



**Faculty of law**

**School of International Studies**

Final work for the degree of Bachelor in International Studies, bilingual mention in foreign trade.

**“Analysis of Ecuadorian exports to the U.S. and Indian markets in 2020. Case study: teak wood, ginger, cocoa paste, baby banana”**

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## **DEDICATION**

This degree thesis is dedicated to my beloved family, who have always encouraged me to fulfill my dreams and goals, besides being a fundamental pillar for my personal and professional development. To my mother María Eugenia, my grandfather Rafael, my grandmother Piedad, my aunt Sandra, and my beloved girlfriend Milena.

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### **Abstract**

The purpose of this current investigation is intended to carry out a quantitative and qualitative analysis of the non-traditional export products of Ecuador, that stood out in the 2020 in the US and India markets; the case of study is focused on teak wood, ginger, baby banana, and cocoa paste. Through this research, it is desired to provide relevant information for the small and medium producers, of the selected merchandise, and on this way promote their future export to the different international markets.

The main objective of this analysis is to quantify the impact of the exportation of the products of the case study, to the US and India markets, in an atypical year for the international business due to the Covid-19 pandemic. The results of the investigation will be obtained through academic and official sources, to determine the causes that boosted the exportation of this products in 2020.

**Keywords:** exportation, teak wood, ginger, baby banana, cocoa paste, United States, India, Ecuador.



## Chapter 1: Analysis of exports in Ecuador

### 1.1 Historical background

**Table 1:** History of Ecuador's exports

Period	Colonial (1600 – 1820)	Post-colonial (1821 – 1920)	Contemporary (1921 – 2011)
<b>Main events</b>	<ul style="list-style-type: none"><li>• Gold was one of the first export products, due to the mines in Cuenca, Zamora, and Zaruma. Its export declined fastly due to looting during colonization.</li><li>• Between 1600 to 1660, products like cocoa and textiles from mountain range, were welcomed in international markets.</li><li>• The export of grain was prohibited.</li><li>• Guayaquil, the main port of the country, becomes independent from the ecuadorian territory, due to its affinity with liberal system, and low customs tariffs, while Quito shared protectionist measures, mainly for textiles.</li></ul>	<ul style="list-style-type: none"><li>• Guano emerged as a highly anticipated product for exports, but could not transcend because the small quantity produced and its low standard quality.</li><li>• Shipyards began to decline because they only repaired small ships.</li><li>• Textiles fell due to the entry of European fabrics to Ecuador.</li><li>• A new cocoa boom begins for Ecuador, also, the bonbons begins to be exported to Europe. In addition, the toquilla straw hat begins their exportation.</li><li>• In 1860 United States increased its consumption of coffee. It went from 100.000 bags of coffee to 1.6 million bags.</li></ul>	<ul style="list-style-type: none"><li>• At the beginning of this period, the coast handled the 90% of the exportations, and their foreign exchange had to cover the imports that the mountain range made.</li><li>• Between 1921 to 1923 the oil exports began, its values were 50.000 USD. In addition, the “Anglo Ecuadorian Oilfields Ltd Company” took the export baton.</li><li>• In 1922 banana managed to export 2645 tons.</li><li>• In 1945 oil exported 244.624 tons. In 1973 the first oil boom was recorded.</li><li>• The first flower export farm was registered in 1982.</li></ul>

	<ul style="list-style-type: none"> <li>• At the end of 1820, coffee begins to have an opportunity in new markets, because the industrial revolution.</li> </ul>	<ul style="list-style-type: none"> <li>• In 1877 the export of Ecuadorian bananas and plantains begins.</li> </ul>	<ul style="list-style-type: none"> <li>• Ecuador was the first shrimp exporter in 1987.</li> <li>• Between 2000 to 2011, Ecuador registered the best figures in its exports. Banana exported 197.5 millions of tons; and shrimp 26.01 million pounds.</li> </ul>
<b>Products of export</b>	<ul style="list-style-type: none"> <li>• Gold, cocoa, cloths, canvas, hats, saddles, coffee.</li> </ul>	<ul style="list-style-type: none"> <li>• Guano, toquilla straw hats, cocoa, coffee.</li> </ul>	<ul style="list-style-type: none"> <li>• Oil, banana, flowers, cocoa, coffee.</li> </ul>
<b>Export destinations</b>	<ul style="list-style-type: none"> <li>• Cádiz, Callao, Lima, Acapulco.</li> </ul>	<ul style="list-style-type: none"> <li>• United States, Chile, Peru, Europe.</li> </ul>	<ul style="list-style-type: none"> <li>• United States, China, Europe, Rusia.</li> </ul>

**Source:** (Arosemena, 1992) (Arosemena, 1993) (Arosemena, 1994) (Acosta, 2006) (Ordoñez, 2012)

As can be seen in the table, the commercialization of Ecuadorian products in the international markets, began before Ecuador was consolidated as a republic. At the first time, there was a lot of friction between the coast and the mountain range, but with the time, the economy and dependence of each one of them could be equated. Ecuador has been characterized by having constant changes in the products that it offers, for example, some of them remained in the international markets, but also others disappeared, and others began to emerge. Clearly there have been several difficulties that have impacted in Ecuador's foreign trade, due to the reduction in prices, a greater number of imports, unfavorable trade policies, and political instability; also, there have been external situations such as pests, syndromes, and unfavorable weather conditions, which have had a negative impact on exports.

It is important to remember that, Ecuador records its exports and trade balance in two types: oil exports and non-oil exports. Oil exports are divided into crude oil and derivatives; while non-oil exports are divided into traditional products and non-traditional products. On the other hand, it should be noted that Ecuador has historically been an exporter of raw materials, and importer of finished products for the most part, which make a negative projection for its industrialization. Currently there are new products that began to be produced and exported from Ecuador to different countries around the world, but the most important thing is that there are products with added value that go to the international markets, and in this way, they are positioned in several countries of the world.

## ***1.2 Exports: Importance***

### ***1.2.1 European Postgraduate Institute***

To understand the value of exports and their concepts, must be taken into account the meaning of foreign trade, because is important to understand the role that exports play in a country's foreign trade. Foreign trade can be defined as a set of commercial and financial transactions, of exchange of goods and services that a particular country carries out with other nations. The main objective of foreign trade is to satisfy the demand for goods and services of consumers of certain products that cannot be completely covered with the national product. (Instituto Europeo de Posgrado, 2011).

### ***1.2.2 Jhon Daniels***

Exports have a lot of concepts, but always keep the same meaning, which deals with the transfer of the greatest amount of goods and services from one nation's market, to

another. But it is always important to delve much further, in order to discover certain terms and certain references that can give us greater clarity about the role and importance of exports.

Exports are the sale of goods or services produced by a company based in a certain country to customers residing in another country. Is not necessary for a product needs to leave a country in physical form to qualify as an export; instead, you only need to generate earnings in foreign currency. It is important to mention that it is often thought that exporting is only based on sending physical products or services to other countries, but in this concept, another reality is shown, because the only requirement is to generate profits in foreign currency. For example, a foreign student who comes to take a specialization or a course, always generates an expense in his tuition, maintenance, transportation, food, etc., taking this into account, this should also be classified as an export, an export of education service. (Daniels, 2013)

### ***1.2.3 Daniel Sullivan***

According to Daniel Sullivan of Delaware University “Higher education is among the top 10 US exports. Foreign students and their families brought nearly US\$20 billion into the US economy during the 2009-2010 academic year.” (Sullivan, 2013).

### ***1.2.4 Manuel Castillero***

After having covered some concepts around exports and international trade, the value of exports within the economy of a country must be taken into account, because they are an important element for its optimal development.

Through exports, national production companies can proportionally increase their businesses, which generates greater productivity, and direct and indirect employment, and also helps position the country as an important trading partner within the international trade environment. Exports are part of the Gross Domestic Product (GDP) of a country, so an increase in them directly affects the growth of the economy.

Although the exports of a country have always been in constant fluctuations, as expected due to its dependence on international markets, and due to its importance and relationship with the growth of the Gross Domestic Product, it can be seen that this component is an engine of the economy, because it represents the acquisition of resources from abroad, as well as its positive effects on the generation of jobs and investment, access to efficient technologies; that contribute to increased productivity. In the periods where

exports have increased in a very intense way, the GDP has also grown in the same way, strengthening the relationship that exists between both indicators. (Castillero, 2016).

After these important concepts and explanations, it is necessary to emphasize that there are factors that affect the development of exports. These factors can be internal or external to the producer of goods or services, but it is essential that we focus on the external ones, since these are often beyond the control of the producers. Among the main external factors that influence exports are: trade policies, international trade agreements, international competition, customs legislation, business habits, and the political situation of the countries. The importance of the influence of these factors must be covered since many of them can facilitate or hinder the export of a good or service, and thus affect the different export concepts that have been covered in this work. These factors can be from both the producing country and the consuming country.

