East Asia as an opportunity for economic development.

It is recommended to carry out more analysis specifically between Malaysia and Ecuador, since the SLR (Systematic Literature Review) determines a scarcity of documentation. More studies are recommended to allow broader comparison and more assertive determination of the products with more opportunities in this market. It is also recommended that Ecuador strength its trade relations with East Asia because it is a market worth exploring to enhance exportations and other commercial variables.

## **1.1 Objectives**

**General:** Opportunities to identify and to enhance Ecuadorian exports.

**Specific:**

1. Identify opportunities to enhance Ecuadorian exports to Malaysia.
2. Identify the opportunities to enhance exports from Malaysia to Ecuador

## **2. Methods**

SLR, a systematic review is defined as an integrative, observational, retrospective, secondary study in which studies examining the same question are combined. (Beltrán G, 2005) The methodology used for this systematic review is based on the SALSA Framework, which encompasses the 4 phases proposed by (Grant & Booth, 2009): Search, Appraisal, Synthesis, and Analysis.

The following research questions this document aims to address are:

### **2.1 Research Questions**

How can Ecuadorian exports be enhanced towards Malaysia? Are there opportunities within the Malaysian market that indicates the potential for enhancing Ecuadorian exports? Which Ecuadorian export products are relevant in the Malaysian market? Which of these products, as indicated by literature reviews, are being traded/exported/imported in sufficient extent?

This methodology lists 4 steps to follow, the author also proposes the creation of a protocol that will serve as a guide and help the reader for a better comprehension of this study. Moreover, the author suggests adding 2 steps that will extend and replace SALSA acronym (Search, Appraisal, Synthesis, Analysis) into PSALSAR in which case the letter P stands for Protocol and R as Report (Mengist et al., 2020)

### **2.2 Protocol Review:**



The protocol will provide the exact steps to follow when conducting SLR, ensuring the reader to obtain the most effective systematized results. The most important steps outlined in the protocol are explicitly and concisely presents in this paper as it follows.

### Chart 1

*Frameworks for systematic review and meta-analysis studies*

	STEPS	RESULTS	METHODS
PSALSAR	Protocol	Defined study	Foreign trade and specifically export and import between Ecuador and Malaysia at a regional.
	Search	Search strategy	Search chain
		Search for studies	Databases
	Appraisal	Selection of studies Quality rating of studies	Inclusion and exclusion criteria Quality Criteria
	Synthesis	Results from databases	Summarizing
	Analysis	Analysis of information Results and discussion Conclusion	Narrative analysis of the information Based on the information analyzed, determine trends, gaps, and comparison of results. Conclusion and derived conclusions
	Report	Report writing	SALSA methodology
		Production of journal article	Summarize the results of the report for readers.

Source: Modified from (Mengist et al., 2020)

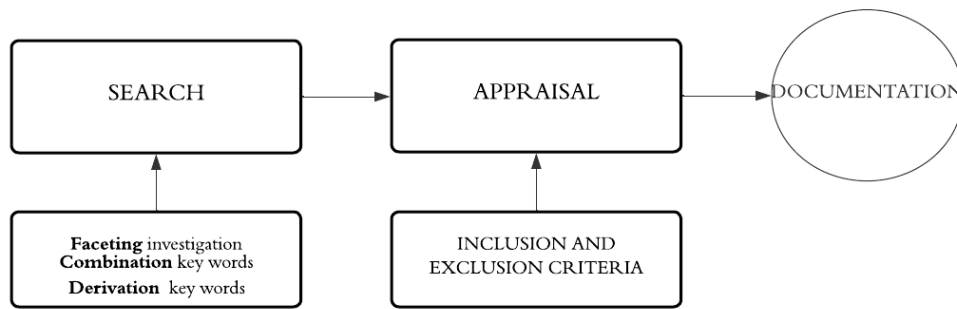
### 2.3 Search

Author Codina, L. (2018) suggests that databases searches should be varied, using names and some of their synonyms for the same phenomenon. Thus, for the phenomenon "trade" "Asia-Pacific", there are its derivatives: "exports" "southeast Asia", "imports" "southeast Asia", "exports" "ASEAN", "imports" "ASEAN", "exports" "south America", "imports" "south America", "exports" "Malaysia", "imports" "Malaysia", "exports" "Ecuador", "imports" "Ecuador". Phenomena that respond to the sub phases Faceting and Derivation within the first step 1. Search. According to the Framework SALSA methodology, it is necessary that the names and synonyms are combined by means of Boolean connectors to provide a search string to be performed in the different digital search engines, which will be: (exports OR trade OR imports) AND (Asia-Pacific OR ASEAN OR southeast Asia OR south

America) AND (Malaysia OR Ecuador). The search string was listed in Table 2 and the following syntax was used: TITTLEABS-KEY as an additional search engine in combinations of previous keywords such as "exports" OR "trade" AND "Asia-Pacific".

**Figure 1**

*SALSA framework for systematized literature reviews*



Retrieved figure, source: (Codina, 2018)

The mentioned search string will be used to obtain documentation within the databases. This chain will be performed accordingly to methodology parameters, also, it will be adapted to the different digital search engines specializes in scientific literature, selecting Scopus, Web of Science, Redalyc, Dialnet and Scielo. In addition, the resulting articles will then be discriminated with inclusion and exclusion criteria described in chart [4].