### ***1.3 Main non-oil export products***

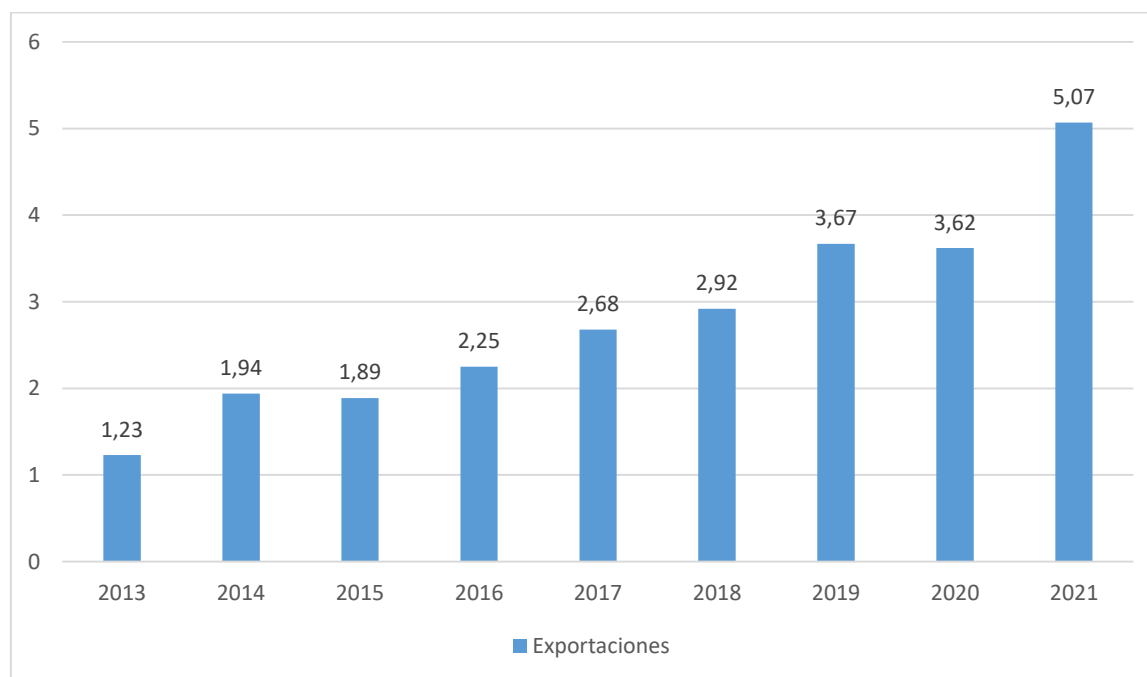
#### ***1.3.1 Shrimp***

**Table 2:** Ecuadorian shrimp exports

<b>Main information</b>	<b>Consumption reasons</b>
<ul style="list-style-type: none"><li>- Ecuador was the first country in the world to produce 1 million tons of shrimp, therefore, it is the leading country in the production of this crustacean.</li><li>- The main markets to which shrimp is exported are: China, the United States, Europe, Japan, Russia, and Vietnam.</li><li>- In 2020, despite adverse situations such as the collapse of shellfish, lack of workers for fear of contagion, and the rejection of export ships by China; They managed to obtain an increase of 7% compared to 2019.</li></ul>	<ul style="list-style-type: none"><li>- Improvements in nutrition, crop technology, use of probiotics, and non-intensive cultivation.</li><li>- In China or India, a million and a half animals enter per hectare; while, in Ecuador, 100,000 or 150,000.</li><li>- Competitors maintain 1-hectare pools; Ecuador has pools of 8 to 10 hectares.</li><li>- Peeled and headless shrimp began to be sold on digital platforms, ready for the final consumer.</li></ul>

**Source:** (El Universo, 2021) (España, 2021)

**Figure 1:** *Total shrimp exports in thousands of USD*



Source: Trade Map 2022

Prepared by: The author

According to the graph, shrimp exports have had an interesting increase for several years; even in 2016, there is a rebound in exports of around 13% compared to 2015. The reasons why this product has become one of the most popular in Ecuador are exactly the same as those shown in the previous table, which highlights the high levels and quality standards that shrimp meets at the time of production. be cultivated. These important figures have caused shrimp to position itself as the most popular non-oil export product in the country, due to its significant growth as of 2017. It is important to mention that there was a drop in national shrimp production between 1999 and 2003, which was caused by the "White Spot" syndrome, a virus that threatened to wipe out the shrimp industry in Ecuador.

### 1.3.2 Banana

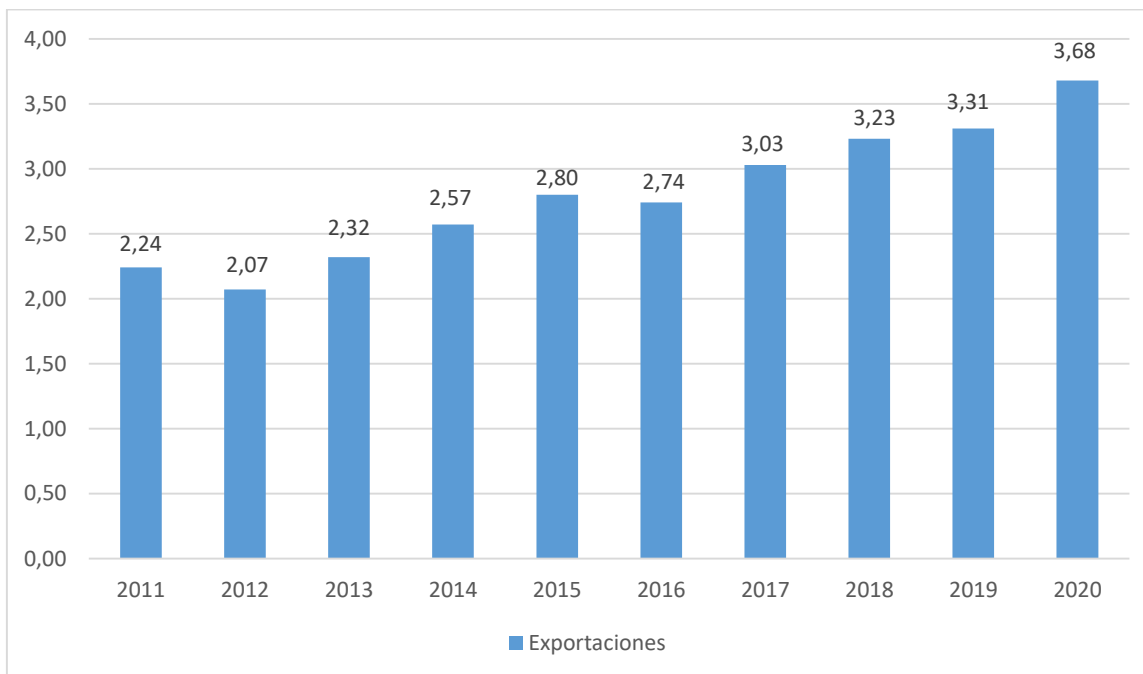
**Table 3:** Ecuadorian banana exports

Main information	Consumption reasons
<ul style="list-style-type: none"><li>- For 26 years, Ecuador has been considered the largest exporter of bananas in the world, occupying 27% of world exports.</li><li>- The main export markets for this product are: Russia, the United States, Europe, China, and Argentina.</li><li>- The banana boom was thanks to the reforms proposed by the former economy minister Clemente Yerobi in 1950, who managed to increase exports by 421% for the year 1952, where 16.7 million bunches were exported.</li></ul>	<ul style="list-style-type: none"><li>- Favorable climatic conditions.</li><li>- Various types of bananas are offered such as: red banana, baby banana, and cavendish.</li><li>- Healthy ecological factors for agriculture.</li><li>- The Ecuadorian banana can be preserved for a longer time.</li><li>- The number of banana harvests continues to increase.</li></ul>

**Source:** (Sánchez et al., 2020) (Jaramillo, 2020) (Ministerio de Comercio Exterior, 2017)



**Figure 2:** Total banana exports in thousands of USD



Source: Trade Map 2022, Banco Central del Ecuador 2022

Prepared by: The author

As can be seen in the graph, Ecuadorian banana and plantain exports have had a regular increase over the years starting in 2012. Ecuador continues to be the largest banana exporter in the world. In the same way as all productive sectors, it has had ups and downs in the international market.

In 2022, the banana sector is going through a strong impact due to the armed conflict between Russia and Ukraine; as we have already highlighted, the Russian market is one of the main buyers of bananas, therefore, the closure of ports and international sanctions are affecting the sale of this product. (Coba, 2022)

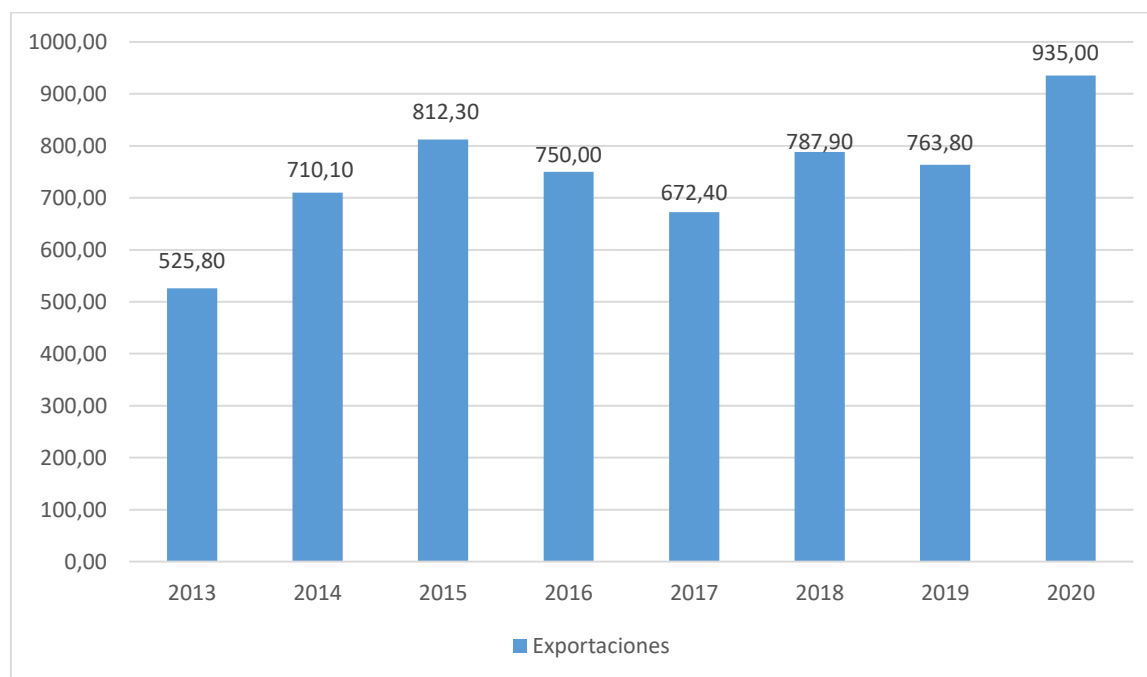
### 1.3.3 Cocoa

**Table 4:** Ecuadorian coca exports

Main information	Consumption reasons
<ul style="list-style-type: none"><li>- There are two types of cocoa that are grown in Ecuador, the first is Fino de Aroma or Sabor Arriba, and the second is bulk cocoa.</li><li>- 60% of the national cocoa production is purchased on the international market.</li><li>- Cocoa was one of the main engines of the national economy in the 1980s.</li><li>- The main export destinations are the United States, Indonesia, Mexico, and Europe.</li></ul>	<ul style="list-style-type: none"><li>- They have high-quality standards mainly at the time of producing cocoa.</li><li>- In 2011, Ecuador received the award for "best cocoa for oral quality" and "best cocoa bean for geographical region" in Paris, France.</li><li>- Cocoa contains antioxidants, due to its high content of vitamin C, fiber, and serotonin. It serves to prevent cardiovascular and cerebrovascular diseases, and liver, gastric, and colon cancer.</li></ul>

**Source:** (Guerrero, 2019) (Corporación Financiera Nacional, 2018)

**Figure 3:** Total cocoa exports in thousands of USD



Source: Corporación Financiera Nacional 2021, Trade Map 2022

Prepared by: The author

As has been observed, cocoa exports have remained at considerably high figures and, therefore, remain one of the most important fruits in the category of non-oil products for Ecuadorian exports. In addition, an interesting increase can be found in the years 2015 and 2020, this is due to the rise in prices that existed in those years in the international market, for example, in 2015 the price was around \$3,500 per ton, therefore, there was a peak in production and sales. Also, in 2020 there was a 26% increase in cocoa exports compared to 2019, this was due to the increase in cocoa and chocolate consumption during the confinement due to the coronavirus pandemic.

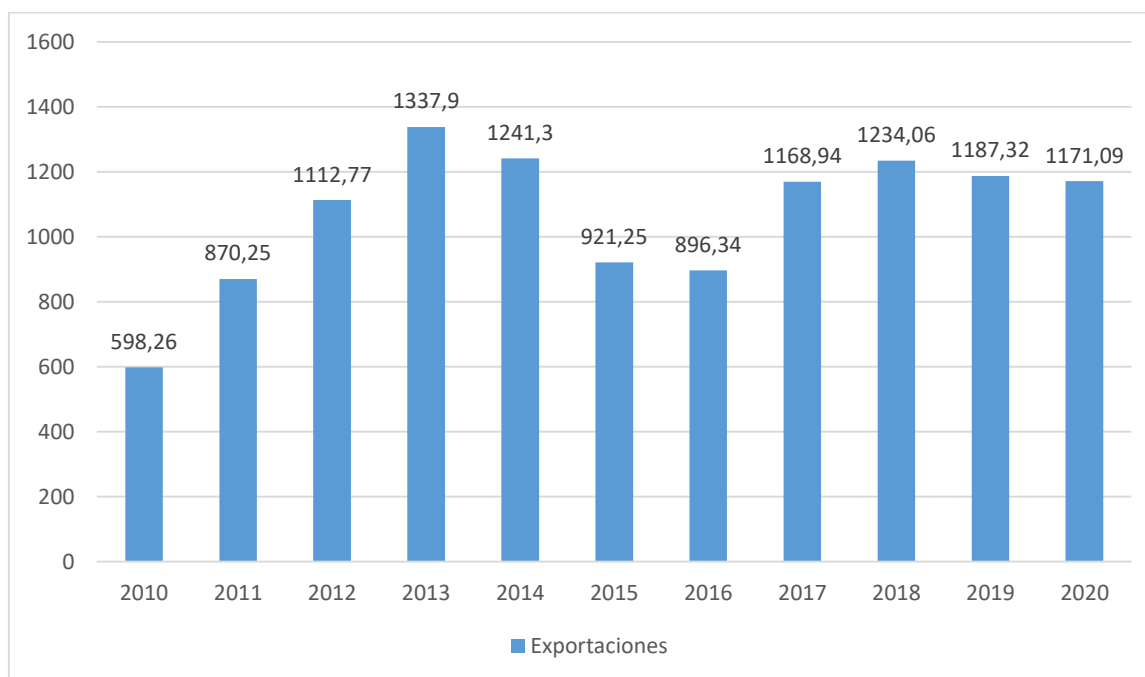
### 1.3.4 Canned fish

**Table 5:** Ecuadorian canned fish exports

Main information	Consumption reasons
<ul style="list-style-type: none"><li>- Ecuador exports tuna, sardines, and encebollado.</li><li>- Ecuador is considered the second-largest producer of tuna in the world.</li><li>- The main types of tuna exported are yellowfin, bigeye, and skipjack.</li><li>- Ecuador's tuna fleet consists of 116 vessels with a capacity of 93,000 tons.</li><li>- The main markets for these products are Colombia, the United States, the European Union, China, and Japan.</li></ul>	<ul style="list-style-type: none"><li>- Ecuador offers a wide variety of canned fish to the international market.</li><li>- Variety of prices and sizes.</li><li>- They have excellent quality at the time of production.</li><li>- Fish is very important for a healthy diet since it contains proteins, vitamins, minerals, and polyunsaturated fatty acids.</li></ul>

**Source:**(Anastacio, 2021) (Menéndez, 2022)

**Figure 4:** Total exports of canned fish in thousands USD



Source: Trade Map 2022

Prepared by: The author

According to the graph, it can be seen how exports of canned fish have been evolving, where they have always maintained important participation in the section of non-traditional export products from Ecuador; in 2019 they contributed 1.7% of total Ecuadorian exports, and in the same way, in 2020 they managed to maintain their exports in excellent figures despite the adversities caused by the pandemic.

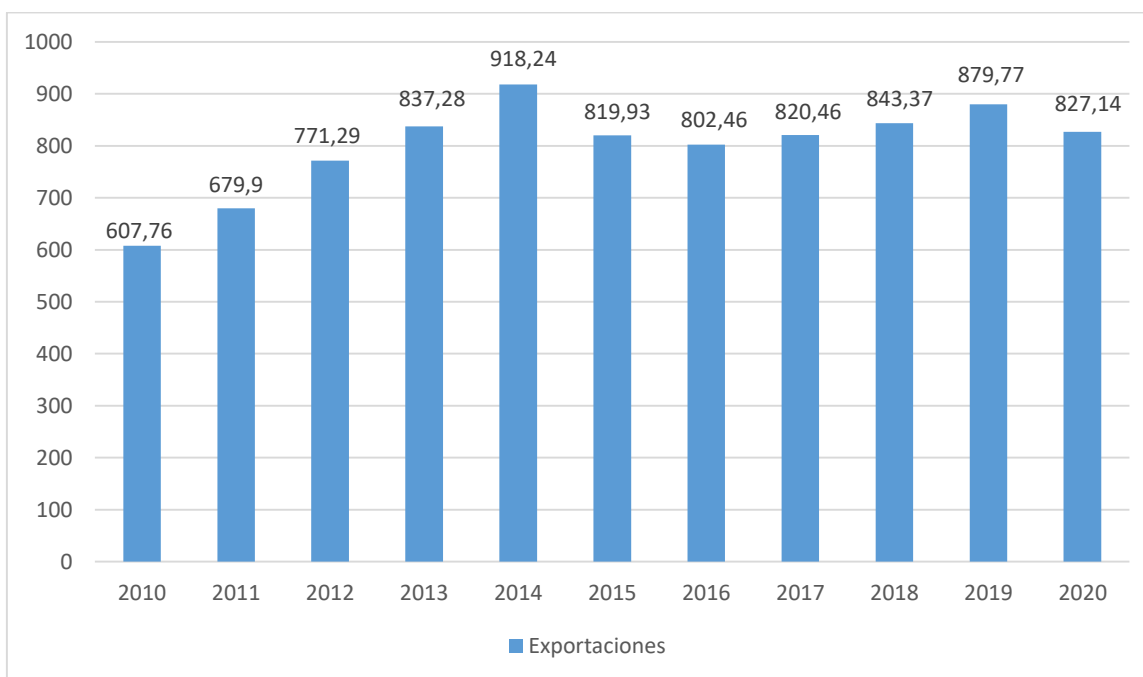
### 1.3.5 Flowers

**Table 6:** Ecuadorian flowers exports

Main information	Consumption reasons
<ul style="list-style-type: none"><li>- Ecuador is considered the third largest exporter of flowers in the entire world, which is why it represents 10% of world flower production.</li><li>- The types of flowers that Ecuador offers to the world are gypsophila, lilies, lilies, asters, gerberas, orchids, pompoms, and roses.</li><li>- Ecuador has about 422 companies that are dedicated to the cultivation of flowers, the main ones are located in Tungurahua, Pichincha, Cotopaxi, and Azuay.</li><li>- The main export destinations are the United States, Russia, Europe, and Canada.</li></ul>	<ul style="list-style-type: none"><li>- February is the most important month for the export of Ecuadorian flowers, this is because, in that month, Valentine's Day is celebrated, so there is a high demand for flowers, especially roses, throughout the world.</li><li>- Large quantities of flowers can be produced, thanks to the privileged geographical location of Ecuador.</li><li>- There is a great variety of types, colors, and sizes of flowers in the export portfolio.</li></ul>

**Source:** (Expoflores, 2019) (Sánchez et al., 2020)

**Figure 5:** Total exports of flowers in thousands of USD



Source: Trade Map 2022

Prepared by: The author

As can be seen in the graph, Ecuadorian flower exports have had a constant evolution over the years, even in 2020 in the face of the pandemic, it had an excellent reception despite the global situation and was able to exceed in value the years 2015, 2016, and 2017; this happened because of the resilience of the exporters who had the ingenuity to stand out in the US market; in addition, there was the participation in the sale of flowers through e-commerce, where flowers were offered directly to the consumer's home; all these actions managed to avoid a sharp drop into flower exports during the pandemic year.

#### ***1.4 Main export destinations***

### 1.4.1 United States

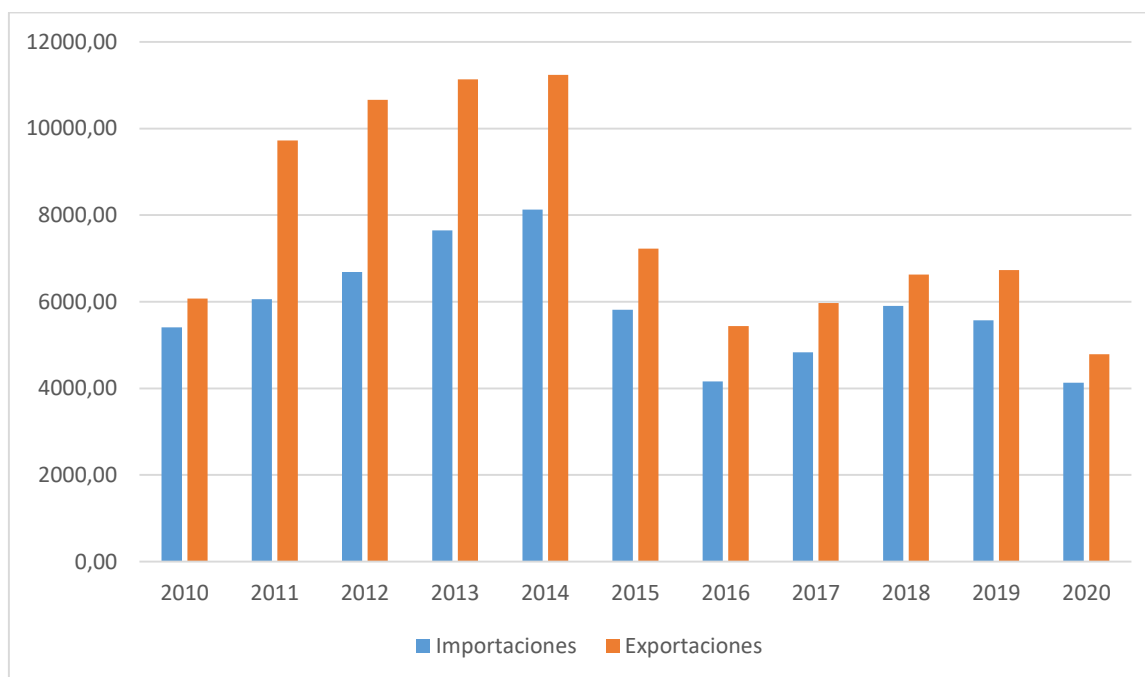
**Table 7:** Ecuador – U.S. trade relationship