**Chart 2**

*Search terms used along with total number of publications founded in each database.*

Databases	Words + Search chain	All articles	Search Date
Scopus	(TITLE-ABS-KEY (“Exports” OR “trade” OR “imports”) AND TITLE (“Asia-Pacific” OR “ASEAN” OR “Southeast Asia” OR “South America”) AND TITLE-ABS-KEY (“Malaysia” OR “Ecuador”))	409	16/5/2023
Web of Science	Exports OR trade OR imports (All fields) and Asia- Pacific OR southeast Asia OR ASEAN OR south America (Title) and Malaysia OR Ecuador (All Fields)	296	16/5/2023
Redalyc	Exports OR trade OR imports AND Asia-Pacific OR ASEAN OR southeast Asia OR south America AND Malaysia OR Ecuador	40	17/5/2023

Dialnet	Exports OR trade OR imports AND Asia-Pacific OR ASEAN OR southeast Asia OR south America AND Malaysia OR Ecuador	130	17/5/2023
Scielo	Exports OR trade OR imports AND Asia-Pacific OR ASEAN OR southeast Asia OR south America AND Malaysia OR Ecuador	60	18/5/2023

Own elaboration.

The total number of documents obtained in the different databases was determined in the search phase, resulting in a total of 935 articles.

## 2.4 Evaluation

Continuing with the second step of the methodology, once the automatic and manual searches are carried out, a systematic process is necessary to qualify and determine the quality of the documentation to be included. For which the following inclusion criteria were determined: i) Only documents of category "Article" will be considered ii) Final publication iii) Written in English and Spanish language iiiii) Open access articles v) Documentation published from 2010 to 2023 vi). Documentation whose keywords are found either in the title, abstract or keywords vii) respond to the research questions or have relevance to the specific title will be included. In the same way we will apply the following exclusion criteria: documents belonging to a different category such as congresses, theses, grey literature, etc. are excluded. Documents published before 2010, irrelevant or not answering the research questions are excluded; these criteria are better detailed in chart [3].

Due to the scarcity of production, the range of years to which the SLRs are usually structured has been extended from 10 years or the last 5 years to an SLR of the last 13 years.

### Chart 3

#### *Inclusion and Exclusion criteria.*

Criteria	Type	Decision
1	Article	Inclusion
2	Final publication	Inclusion
3	Written in English and Spanish language	Inclusion
4	Open access	Inclusion
5	Years from 2010 to 2023	Inclusion
6	Key words from search chain included in: Title, abstract or key words	Inclusion

7	Relevant information or that could respond to the established investigative questions	Inclusion
1	Books, conferences, thesis, all documentation that does not fit within the category: Article	Exclusion
2	Not Final Publication	Exclusion
3	Different languages other than English or Spanish	Exclusion
4	Non accessible documentation	Exclusion
5	Articles publish before year 2010	Exclusion
6	Articles in which key words were not found on: Title, abstract or key words.	Exclusion
,7	Irrelevant information to the investigative questions	Exclusion
8	Duplicated Documentation	Exclusion

Own elaboration.

First, 6 inclusion and exclusion criteria were applied, and the number of articles was reduced in the following results:

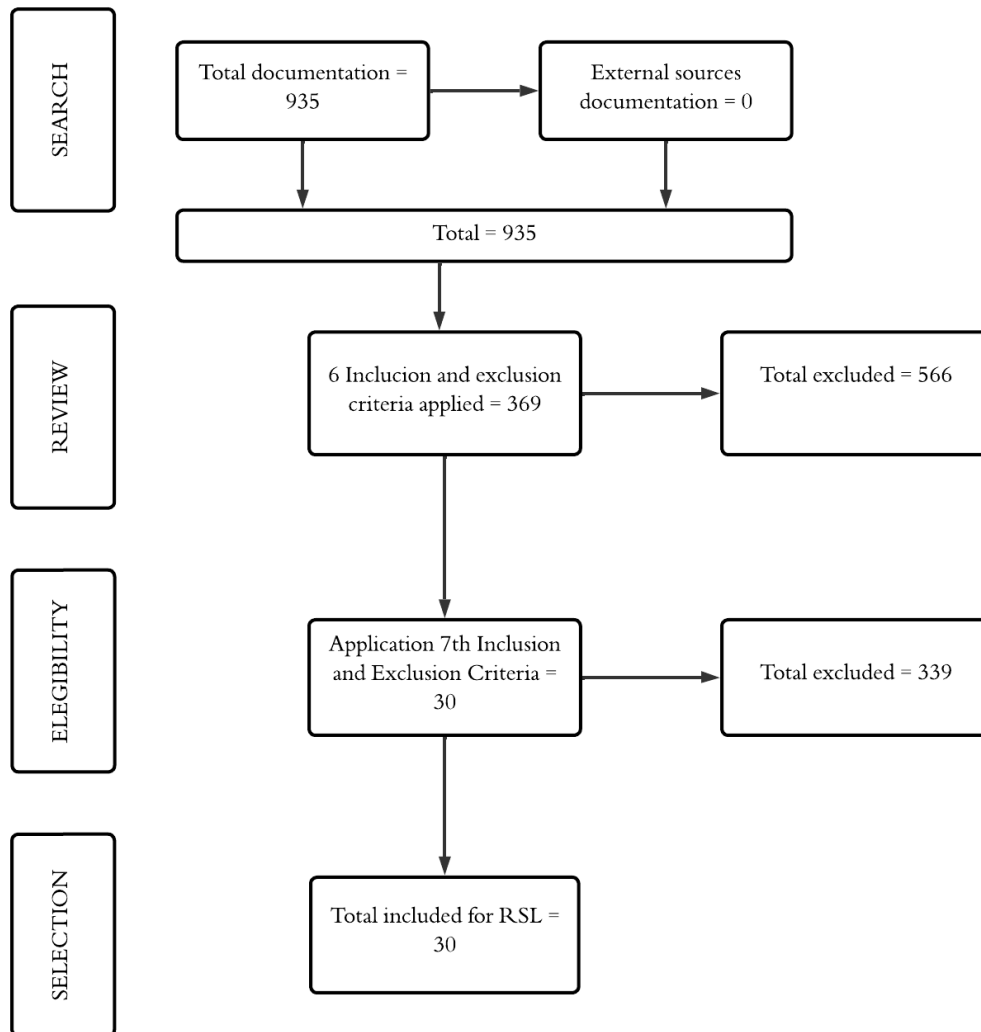
- 1) For Scopus from the total of 409 articles, 351 articles that did not meet the first 6 criteria were discriminated, so that the total number of articles was reduced to 58.
- 2) The second digital search engine Web of Science resulted in a discrimination of 189 articles. The result is 107 articles under review.
- 3) For Redalyc, a total of 32 articles were obtained from the initial 40.
- 4) For Dialnet, a total of 118 articles were obtained out of 130 initial ones.
- 5) Finally, Scielo has a total of 54 articles out of 60.