Main information	Consumption reasons
<ul style="list-style-type: none"><li>- The United States is one of Ecuador's most important trading partners, not only in exports but also in imports.</li><li>- The main products exported to the North American country are bananas, flowers, oil, shrimp, oil derivatives, and canned fish.</li><li>- In August 2021, the first phase of the Trade and Investment Council Agreement between Ecuador and the United States entered into force, which seeks to improve facilities for international trade, best regulatory practices, benefits for SMEs, and fight against corruption.</li></ul>	<ul style="list-style-type: none"><li>- Ecuador is the first Latin American supplier of shrimp in the United States, the second of flowers and cocoa, and the third of bananas; 1,400 Ecuadorian companies are linked to exports to the United States.</li><li>- Ecuadorian products have a certain favoritism when entering the United States, due to the System of Tariff Preferences, where zero tariff or a significant reduction is granted, which allows them to compete within the US market and achieve a better position.</li></ul>

Source: (PRIMICIAS, 2021)(Coba, 2020)



**Figure 6:** Trade balance Ecuador – U.S. in thousands of USD



Source: Trade Map 2022

Prepared by: The author

As has been observed in the graph, there is a constant evolution in both imports and exports. It is important to note that the trade balance between the countries of Ecuador and the United States has been in a constant surplus in favor of Ecuador for about two decades. In 2019, Ecuador reached 22,329 million USD in its exports, of the total of this figure, the United States occupied 30% or 6732.89 million USD. Also, it is important to take into account the relevance of China as a strong competitor for the United States in terms of Ecuadorian exports, this has been highlighted in the last 6 years of trade relations between the two countries.

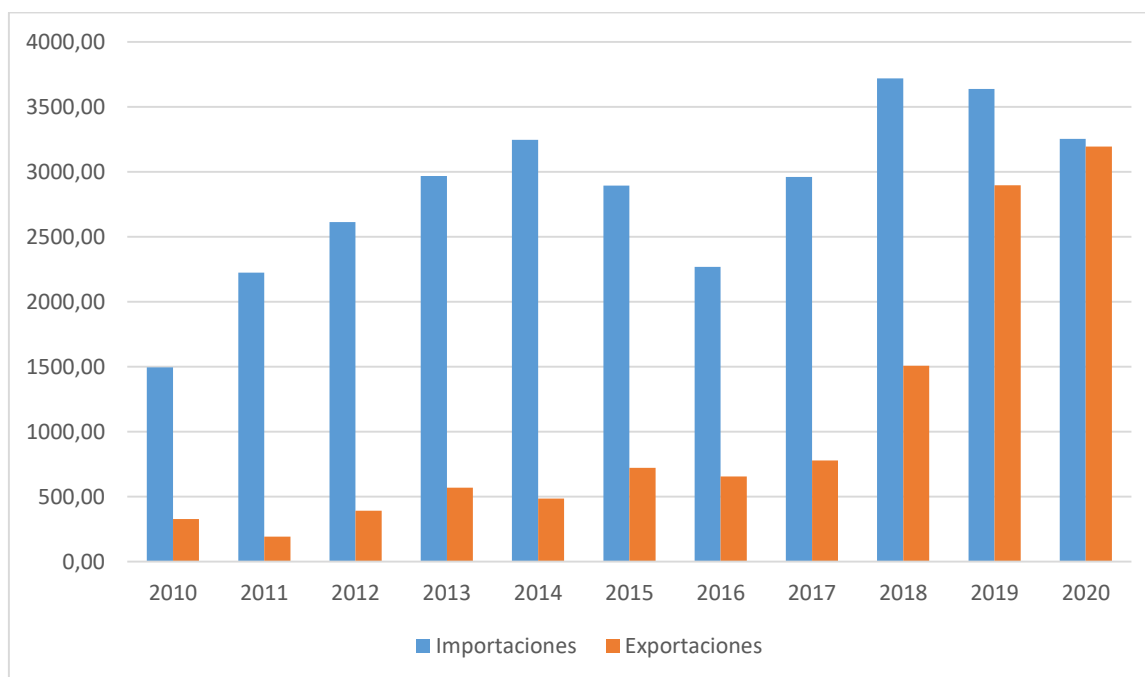
### 1.4.2 China

**Table 8:** Ecuador – China trade relationship

Main information	Consumption reasons
<ul style="list-style-type: none"> <li>- There are several aspects that must be taken into account regarding Ecuador's trade relations with China, including foreign debt, anticipated oil sales to Petrochina and Unipet companies, and foreign investment.</li> <li>- The commercial relationship between Ecuador and China has had a constant evolution over the years, which is why it sought to sign a free trade agreement between both countries.</li> <li>- Among the main products that Ecuador exports to China are mainly shrimp, bananas, frozen fish, cocoa, and oil.</li> </ul>	<ul style="list-style-type: none"> <li>- Products exported to China maintain high-quality standards when entering the market, so they are willing to pay for Premium quality when consuming.</li> <li>- China's economy continues to grow positively over the years.</li> <li>- China is a very important market for exporters since it maintains a high rate of consumption of Ecuadorian products, this is due to the big market that China maintains, which surrounds 1,400 million inhabitants, so it will always be an interesting niche for finding new markets for new national products.</li> </ul>

**Source:** (PRIMICIAS, 2021) (Coba, 2022)

**Figure 7:** Trade balance Ecuador - China in thousands of USD



Source: Trade Map 2022

Prepared by: The author

China is one of its most important trading partners of Ecuador since this country concentrates on a great development of technology and industrialization; That is why Ecuador registers a high rate of imports from the Asian country, where prices are also cheap and competitive. In addition, it can be seen that, in recent years, there has been an annual increase in exports to China, but unfortunately it has not been possible to have a favorable trade balance for Ecuador. Ecuador has a high rate of imports from China, so, to mitigate this type of deficit, it is important to maintain dialogues so that a possible free trade agreement can take place, where Ecuadorian products would compete better in the Chinese market.

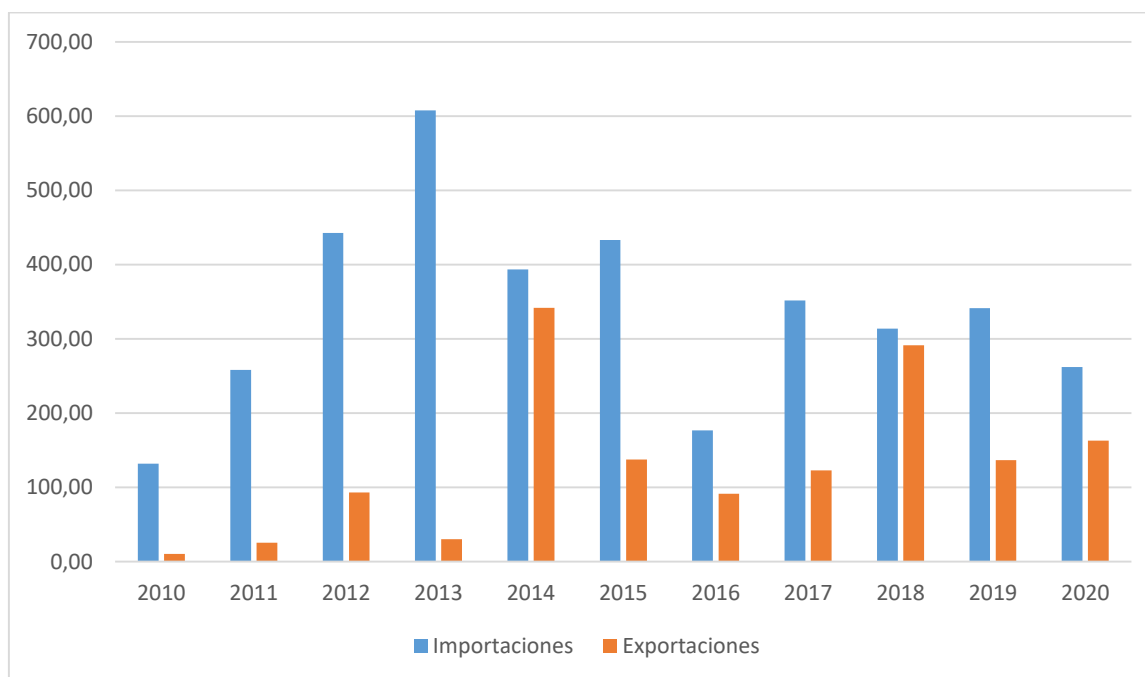
### 1.4.3 India

**Table 9:** Ecuador – India trade relationship

Main information	Consumption reasons
<ul style="list-style-type: none"><li>- Ecuador is India's eighth Latin American trading partner.</li><li>- Ecuador exports several products to India, among them are teak wood, oil, cocoa, shrimp, pepper, roses, tagua buttons, gold, etc.</li><li>- Between 2015 and 2017, the export of teak wood was considerably reduced due to fumigation permits at the origin, but an agreement was reached between Ecuador and India to fumigate with phosphine, and not with bromide.</li></ul>	<ul style="list-style-type: none"><li>- Ecuador is one of the few countries that can have commercial teak wood plantations, due to its privileged ecosystem.</li><li>- Some products that come from Ecuador have had tariff preferences since 2019.</li><li>- The gold and its manufacturers are of excellent design and quality.</li><li>- Products such as bananas and shrimp are recognized for their great flavor and quality with which they enter India, therefore, they have been able to penetrate the Indian market leaving their competition behind.</li></ul>

**Source:** (Cámara Ecuatoriano India de Comercio , 2019)

**Figure 8:** Trade balance Ecuador - India in thousands of USD



Source: Trade Map 2022

Prepared by: The author

Although India does not stand out among the main trading partners of Ecuador, it is important to take into account their relationship, due to the teak wood product, which maintains a high rate of exports to that country. As it has been observed in the graph, the Ecuador-India trade balance has been negative for Ecuador for several years ago, in the same way, a slow increase in exports can be observed until 2014, when precious stones and gold were the triggers to increase in the sale of Ecuadorian products to India. In addition, since 2018 there has been a greater recovery in exports, due to the fumigation agreement for teak wood at the source.

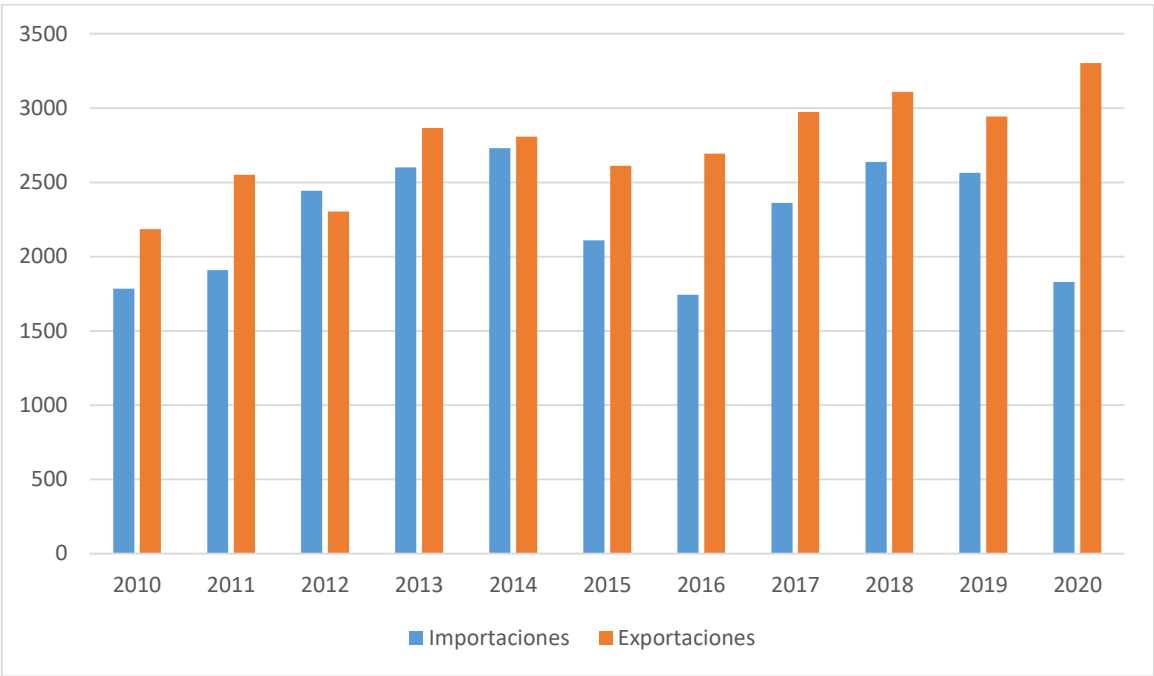
### 1.4.5 European Union

**Table 10:** Ecuador – European Union trade relationship

Main information	Consumption reasons
<ul style="list-style-type: none"><li>- The European Union bloc is Ecuador's largest trading partner in non-oil products.</li><li>- The most outstanding products that are exported to the European Union are fruits, fish, shrimp, cocoa, flowers, and toquilla straw hats.</li><li>- Since 2017, a trade agreement has been maintained between Ecuador and the European Union, which consists of the progressive reduction of tariffs on around 1,300 products.</li><li>- Since the trade agreement came into force, Ecuador has entered new products such as papaya juice and concentrate, craft beer, hot sauces, and superfoods. In addition, it has been possible to enter new markets such as Finland and Denmark.</li></ul>	<ul style="list-style-type: none"><li>- Ecuadorian products can compete with better prices and quality, thanks to the current trade agreement.</li><li>- Ecuador has a highly diversified exportable basket.</li><li>- The large Ecuadorian producers comply with the sanitary regulations, and the care of the environment necessary in their production.</li><li>- In Europe there is a high demand for organic products, therefore, Ecuador can meet these market niches.</li><li>- The European Union supports the development and sustainable production, through projects and training for SMEs, in this way they can meet the demands of the market.</li></ul>

Source: (Coba, 2021) (El Comercio, 2021)

Figure 9: Trade balance Ecuador - European Union in thousands of USD.



Source: Trade Map 2022  
Prepared by: The author

As it has been observed in the graph, Ecuador's trade balance with the European Union has been mostly positive, this happens since this political-economical block covers several European countries, which maintain high expectations when purchasing Ecuadorian products. The importance of the trade agreement signed in 2017 must be taken into account, because, thanks to this agreement, Ecuador has been able to export a greater variety of products and especially with added value, which is extremely important to mitigate the export of raw materials.

### ***1.5 Featured products***

It is important to highlight the presence of four relatively new products that Ecuador offers in the international market, these products began their boom in 2020 and became the revelation in the country's non-traditional exports. These products are teak wood, ginger, cocoa paste, and baby banana; each one had an important participation in the commercial balance of Ecuador in that year, for this reason, it is extremely important that an analysis can be carried out on what were their beginnings in production, their export figures, main destinations, places of production, etc.

#### ***1.5.1 Teak wood***

The "Tectona grandis" better known as teak wood, is a wood that has been produced in Ecuador since approximately 1963, it is distinguished for being a very valuable and high-quality wood, due to its excellent durability, ease of working, color, non-deterioration by water and metals, and also by its emission of oils and resins. Due to all the aforementioned characteristics, this type of wood is considered a great product in markets around the world.

It has been possible to demonstrate that Teak is perfectly acclimatable to temperatures that oscillate between 22 and 28 degrees Celsius, in this way Ecuador has been able to develop this product without any problem.

The use of teak wood is quite variable, it is normally highly valued throughout the world for its intersecting characteristics, for having a great variety of natural oils, very high resistance to attack by fungi and termites, it is also resistance to fire and decomposition. This product is used for naval and rural constructions, also for cabinetmaking, carpentry, handicrafts, bodywork, bridges, and others.

Regarding the exports of this product, teak wood has been exported to many countries in the world for several years, and has even been presenting quite an interesting increase in its exports; For example, from 2003 to 2011, there was an increase of approximately 550%, with an annual return of 68%.

In 2020, teak wood reached 32.4 million USD, that is, it had an increase of 183% compared to 2019; this amount is equivalent to 240,000 tons of which 98% was exported to India.



According to the Ministry of the Environment, in Ecuador, there are around 160,000 hectares of forest plantations, which generate a little more than 110,000 direct jobs (Coba, 2021) (La Hora, 2021).

**Figure 10:** Exports of teak wood in thousands USD



Source: Banco Central del Ecuador 2022

Prepared by: The author

As can be seen, the export of wood in Ecuador has been increasing over the years, since 2010 it has been possible to observe a gradual increase, and above all find two high points, the first is in 2015 when teak wood was of great help to boost wood exports in general, in that year there was an investment by businessmen from India who wanted to promote the development of Teak in the province of Esmeraldas, that's why there was an increase in exports that year; The second high point was in 2020 when there was an increase in exports

never before seen in the history of Ecuadorian teak wood, this rebound happened while the world was going through the beginning of the coronavirus pandemic.

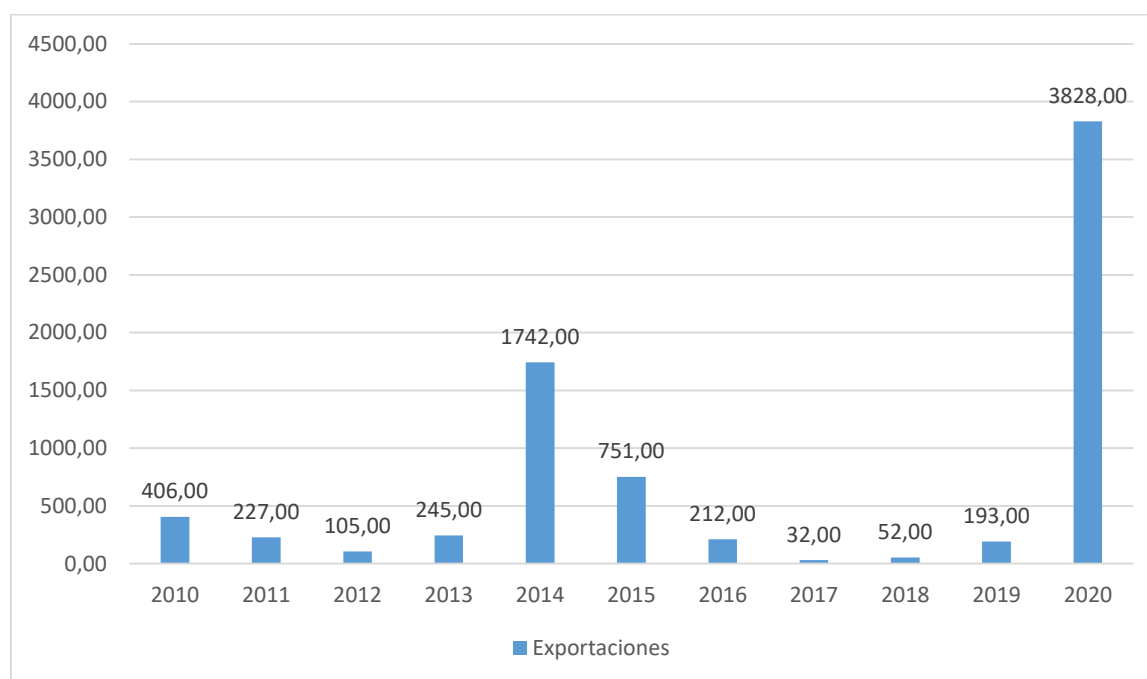
### ***1.5.2 Ginger***

Ginger is the product that most surprised Ecuadorian exports because it had an increase of 2,102% in 2020. There are several reasons why ginger has experienced a boom never seen before in its exports, some of them are: the shortage of products offered by China (the main supplier of ginger in the world) due to the loss in the great magnitude of its plantations caused by heavy rains, and great demand from countries like the Netherlands, Germany, United States, and Belgium, because ginger, and ginger tea, were considered as a natural alternative to combat the symptoms caused by the Covid - 19; these two situations were the trigger for a wide supply of ginger from Ecuador to the entire world.

In terms of production, Ecuador has around 150 hectares dedicated to ginger production, most of these producing farms are located in the provinces of Los Ríos, Santo Domingo de Los Tsáchilas, and Macas. Currently, there is a greater supply and production of this product in Ecuador, this is clearly due to the success it had in 2020; before the pandemic, the price of ginger ranged between USD 150 per quintal, currently between 35 USD.

As we had already mentioned, the year of the pandemic was the best year in history for Ecuadorian ginger, as a result of this boom, ginger began to be cataloged as a product with great potential for export in the coming years, so it has attracted the attention of several investors who are interested in increasing production, and improve the quality and processes for the export of ginger. In 2020, 3.8\$ million USD of ginger was exported, the largest importer being the United States.