The evaluation of the articles is carried out in Excel spreadsheets where the total results of articles for each search string will be discriminated by the last two inclusion and exclusion criteria. In this section the studies are discriminated by reading each: title, abstract and keywords. The selection is made subjectively because the reading allows us to know whether the article has the required relevance to the research topic in the SLR.

The result of the number of articles was 369 for which inclusion and exclusion criteria No. 7 were applied within the Excel spreadsheets. The first time these documents were discriminated through the reading of the title and abstract, the number of studies selected for the research was reduced, but it was considered a very subjective selection. Therefore, the documents were discriminated again with the help of a secondary observer for this selection, where the results were more accurate. These are expressed in Figure 2 as follows:

**Figure 2**

*Document selection diagram.*



*Retrieved from: (Beltrán G, 2005)*

The SLR selected the documents found in the search engines as follows: Scopus (8 articles), WoS (3 articles), Redalyc (13 articles), Dialnet (6 articles) and Scielo (0 articles).

## 2.5 Results

### 2.5.1 ASIA-PACIFIC

To respond to the research problem that includes the search for the commercial connection between Ecuador and Malaysia, the following results have been obtained from the SLR. So that for the article number [1] it makes a historical comparison about both regions where the authors establish that Latin America has a higher demand for technological products, so it becomes attractive for the Asian market. On the contrary, the Asian region is for Latin America one of the most powerful and influential regions in the world in terms of innovation and economic and industrial development. In addition, more interdisciplinary research is needed between the two

regions for a better understanding of the diversity, complexity, and multiplicity of relationships between actors. Research requires approaches such as global studies, economics and politics, cultural studies, and sociology. (Urrego-Sandoval & Pacheco Pardo, 2023) Although little information has been found that demonstrates a direct relationship between Ecuador and Malaysia, study [2] the author emphasizes the importance of the trade relationship of Latin American countries with China where the Ecuadorian case is presented as one of the South American countries that "mainly concentrates its exports in mining resources, energy and agricultural production." (Hongbo, 2014) In the same way, he explains in a chart the products that China imports and through a table it is determined that among the products that Ecuador exports to this country that are: crude oil, non-metallic waste, wood, cosmetics, and meat. On the other hand, the author also makes a comparison on the demand for technology that Latin America presents, which makes it an attractive market for its competitors, the United States and Europe. The study concludes that trade is fundamental to cooperation and foresees immense potential in the future between the two regions. Promoting exports of high-tech products and manufactures, as well as improving the investment for both sides is of utmost importance to improve economic relations. While in the study [4], a comparative analysis of the relationship between income distribution and regional economic integration in East Asia and Latin America, Latin America is one of the regions with less inequality in terms of wealth distribution than the Asian region. In terms of exports, intra-regional trade between Southeast Asian countries is higher than for their trading partners in the Pacific, while for Central and South American countries exports are more relevant for North America. The products exported by both regions include petroleum products, vehicle parts, electronic parts, oils, among others. (Jeaneth Ospina Enciso & America, n.d.) In this SLR, we seek to analyze the products that both Ecuador and Malaysia export and import so that a correlation can be evidenced to analyze those products that can be potentialized. Chart [4] [5] provide a list of the products that are mainly from Asia, ASEAN, and Mercosur. Article [11] provides information on ASEAN products and on Mercosur products, so the following Table [4] is based on the international exchange/trade of goods:

#### Chart 4

*Mercosur-ASEAN goods exchange, 2019*

Number	Exportations to ASEAN countries	Imports from ASEAN countries
1	Soybean oilcake and soybean oil residues	Electrical telephony equipment
2	Corn	Integrated circuits and electronic microstructures and their parts
3	Iron ores and concentrates	Parts and accessories for tractors and vehicles for transporting $\geq 10$ persons
4	Processed petroleum	Natural rubber, balata, gutta-percha, chewing gum and rubbers.

5	Crude oil	Footwear with outer soles of rubber, plastics, leather
6	Not carded or combed cotton	Parts of radiotelephony, radiotelegraphy, radiotelegraphy
7	Soybeans	Printing machinery and apparatus
8	Wheat and Meslin	Automatic data processing machines for data treatment or processing of units
9	Poultry meat	Garments and clothing accessories of rubber
10	Bovine meat	Parts and accessories for computing apparatus or machines

Source: adapted from (Fernández-Guillén, 2021)

It is assumed that Malaysia, by being part of this regional bloc, follows the line of international trade in goods shown in the table, as do the rest of its members. Likewise, MERCOSUR is a regional bloc that shares similarities with its Latin American neighbors, so it is thought that Ecuador also exchanges some of the products mentioned as part of its active trade with the countries of the ASEAN bloc. However, the author mentions that the difference between markets is very large because of its diversification, and greater technological component of Asean products compared to the very primary products offered by the Latin American bloc. What he suggests is that:

"For Mercosur the sector with the greatest current and future potential vis-à-vis Asean is agriculture and the agri-food industry derived from it." (Fernández-Guillén, 2021) Next, article [15] makes a comparison of the history of economic indices with trade policy. In addition, it details the circumstances for productivity to have slowed in Malaysia with respect to manufacturing exports and manufacturing export competitiveness in China. This factor is driving countries to increase their investment in technology, specialized electronics, and industrial equipment. On the contrary, he adds that Latin America's problem is the inability to renew or enhance its development model when it has already culminated, and this is one of the reasons why other productive sectors are not enhanced. The investments made by Malaysia can be seen in the products it exports detailed in the following chart [5]:

### Chart 5

#### *Malaysian exports in the market, 2018*

Petroleum, 7.5%	Electronic values and transistors, 13.1%
Natural gas, 2.4%	Natural gas, liquid, 2.4%
Measuring/control devices, 1.4%	Fixed vegetable oils, non-soft, 2.4%
Other electrical equipment 1.3%	Palm oil, 2.2%
Glass electrical parts 1.2%	Computer equipment, 2.2%

Helmets and other non-textile clothing 1%	Diodes/transistors, 1.7%
Plastic/rubber clothing 1%	Office equipment parts, 2.8%
Processed animal/vegetable oils 1%	Other telecommunications parts, 1.5%
Specialized industrial machines, 0.9%	Electrical circuit equipment, 1.1%
Other auto data processing equipment, 0.9%	Radio, tv transmission equipment, 0.9%

Source: adapted from (Palma & Pincus, 2022)

It can be inferred that we are mostly talking about value-added, technological, manufactured, and industrialized products. However, for Malaysian manufactured products, the processing of natural resources is of utmost importance, with petroleum products, vegetable oils and wood products accounting for one third of manufactured exports. (Palma & Pincus, 2022) This since the agriculture is generated by small farmers, which makes the country import raw materials in greater quantities. He concludes by saying that middle-income countries should prioritize their manufacturing development.

A comparison is also made with neighboring countries, as the SLR also talks about the recommendations that exist for member countries of the ASEAN regional bloc. Thus, article [14] recommends increasing research to build competitive strategies for products that can be exported to new markets such as Russia, Australia, and Malaysia. In the case of Vietnam, even though it is a member of APEC, its objective is to provide political incentives to companies for greater investment in technological industry since its exports are mainly agribusiness. (Xu et al., 2023) In the case of China, the article [16] states that the ASEAN countries, specifically Indonesia and Malaysia, demonstrate extremely strong competitiveness in animal and vegetable oils, rubber, tin, and its products. In addition, Malaysia also shows strong competitiveness in base metals and their products. (Bhowmik et al., 2021) In the Indonesian case, study [19] falls within the exchange products in international trade described in chart [4], the authors emphasize that beef or bovine meat in the countries of the bloc is a product with high competition at the regional level. For Malaysian meat production, it is described that it is less competitive compared to its neighbors with higher advantage indexes. (Sutawi et al., 2019) In the same case, study [26] says that Indonesia and Malaysia are leaders in exporting palm oil to the whole world, but that they are also the main causes of bad agricultural practices and deforestation of forests destined to produce this product. On the other hand, Ecuador and Colombia are the countries that have had the greatest territorial occupation for palm oil, and it has also spread throughout Central and South America. (Junquera, 2020)

In Thailand, study [20] announces that Malaysia has a comparative advantage in almost all fresh or chilled vegetables, as well as processed vegetables, to supply its export within the regional bloc. This is thanks to good policies that promote the agro-industrial sector to improve trade and to technological development. For the case of Thailand from which the study is based, it is said that Thailand's vegetable products have encountered several discriminatory issues towards their products within the Malaysian market so the author recommends that Thailand should prioritize trade talks with this country, as their reasons are due to a quality issue. (Laosutsan et al., 2017)



### 2.5.2 ASEAN

The ASEAN bloc has a strong trade relationship with its Pacific neighbors as well as with its Asian neighbors. The study [22] says that Malaysia is a major agri-food producer and has competitive advantage in trade in fish, animal fats and vegetable oils, edible fat preparations and animal or vegetable waxes, banana, pineapple, carambola, and mango. According to the reading, Mizik, T. (2021) states:

"With respect to Malaysia, animal or vegetable fats and oils and their cleavage products are the country's most important exports ...(pp.160)