**Figure 11:** Ginger exports in thousands of USD.



Source: Trade Map 2022

Prepared by: The author

According to the graph, the instability of exports of this product can be observed; there have been years such as 2014 where it had an excellent reception and an exponential increase compared to 2013, but in 2016, 2017, and 2018 it suffers a very strong fall in the international market, this is due to several factors associated with the production and the scarce support from government entities at the time of promoting its export. But what happened in 2020 is a sign to start giving importance to a product that can have an excellent scope and can become one of Ecuador's export strengths, and, in this way, diversify production and supply to the international market.

(Coba, 2021) (La Hora, 2021).

### **1.5.3 Baby banana**

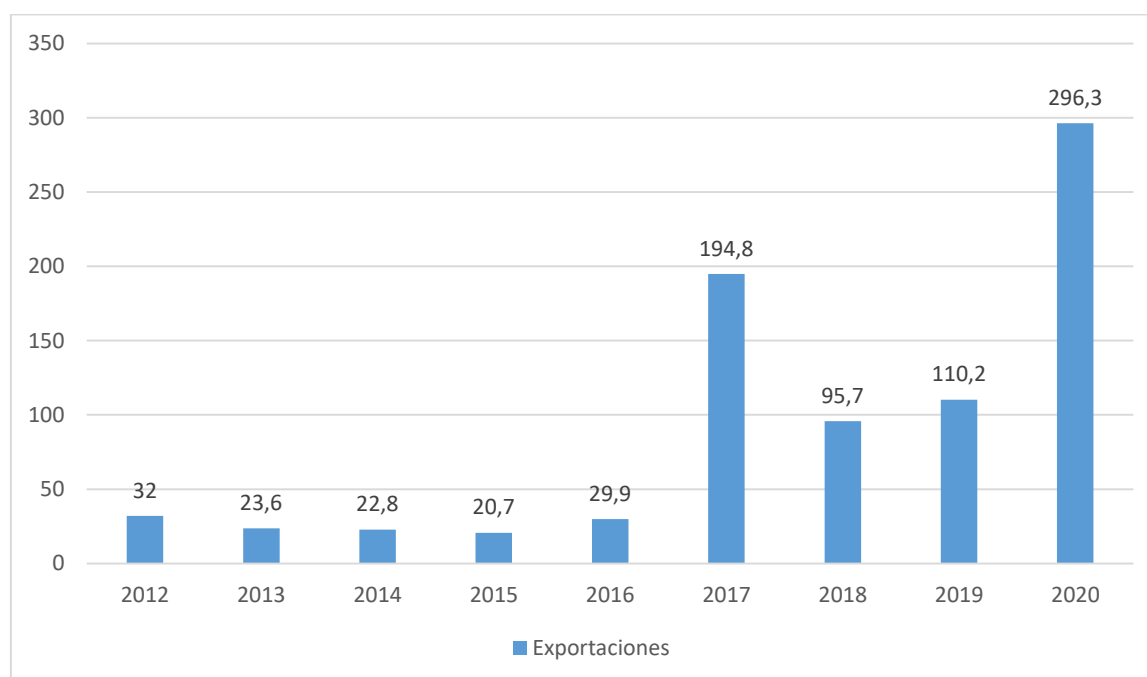
Ecuador has been recognized worldwide for its excellent banana production, especially for the variety it produces. The Cavendish banana is one of the most sought-after in the international market, but in recent years a new variety has been positioning itself in Ecuador's banana exports, the baby banana. *Musa acuminata* AA, also known as baby banana, is a variety of banana that is characterized by its small size, measuring only one-third of a Cavendish banana: this type of banana is traditionally grown in the provinces of Guayas, El

Oro, Cotopaxi, Azuay, Bolivar, and Chimborazo. Ecuador produces around 960 boxes of baby bananas per hectare, it is important to mention that there are around 5,456 hectares dedicated to the cultivation of this banana.

As well as ginger, the pandemic also had an impact on the high demand for baby bananas, and many people preferred this type of fruit to improve their diet and thus strengthen their immune system against the coronavirus disease. Another reason for this increase in exports is the low price at which the baby banana is offered abroad.

The main export markets for this product are the United States, Russia, China, the European Union, and Argentina. There are about 44 exporting companies throughout the country.

**Figure 12:** Banana exports in thousands USD



Source: Trade Map 2022

Prepared by: The author

According to the graph, it can be seen that in 2020 the baby banana was in great demand in the international market, so it managed to increase its exports by 169% compared to 2019, the figures reached 296.3 million USD, which places the baby banana as one of the outstanding products. It was also the best figure achieved in the last 11 years. From 2010 to 2020, the export of this type of banana increased from 7.65 tons to 465.59 tons, which means a very significant increase for producers and exporters of baby bananas.

(Coba, 2021) (La Hora, 2021) (El Productor, 2021).

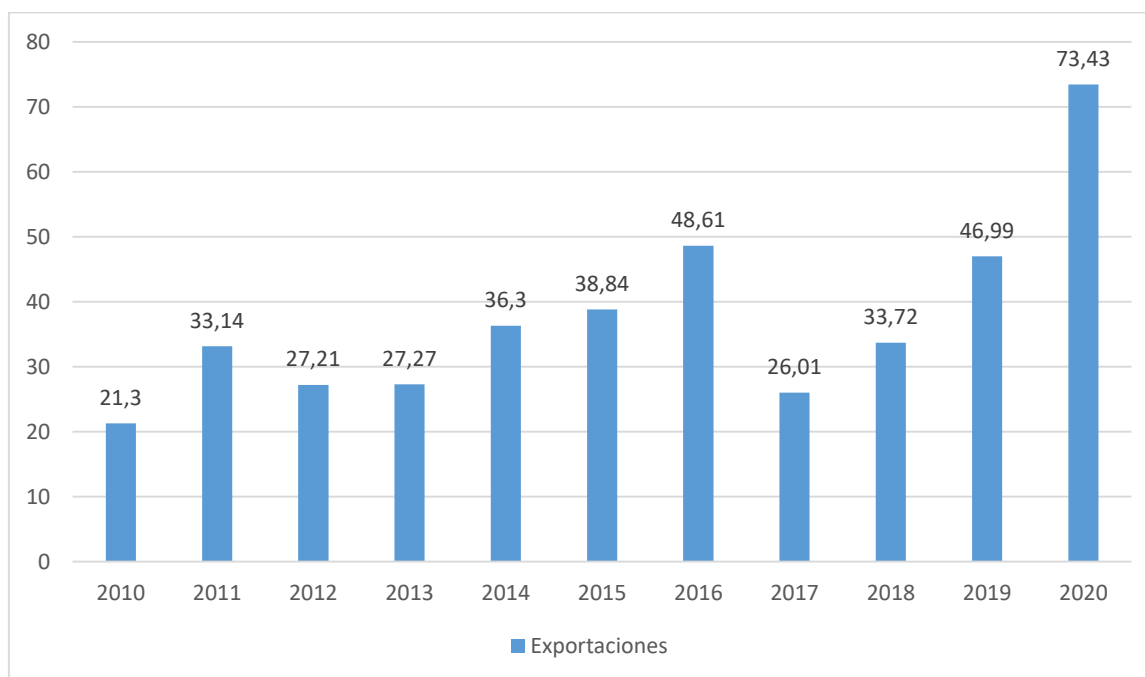
#### ***1.5.4 Cocoa paste***

The cocoa paste is a semi-processed and derived product obtained from the cocoa harvest and is the result of roasting, grinding, and refining cocoa after drying and dehulling. The cocoa paste is considered an important product because after being pressed, cocoa butter and cocoa powder can be obtained, which are exported in blocks. It is important to note that the export of cocoa paste has been present for many years in the history of Ecuador, and has also had its ups and downs in the international market.

The main reasons for the rebound in cocoa paste exports in 2020 are the investments made for the reactivation of cocoa production plants, and also to the existence of new markets that require this type of cocoa with added value to produce chocolate. While there was confinement due to the coronavirus pandemic, cocoa consumption increased significantly around the world, which led to an increase in demand for cocoa for Ecuadorian exporters; in addition, as we have already pointed out, the trend that year was to seek products that offer high nutritional content, which is very characteristic of Ecuadorian cocoa, and also of the exportable basket.

Among the main buyers of this product are the United States, Argentina, and Japan. In addition, Ecuador has about 23 companies that are responsible for the production of cocoa paste.

**Figure 13:** Exports of cocoa paste in thousands USD



Source: Trade Map 2022

Prepared by: The author

According to the graph, an interesting increase in the export of cocoa paste can be observed in 2020 compared to 2019, with exports reaching around 73.4 million USD, which meant an increase of 55%; it can be concluded that this year was the best figure during the last decade. The potential of this value-added product should be taken into account if we work on the search for new market niches that are interested in acquiring Cocoa Paste and its benefits.

(Coba, 2021) (La Hora, 2021) (El Productor, 2021).

As we have seen in this first chapter, Ecuador has historically been characterized as a country that exports raw materials and natural resources, especially in agriculture and fishing; in this way, Ecuador has been evolving and looking for new options in terms of markets and products. In addition, it is important to mention the opening of new industries, which not only export primary products but also seek to add value and position themselves in the final consumer market. It is extremely important to highlight the main markets to which Ecuador exports its products, in order to understand the opportunities that exist when producing new goods that meet the trends and expectations of these markets. Finally, it has been possible to find excellent potential in the case study products, which stand out for their

quality, usefulness, and above all for the opportunity that exists if future commercial agreements and greater support from governmental entities for these new industries are formed.