Other important export products of Malaysia are cocoa and cocoa preparations and cereal, flour, starch, or milk preparations. On the other hand, Malaysia's need to adopt innovative technologies that help customize products according to the market is highlighted. In addition, it is found that Malaysian shrimp is not competitive enough, so it is defined as a low-quality product compared to its ASEAN bloc neighbors. (Mizik, 2021) Author Giacomini, V. (2018) study [23], says that Malaysia is one of the largest palm oils producing countries globally, accounting for about 90% of palm oil exports along with Indonesia. Its competitiveness is so high compared to other countries that it has become one of their star products. Then study [18] states that both Indonesia and Malaysia are net exporters of oil and natural gas because of their large reserves, while specifically detailing that both are not major energy importers. However, energy consumption in the countries of the bloc is very high so the authors conclude by saying that alternatives to renewable resources and energy would be a view towards the future to improve the productivity of these countries and not be so dependent on energy sources. (Torasa & Mekhum, 2020) Article [17] says that the countries that make up this amplification of the bloc should identify key export products that are suitable for the needs and characteristics that each country has so that their products become more competitive. Another recommendation is to expand into new markets with high potential and increase imports with alternative sources of raw materials. (Nguyen & Bui, 2021). The study [30] emphasizes in the comparative tables the growth of exports at a global level; that the ASEAN bloc exports mainly primary products and high-tech manufactures (electrical and electronics) (Gómez Chiñas & Gómez Chiñas, 2017)

### 2.5.3 AMERICA-ASIA

Study [24] describes the Ecuadorian case in different variables, comparing them with Asian countries. It is said that Ecuador in the 1990s had an energy consumption like that of Malaysia and Indonesia, but these were growing thanks to their public policies of investment and infrastructure and industrial transformation. In a section author Torres González, J. (2018) mentions that:

"For Ecuador, the trade linkage with Asia is still minor, but its oil sales have ranged between 30% and 70% of the total in recent periods. In general, a very high concentration in exporting raw materials to Asia is seen in all countries, with China explaining the recent high growths." (pp.78)

The study [27] Ecuador and the Pacific Alliance: comparative study on growth opportunities via the external sector, tells us that Ecuador has less diversity in its

exports and has less incorporated value chains as it is focused on the production of raw materials and low-level manufactures, but that it is one of the main agriculture exporters for the Pacific Alliance bloc. (Copo et al., 2020)

Then study [25] specifically provides us with clarification that both regions, Asia and the Pacific have an extremely important component in terms of exports, although it is much stronger in the case of East Asia. (Rojas Lozano & Terán Obando, 2017) Study [28] tells us in general terms that East Asian exports to South America have more growth and represent a more promising market than South American exports to East Asia. (Semestral, 2012) The study [29] mentions that, although currently Latin American exports to the Asia-Pacific region are mainly based on raw materials and commodities, in the future there is a possibility that the Asian market will demand greater quantities of manufactured goods from Latin America. As incomes and consumption in the Pacific region rise, consumers and industries will increasingly require more imported products in general, and especially more processed and varied products. (Semestral, 2013)

Study [21], makes an analysis for balsawood producing countries where Ecuador can be found as one of the (balsa) wood producers. Although in smaller quantities than the rest of the neighbors and competitors of this product, the author reveals that this product grows abundantly in Ecuador, but it is not taken into consideration for production due to environmental policies to preserve natural forest reserves. (Singh et al., 2016)

#### 2.5.4 CASE OF COLOMBIA

Article [3] positions Ecuador as one of the 11 main trading partners for Colombia. It mentions that among the products that Ecuador and Colombia share a significant figure for international trade is balsa wood. In addition, the reading of the study shows that Colombia also has a connection with ASEAN member countries and that the results show that trade in these countries is influenced by transportation infrastructure and information technology. However, the conclusions and recommendations are directed more towards the volatility of the Colombian exchange rate and its influence on GDP. (Lobo Bittencourt et al., 2021) Article [9], for the most part, primary sector products may become more competitive in the Asian market. The study focuses on 5 countries in Asia, to which Colombia exports: petroleum products, petroleum oil and oil obtained from minerals, crude oil, ferroalloys, coal, coffee, etc. In other words, it is an exporter of raw materials because the industrial sector of the Asian bloc has potentially developed the industrial sector. Due to Colombia's late entry into Asia-Pacific trade, the competitiveness of Colombian products with respect to those of the ASEAN bloc is low. The recommendation, that like the Asian bloc, Latin American countries should improve their regional integration to act as a bloc and increase the economic, commercial, competitive development of the region. (Ocampo & Phd, n.d.) Continuing with the SLR, article [10] research in the region shows that Colombia lacks close relations with Southeast Asian countries, as it depends heavily on its main partners United States and neighboring countries. It is also due to a trade policy that encourages very little trade with the ASEAN bloc. In the case of Malaysia, Colombia only has negotiations such as: control of containers, purchase of seeds and technology transfer with this country. In the case of Ecuador, its trade with Asia increased from 97,000,000 USD to 140,000,000,000 USD, according to data from the International Monetary Fund. (Torres Rojas, 2021) It is important the point highlighted by the

author when mentioning that Colombia's insertion in Asia must improve and that above all, the perspective of objectives must be broadened, since it is not only about trade, but that much can be learned from topics such as Japanese technical cooperation or Korea's infrastructure. In this way, the study encourages Colombia to be part of a deeper approach to the Asian region and the countries of the Asian bloc.

#### 2.5.5 THE CASE OF MEXICO

In the article [5] the Mexican case shows a participatory trade relationship with the ASEAN countries, although to a lesser extent than with China or its main partner, the United States. Even so, Mexico's main export destination in Southeast Asia is Singapore. On the other hand, Malaysia exports mainly to Mexico as a trading partner in the Pacific region as described in the study. Additionally, the author emphasizes Mexico's dependence and talks about a deficiency of the Mexican private sector to increase negotiations with Asian countries that could increase the country's economic development. (Traslosheros Hernández, 2010) Furthermore, in the study [7] it is worth highlighting the commercial presence thanks to the trans-Pacific agreements to which Mexico belongs. In addition, it concludes with the recommendation that Mexico cannot waste the opportunities offered by the Pacific Alliance for international trade and its trading partners among which the ASEAN countries stand out. (Azcapotzalco México González García et al., 2017) Article [8] in the case of the Mexican government, the country joined the TPP because it allowed it to enter new markets such as Malaysia, to increase its attractiveness in trade and foreign direct investment. In this international agreement, which mostly favors more developed economies such as the United States, several aspects are negotiated such as: market access, intellectual property, competitive policy, and investment. Malaysia as well as other countries along with Mexico in particular, find that several of these negotiations could be more equitable because what is involved in entering the TPP is a condition of extreme competitiveness. (Salvador & Estrada, 2016) Study [12] says that attempts to disseminate more information about Southeast Asian countries are great because there is a shortage of research especially Thailand, Indonesia, and Malaysia. For the Mexican case it is necessary to increase relations in the Pacific due to its diversified economy. (Castellanos, H., et al., 2012)

#### 2.5.6 CASE OF BRAZIL

In article [13], East Asian countries are exploring opportunities with other major potential biofuel producers in Southeast Asia such as Malaysia, Indonesia, the Philippines, and Thailand. (Masiero, 2011) It is also highlighted that in the study [6] multilateral and bilateral international agreements that occur in the cases of Brazil, India and China have extreme competitiveness that persists in the foreign trade of these countries that are dedicated to use trade as an engine of growth. In this study, the data in chart [3], where Malaysia is positioned as one of the highest importers of infrastructure goods, are highlighted. (Iqbal et al., 2014)

### 3. Discussion

It is surprising there is almost no information on trade between Malaysia and Ecuador. For this reason, this section of discussion will emphasize the most important points of the SLR in regional terms. Malaysia is analyzed as a country of the Southeast Asia region and member of the ASEAN bloc, while Ecuador, being part of the American continent, will be discussed as a nation of the Latin American region. This regional comparison allows us to have an idea of what both countries export and thus answer the research questions. It should be noted that there is a scarcity of documentation published in quality journals on trade between Ecuador and Malaysia. On the other hand, Ecuador is not part of the most important regional blocs in Latin America, such as the Pacific Alliance or Mercosur, which they maintain a close relationship with the countries of East Asia, so the information was minimum.

To continue the fifth phase of the methodology, the result phase is analyzed, and the analysis was established. This will be treated as an analysis between both regions that will answer the research questions.

*What are the Ecuadorian export Products that are relevant in the Malaysian market?*

The Systematic Literature Review (SLR) indicates that Latin America is dependent on the export of raw materials, as well as its main partners for foreign trade. It is a region that demands innovation and technology. The results show that among the products that Ecuador exports most to Asian countries are nonmetallic waste, wood, wood balsa, cosmetics, meat, crude oil, palm oil, agricultural production, vegetables, mining resources, petroleum products, oils, electronic parts, vehicle parts, energy, shrimp, and cocoa. Latin America manufacturing and technology are still lacking to be strongly competitive in Asia, so the products to be enhanced should be focused on the agricultural and agri-food industries.

*What are the Malaysian export products that are relevant in the Ecuadorian market?*

The products that Malaysia exports to Latin American countries are palm oil (leading product), petroleum, natural gas, measuring apparatus, electrical equipment, textiles and non-textile clothing, vegetable and animal oils, animal fats, edible fats, banana, pineapple, carambola, mango, cocoa, cocoa preparations and cereal preparations, flour, starch or milk, liquid natural gas, computer equipment, office equipment parts, plus telecommunications equipment, base metals, tin, meat (non-competitive product), shrimp (non-competitive product), chilled and processed vegetables.

The products that ASEAN exports to neighbors Ecuadorian Mercosur member countries, compared according to table [4], can be said that Malaysia goes according to this characterization of being a leading country in innovation, technology, and competitive exports; expresses by the authors in the Systematic Literature Review, besides being also a major exporter in the agricultural sector.

*Which of these products do the literature review consider are or not being exported/trade/imported/ enough?*

The SLR shows that for Malaysian manufactured products, the processing of natural resources such as petroleum products, vegetable oils, and wood products are the most important, accounting for on-third of manufactured exports (Palma & Pincus, 2022). This is due to the fact, that agribusiness is generated by small farmers, which makes

the country import raw materials in greater quantities. He concludes by saying that middle-income countries should prioritize their manufacturing development.

*How can Ecuadorian exports be enhanced to Malaysia?*

Ecuadorian exports can be boosted to Malaysia through improvements in public policies that promote the productive sector as in the case of Brazil, MALAYSIA, Colombia, and Mexico. In addition, investments on infrastructure and transportation as in the case of Malaysia, Indonesia, and Thailand. Ecuador should seek the signing of more trade agreements and closer ties with countries of Southeast Asia to generate trade relations as in the case of Colombia.

*Are there opportunities within the Malaysian market that show that Ecuadorian exports can be enhanced?*

There are many opportunities for Ecuadorian exports in the Malaysian market. Although Ecuador is a country purely focused on the export of raw materials, there are products with a lot of competitiveness according to the results and their justifications obtained from the SLR. For example:

- Shrimp: According to the results, Malaysia is a highly competitive country in agribusiness especially in fisheries sector. However, its shrimp production is not competitive at all. This is an advantage in the Ecuadorian case since shrimp is one of its star products.
- Petroleum products: the Malaysian market requires raw material to produce value-added products such as rubber, plastic, and textile footwear.
- Vegetable oils: to produce final products and as a natural resource.
- Wood products: this is a product that must be imported due to Malaysia's environmental protection policies.