**Figure 14:** *Teak Wood, ginger, baby bananas, cocoa paste*



Source: Montaña, K (2021)

## *Chapter 2: Analysis of imports from the U.S. and India*

### *2.1 Historical background*

**Table 11:** History of U.S. and Indian exports

United States	India
<ul style="list-style-type: none"><li>- The United States has been identified as an importer of raw materials and an exporter of value-added final products. It was initially an importer of textiles, spirits, molasses, and tea.</li><li>- Thanks to the industrial revolution, in 1870 the United States began the development of mass production, which allowed this country to produce machinery, domestic equipment, household appliances, etc., in large quantities. The main imported products during this period were: steel, iron, and manufactured goods; and its main trading partner was Europe.</li><li>- During World War I, the United States began the production of automobiles, armaments, chemicals, and energy. In addition, they began a commercial relationship with Latin</li></ul>	<ul style="list-style-type: none"><li>- India had a strong trade relationship with Mesopotamia based on barter, the main products imported were agriculture and livestock.</li><li>- At the time of the Mongol Empire in 1526, India became the most important manufacturing center of international trade, and also began agricultural production. India imported products such as wool, unprocessed metals, and some luxury goods.</li><li>- In 1757, under the control of the British East India Company, India went from being a civilization that exported finished goods to exporting raw materials and importing manufactured goods. British control compressed the Indian economy and trade relations severely.</li><li>- Jamsetji Tata was an Indian entrepreneur in 1970; he was characterized by strong competition to manufacturing imports from England; his</li></ul>



<p>America and imported products such as copper, lead, zinc, wool, fertilizers, and oil.</p> <ul style="list-style-type: none"> <li>- The Great Depression began in 1929, an event that greatly affected international trade due to protectionism through tariffs.</li> <li>- In 1950, after World War II, the General Agreement on Tariffs and Trade began, where countries opted for more open measures to promote international trade. During this time, the United States was an importer of coffee, cocoa, sugar, bananas, copper, lead, and oil.</li> </ul>	<p>strategy was basically to import longer and higher quality cotton from Egypt.</p> <ul style="list-style-type: none"> <li>- In the post-independence years in 1950, there was a reform that promoted industrial development by import substitution.</li> <li>- In 1991, tariffs on foreign trade were decreasing, and India concentrated its imports on products such as fertilizers, gold, oil, and petroleum products.</li> </ul>
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**Source:** (Lerman, 1987), (Hoselitz, 1944), (CEPAL, 1951), (Yadav, 2018), (Sarkar, 2018)

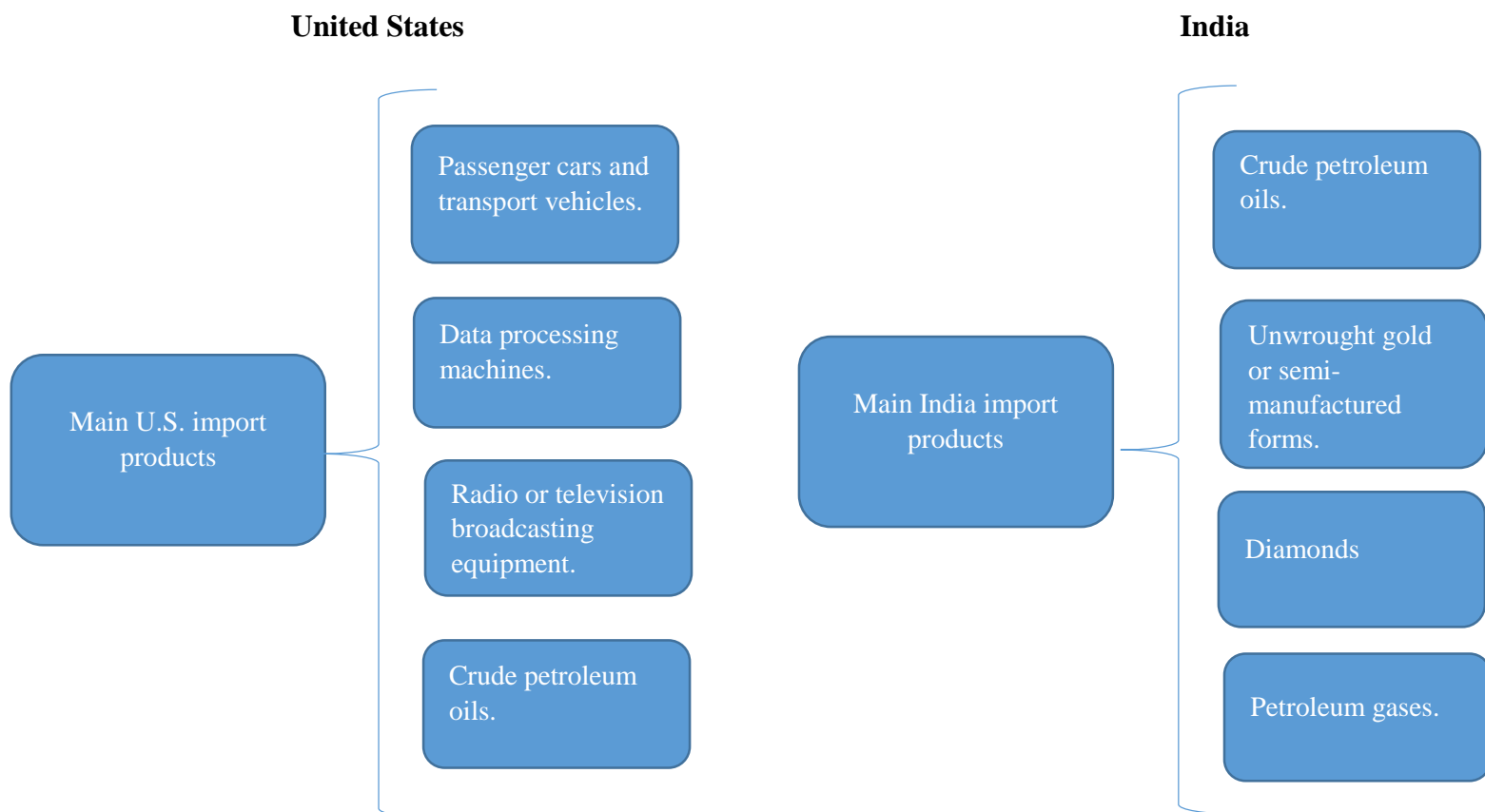
As we have been able to observe, the history of these countries has been completely different from each other; on the one hand, we have the United States as one of the strongest economies in the world, which was forged from its beginnings after independence, and knew how to take advantage of the opportunities that were presented at the time of the industrial revolution and also in the First World War; on the other hand, there is India as an emerging economy, which was oppressed and affected for several years, due to the British colony and its interests.

Currently, the United States has stood out as one of the most important countries in international trade worldwide, due to its great industrial capacity, favorable trade policies, and highly developed economy. The United States is considered one of the 3 most important economies in the world, so its participation in international trade is extremely important; moreover, this country has a population of approximately 329.5 million people, which makes it an extremely interesting niche market for the positioning of foreign products from all over the world.

India is considered an emerging economy due to its high development indexes. Its participation in the international market has been very noticeable in recent years, especially due to its industrial growth, which gives it the capacity to offer different goods and services to the entire world. India has a population of 1.38 billion inhabitants, which makes it the second most populated country in the world, after China and above the United States. Therefore, India becomes a generous market niche that can be exploited to market new Ecuadorian products that can meet their demands and needs.

## 2.2 Main import products from the United States and India.

**Table 12:** Main import products from the United States and India in 2020



**Source:** (Trade Map , 2022), (Santander Trade, 2022), (Observatorio de Complejidad Económica , 2022).

Prepared by: The author

## ***2.3 Importance of raw materials and natural resources in the economies of the United States and India.***

### ***2.3.1 United States***

Historically, the United States has always been one of the largest importers of raw materials and natural resources; products such as oil, gold, mineral fuels, oils, cocoa, timber, iron, and steel are some of the various products that the United States has been coveting for many years. There are several reasons to understand this important trend, and as we have already explained, the United States is one of the most industrialized countries in the world, therefore, there are several factories and industries dedicated to different economic activities that need raw materials to make their final products.

The interest of U.S. governments in oil has been one of the major topics of debate among different countries in the world, so it is important to highlight the different interferences they have made throughout their history. For example, there have been companies financed by the government of this country for the exploitation and refining of petroleum and petroleum products; in this way, they are able to secure their interests and a greater quantity of this raw material in their country. The main petroleum-based products made in the United States are gasoline, electricity, hydrocarbons, pharmaceuticals, and plastics. In 2020, the United States imported USD 223.79 million in raw materials. It is important to mention that the United States has long maintained a large capacity to absorb Latin American products, mainly raw materials, but over the years this has been changing thanks to the diversification of the export basket of countries, and also to the entry of new foreign markets.

(Lucero, 2020) (Ministerio de Energía y Minas , 2020) (Trade Map, 2022).

### ***2.3.2 India***

India is a country with an emerging economy, which maintains high levels of industrialization, and is projected to be one of the countries with the highest economic growth in the coming years. In India's imports, one can easily recognize its interest in raw materials and natural resource products, especially products such as oil and precious metals. India's interest in oil and petroleum gases is due to the fact that this country is the fastest-growing energy market in the world, therefore, demand is increasing greatly; India also has a fairly

high refining capacity, so it has found it necessary to import more product for its 23 refineries throughout the country.

As for the import of fine pearls, gold, and diamonds, India is an excellent consumer of foreign products, since it has very little production of its own. The interest of its inhabitants in gold, jewelry, and precious metals is due to the economic power of acquiring one of these products, and also to the informal system that allows changing gold into cash very quickly.

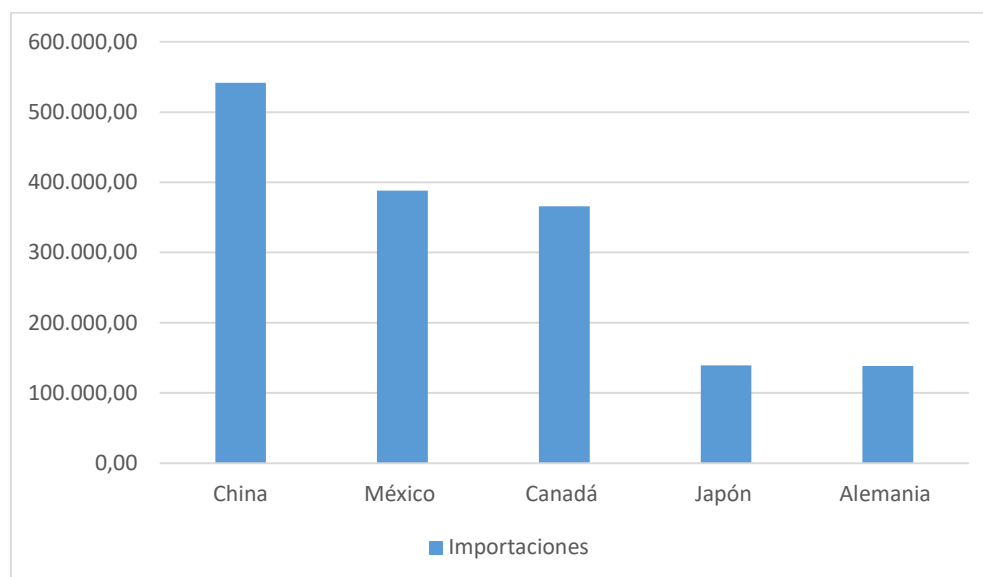
Finally, as already mentioned, India has a high level of industrialization, therefore, it needs certain raw materials in order to produce textiles, chemicals, pharmaceuticals, etc. In 2020, India imported USD 23.15 billion in raw materials.