#### **4. Conclusion**

Ecuador is a raw material producing country that is part of the Latin American region; a region that does not have the potential in manufacture products or technological sector due to the inability to renew its development models. Therefore, the agribusiness, agri-food, and raw materials sector in general, seem to continue to be the best option in terms of increasing exports to the Asian continent. It is recommended that Latin American countries strengthen the insertion in Asia to have more relevance in these markets. This is due to the fact, that Ecuador and many other Latin American countries, is highly dependent on its main trading partners, so they do not stop to think that certain productive sectors can be potentiated in another country.

The purpose of this study is to investigate the existing literature on Ecuadorian productive sectors that could increase their economic development by looking at our Asian neighbors. Malaysia was taken as a target market because it is one of the strongest economies of the Association of Southeast Asian Nations, (ASEAN), in addition to presenting an economy complementary to the Ecuadorian one and being a

reference of economic growth worldwide. Finally, the SLR allowed finding that Ecuador can enhance the agri-food sector, as well as petroleum products, vegetable oils, shrimp, and wood products.

For Malaysia, the SLR defined that it is advised to expand into new markets with great potential and increase imports with alternative sources of raw materials. This is due to the fact that its manufacturing depends on natural resources, so it will need to improve more.

It is recommended that Ecuador and the Latin American region should improve their public policies in favor of the productive sector and innovation, because, although manufacturing is not their strongest sector, they can begin to be more competitive. Latin America's insertion in Asia should be improved as well, as there is a great economic dependence on each country's main trading partners such as the United States, the European Union, China, and Latin American neighbors. Finally, it is recommended that Ecuador needs to reach trade agreements and establish closer ties with regional blocs in both America and Asia to boost trade and diversify its exports.

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## 7. Report

### Appendix 1

#### *Literature Review Matrix*

<b>Tipo de fuente</b>	<b>Autor</b>	<b>Codificación de las fuentes</b>	<b>Año de publicación</b>	<b>País de origen</b>	<b>Contenido teórico General</b>	<b>Contenido teórico específico</b>	<b>Base de datos</b>
Artículo	Carolina Urrego-Sandoval, Ramón Pacheco Pardo	[1]	2022	Colombia	Relaciones entre Asia y América Latina en el siglo XXI	Acercamiento regional para aumentar las relaciones	Redalyc
Artículo	Zhu Hongbo	[2]	2012	España	Construcción de la nueva ruta de la seda a través del Pacífico	Relación comercial de China y América Latina	Redalyc
Artículo	Mauricio Vaz Lobo Bittencourt, Paula Andrea Mosquera Agudelo	[3]	2021	México	Los impactos de la volatilidad en el tipo de cambio para el comercio colombiano con sus principales socios comerciales	La manera en que afectan los índices de volatilidad en las importaciones y exportaciones colombianas	Redalyc
Artículo	Ángela Jeaneth, Ospina Enciso	[4]	2011	Colombia	Análisis comparativo de las relaciones e integración regional de del este asiático y América Latina	Un análisis en la historia de las relaciones de exportaciones e importaciones entre regiones	Redalyc
Artículo	José Gerardo Traslosheros Hernández	[5]	2010	México	México en Asia Pacífico: Competitividad rezagada y falta de reforma	Analiza índices de innovación, infraestructura, libertad económica, entre otros, para el comercio de México	Redalyc

						en la región ASIA-Pacífico	
Artículo	Badar Alam Iqbal, Yang Qing, Luciana Aparecida Bastos	[6]	2014	Brasil	Nuevas tendencias en el comercio mundial: un caso de BIC	Análisis del caso de los tres países en relación con los acuerdos comerciales que tienen	Redalyc
Artículo	Juan González García, América I. Zamora Torres, Jasón Carlos Martínez Jurado	[7]	2017	México	La búsqueda de México hacia una nueva estrategia para su inserción económica a Asia Pacífico	Un análisis para aprovechar las oportunidades que ofrece la Alianza del Pacífico en el comercio regional	Redalyc
Artículo	Juan Salvador Navarro Estrada	[8]	2016	México	La Asociación Transpacífica: Entendiendo el Impacto Económico para México y Canadá	Un análisis de las variables negociadas en el acuerdo TPP.	Redalyc
Artículo	Hernán Ocampo Solarte	[9]	2014	Colombia	Perspectivas del comercio internacional de Colombia con los países asiáticos	Análisis de los productos exportados e importados de 5 países asiáticos para una relación con Colombia	Redalyc
Artículo	Gloria Milena Torres Rojas	[10]	2021	Colombia	Colombia y Asia-Pacífico: un examen en la evolución de las relaciones con esta importante zona	Un importante análisis sobre la mejora de la inserción colombiana en los países de Asia y sobre todo de la asean.	Redalyc

Artículo	Óscar E. Fernández-Guillén	[11]	2022	Colombia	Asean-Mercosur: Integración, relaciones económicas y potencialidades de asociación en el Sur Global	Análisis del intercambio de bienes entre ambos bloques regionales	Redalyc
Artículo	Jorge Luis Hidalgo Castellanos	[12]	2012	México	México y Tailandia, posibilidades a través del Pacífico	Análisis del caso mexicano en términos de relación comercial con Tailandia	Redalyc
Artículo	Gilmar Masiero	[13]	2011	Brasil	Desarrollos de biocombustibles en Brasil y Asia Oriental: Experiencias y desafíos	Análisis comparativo de la energía que desarrolla Brasil	Redalyc
Artículo	José Gabriel Palma, Jonathan Pincus	[14]	2022	México	América Latina y el Sudeste Asiático. Dos modelos de desarrollo, pero la misma “trampa del ingreso medio”: rentas fáciles crean elites indolentes	Crecimiento productivo, exportaciones e importaciones	Scopus
Artículo	Xu, Helian, Nghia, Do Trong, Nghia D.T.; Nam, Nguyen Hoang	[15]	2023	Países Bajos	Determinantes del potencial de Vietnam para el comercio de exportación agrícola a los miembros del Foro de Cooperación Económica Asia-Pacífico (APEC)	Modelo gravitacional del comercio de Vietnam para su aumento de influencia comercial en APEC	Scopus

Artículo	Bhowmik, R., Yuhua, Z., Kuo, G.	[16]	2021	Estados Unidos	Un análisis de la cooperación comercial: Región central en China y ASEAN	La región central y sus oportunidades dentro del enfoque del desarrollo productivo de los países del Sudeste Asiático	Scopus
Artículo	My-Linh Thi Nguyen, Toan Ngoc Bui	[17]	2021	Suiza	Apertura comercial y crecimiento económico: un estudio sobre la ASEAN-6	Se discuten las variables y se hace un análisis con la productividad y comercio internacional de los países seleccionados.	Scopus
Artículo	Chonmapat Torasa, Witthaya Mekhum	[18]	2020	Turquía	Análisis del impacto de las importaciones de energía, la sustitución de combustibles y el cambio tecnológico en el PIB real: un estudio de datos de panel de los países de la ASEAN	Un estudio enfocado en los recursos naturales de energía y gas natural para los países de la asean.	Scopus
Artículo	Sutawi, S., Hendraingdih, L., Wahyudi, A.	[19]	2018	Indonesia	Competitividad del comercio indonesio de carne de vacuno en la ASEAN	Análisis del índice de ventaja competitiva.	Scopus
Artículo	Laosutsan, Pheesphan; Shivakoti, Ganesh P.; Soni, Peeyush	[20]	2017	Estados Unidos	Ventaja comparativa y potencial de exportación de los productos vegetales tailandeses tras la	Análisis de la ventaja que tienen los productos de Malasia con los de Tailandia.	Scopus

					integración en la Comunidad Económica de la ASEAN		
Artículo	Singh, Damien., Cabbage, Frederick., Gonzales, Ronalds; Abt, Robert	[21]	2016	Estados Unidos	Determinantes de ubicación para plantas de pellets de madera: una revisión y estudio de caso de América del Norte y del Sur	Producción de la madera de balsa en comparación de los países Latinoamericanos con los del norte.	Scopus
Artículo	Tamás Mizik	[22]	2021	Polonia	Teoría vs práctica: Patrones de la ASEAN-10 Comercio agroalimentario	Productos malayos de alta y baja competitividad con respecto a los países del asean.	WoS
Artículo	Giacomin, Valeria	[23]	2018	Reino Unido	El surgimiento de un clúster de exportación: los comerciantes y el aceite de palma en el Sudeste Asiático de principios del siglo XX	La competitividad de la producción de aceite de palma de Malasia e Indonesia	WoS
Artículo	Torres González, Jaime	[24]	2018	Colombia	El Pacífico sudamericano y su integración con China y Asia	Variables como producción, productos de exportación primaria sudamericana hacia Asia.	WoS
Artículo	Daniel Rojas, Jose Miguel Teran	[25]	2017	Colombia	Inserción de los países de la Alianza del Pacífico en Asia-Pacífico: más allá de	Análisis de los casos de los países de la AP en la región de Asia.	Dialnet

					las relaciones comerciales		
Artículo	María José Junquera	[26]	2020	Argentina	Expansión de cultivos industriales en el Sudeste Asiático: El caso de la palma aceitera en Indonesia y Malasia	Es un análisis sobre el estado del aceite de palma en comparación con otros países.	Dialnet
Artículo	Holger Bejarano Copo, Leobaldo Molero Oliva, Esmeralda Villegas Pocaterra, Emmanuel Borgucci	[27]	2020	Venezuela	Ecuador y la Alianza del Pacífico: Estudio Comparativo sobre oportunidades de crecimiento vía sector externo	Comparación de Ecuador en variables como producción, elasticidad, comercio internacional.	Dialnet
Artículo	Hamanaka Shintaro, Aiken Tafgar	[28]	2012	Argentina	Los mitos en torno a la relación comercial interregional de Asia Oriental y América del Sur	Análisis de las relaciones comerciales de Asia.	Dialnet
Artículo	Jae Sung Kwak	[29]	2013	Argentina	La creciente importancia de la Cooperación Sur-Sur en las relaciones económicas entre Asia y ALC	Análisis económico de la situación de los países regionales.	Dialnet
Artículo	Carlos Gómez Chiñas	[30]	2017	México	Estructura de las exportaciones y competitividad: El caso de los países de la asociación de	Análisis comparativo del crecimiento económico en las exportaciones de la ASEAN.	Dialnet

					Naciones del Sudeste Asiático		
<b>Tipo de fuente</b>	<b>Autor</b>	<b>Códificación de las fuentes</b>	<b>Año de publicacion</b>	<b>País de origen</b>	<b>Contenido teórico General</b>	<b>Contenido teórico específico</b>	<b>Base de datos</b>
Artículo	Kam, Sam	[30]	2003	Alemania	Tecnología: Eye tracking	Adquisición de la señal Ojos	IEEEExplore