(Tiwary, 2021) (Oro Information, 2021) (Trade Map, 2022)

## ***2.4 Main export partners for the U.S. and India***

### ***2.4.1 United States***

**Figure 15:** Total U.S. imports in 2021 in thousands of USD.



Source: Trade Map 2022

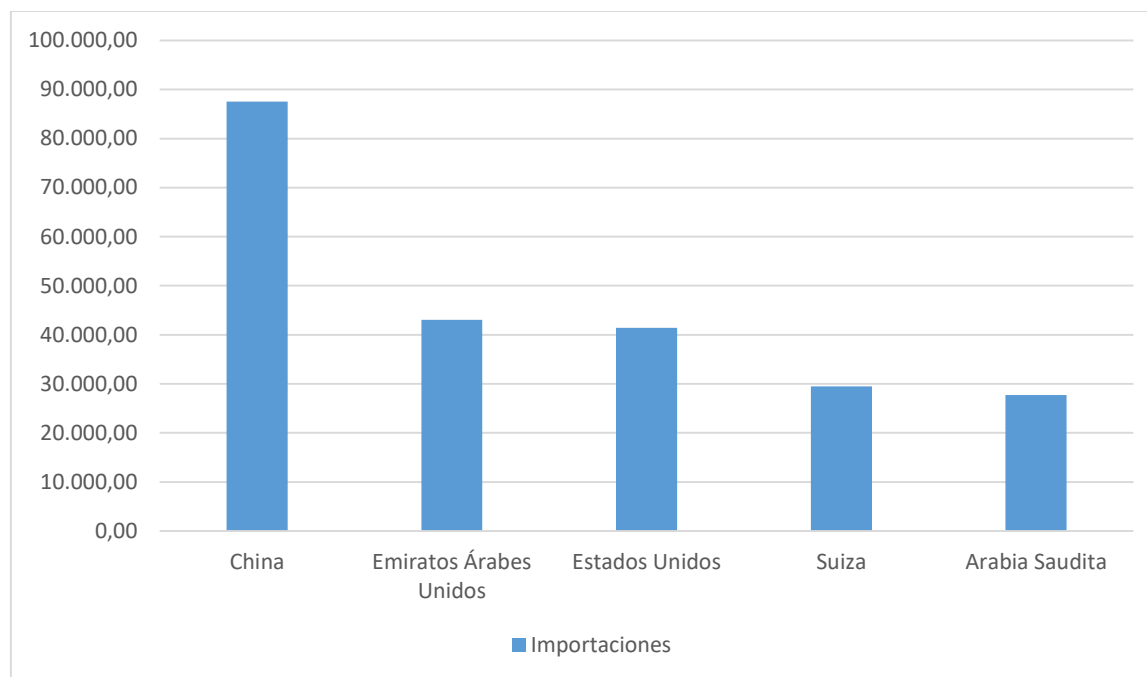
Prepared by: The author

As can be seen, the United States maintains important trade relations with several countries in different regions of the world. Its main import partner is China, a country with which it has a trade dispute, but which needs certain materials produced in that country in order to develop its domestic industry. It is also important to emphasize its trade relations

with neighboring countries such as Canada and Mexico, which are its main suppliers after China. Finally, the European country with which it maintains the largest trade relationship is Germany, due to its large automotive and pharmaceutical industry.

#### 2.4.2 India

**Figure 16:** Total imports from India in 2021 in thousands USD



Source: Trade Map 2022

Prepared by: The author

The graph shows the main partners from which the Indian country imports its products; it is important to highlight the presence of 3 countries that are within the same Asian continent, and it is also possible to distinguish the great difference that exists in imports from China versus those from other countries. The main partner from the American continent is the United States, and there is also the presence of the country of Switzerland as the first supplier from Europe.

#### 2.5 Main Latin American partners for the United States and India, and the situation in Ecuador

There are several reasons why Ecuador is not among the main import partners of these two countries. It is important to take into account the most imported products of each country; as previously mentioned, the United States has a tendency to import transportation and technology goods, two sectors in which Ecuador maintains low rates of development and

production, for example, in the automotive sector, Ecuador barely exported 1000 assembled vehicles in 2020, and likewise the export of technology, whether goods or services, is a sector that is still developing in recent years; in this way, it becomes very difficult to compete with countries that dominate the production of these goods. In the oil sector, Ecuador is one of the main suppliers of this product to the United States, but unfortunately, Ecuador's refining capacity does not match that of other countries such as Mexico or Canada, which have higher daily production.

On the other hand, India is an importer of oil and precious metals, very characteristic products in Ecuador's exports, but despite this, it has not established itself as one of the largest suppliers for this country. This is because the volume of exports of these products to India is very low, due to logistical issues and low production capacity compared to other trading partners. As previously mentioned, India's main partners are China, the United Arab Emirates, and Saudi Arabia. These three countries are giant oil producers, due to the large number of refineries they have in each of their territories, which allows them to produce millions of barrels per day; in addition, it is extremely important to remember that these three trading partners are located within the same continent, so export logistics become much simpler and the product arrives earlier. As far as precious metals are concerned, the main supplier for India is Switzerland, and again this is because Switzerland is one of the world's leading producers and exporters of refined gold, as its country comprises numerous precious metal refineries, which allow hundreds of tons per month to be exported.

The main Latin American partner of the United States is Mexico, the commercial relationship that exists between these two countries goes back a long time, due to the border location between these two countries. Mexico currently supplies the United States with a variety of products such as vehicles, computers, auto parts, and petroleum, making it its largest export trading partner. Mexico has been characterized as an industrial country in recent years, which has allowed it to supply not only raw materials but also finished products to its neighboring United States. In 2021, the United States imported around 388,500 thousand USD from Mexico. It is important to mention that both countries have treaties and agreements that facilitate trade between these nations, the latest being the T-MEC (Trade

Agreement between Mexico, the United States and Canada), thus replacing the former NAFTA.

On the other hand, India's main Latin American partner in terms of imports is Brazil. It should be noted that both nations belong to the BRICS, an economic and trade association with common characteristics and objectives, therefore, their commercial and political relationship aims at constant growth. The main products that India imports from Brazil are: petroleum and fuels, animal and vegetable oils, fine pearls, and sugars. In addition, it is important to mention that, there is foreign direct investment from both countries in their respective territories, in this way they manage to develop new knowledge and industries for the production of goods and services. In 2021, India imported around 4,928 thousand USD from Brazil.

(Oro Information, 2021) (Usla, 2021) (Coba, 2020) (Martínez, 2020)

#### ***2.6 Import requirements in India and the United States for the case study products.***

In this subchapter, we will analyze the different requirements that teak wood, ginger, baby banana, and cocoa paste products need to enter the U.S. and Indian markets. As previously mentioned, teak wood has been a highly desirable product for consumers in the Indian market, where most of its production is destined for that country. On the other hand, products such as ginger, baby banana, and cocoa paste, have had a great opening in the U.S. market. For these reasons, the requirements of each product have been divided according to the market that demands them.



**Table 12:** Requirements for entry of teak wood into India

Teak wood
<ul style="list-style-type: none"><li>- The importer must be registered with the Directorate General of Foreign Trade, through the Indian Customs EDI System.</li><li>- The importer must have the following identification codes: Permanent Account Number, Import Export Code, Goods and Services Tax Identification Number.</li><li>- Accompanying documents: Entry Invoice, Bill of Lading (BL), Commercial Invoice, Packing List, General Import Manifest, and Bill of Exchange.</li><li>- Requirements requested at the origin: exporter's certificate, phytosanitary certificate, inspection certificate.</li><li>- Requirements requested at destination: certificate of origin, quality certificate, and weight.</li><li>- Since 2017, Ecuador must fumigate teak wood at the origin and not at the destination, for this purpose phosphine or aluminum phosphide is used.</li><li>- There are no tariff barriers or taxes for this product.</li></ul>

**Source:** (Ortega, 2017) (Corral, 2019)

**Table 13:** Requirements for entry of ginger into United States

Ginger
<ul style="list-style-type: none"><li>- In the United States, no specific license is required from the importer, only the EIN (Employer Identification Number) as a tax identification is sufficient.</li><li>- Accompanying documents: entry manifest, bill of lading, commercial invoice or proforma, packing list, and bond payment.</li><li>- Requirements requested at the origin: exporter's certificate, phytosanitary certificate, sanitary registration.</li><li>- Requirements requested at destination: certificate of origin, complete labeling according to FDA standards, compliance with the quality standards of CODEX STAN 218-1999 for ginger.</li><li>- The exporting company must be registered with the Food and Drug Administration (FDA).</li><li>- The product will always be subject to inspection upon arrival at the port of destination.</li><li>- Under the Harmonized Tariff Schedule of the United States, Ginger does not pay any duty.</li></ul>

**Source:** (PROMPERÚ, 2020) (Talaveron, 2020)

**Table 14:** Requirements for entry of baby bananas into United States

Baby banana
<ul style="list-style-type: none"><li>- Since this is a product that also enters the United States, the import process and accompanying documents are the same as those explained in the previous matrix for ginger.</li><li>- Requirements requested at the origin: exporter's certificate, phytosanitary certificate, sanitary registration.</li><li>- Requirements requested at destination: certificate of origin, organic product certification, seal granted by the United States Department of Agriculture (USDA), labeling according to FDA standards, compliance with the quality standards of CODEX STAN 205-1997 for bananas.</li><li>- The exporting company must have registered with FDA.</li><li>- The product is subject to inspection upon arrival at the port of destination.</li><li>- Under the U.S. Harmonized Tariff Schedule, baby bananas do not pay any tariffs.</li></ul>

**Source:** (Fernandez, 2018)

**Table 15:** Requirements for entry of cocoa paste into United States

Cocoa paste
<ul style="list-style-type: none"><li>- Since this is a product that also enters the United States, the import process and accompanying documents are the same as those explained in the previous matrix for ginger.</li><li>- Requirements requested at the origin: exporter's certificate, phytosanitary certificate, jute bag phytosanitary certificate, agro-quality certificate, and sanitary registration.</li><li>- Requirements requested at destination: certificate of origin, advance arrival notification to the FDA, labeling according to FDA regulations, compliance with CODEX STAN 105-1981 quality standards for cocoa.</li><li>- The exporting company must have registered with FDA.</li><li>- The product is subject to inspection upon arrival at the port of destination.</li><li>- Under the U.S. Harmonized Tariff Schedule, Cocoa Paste does pay a general duty.</li></ul>

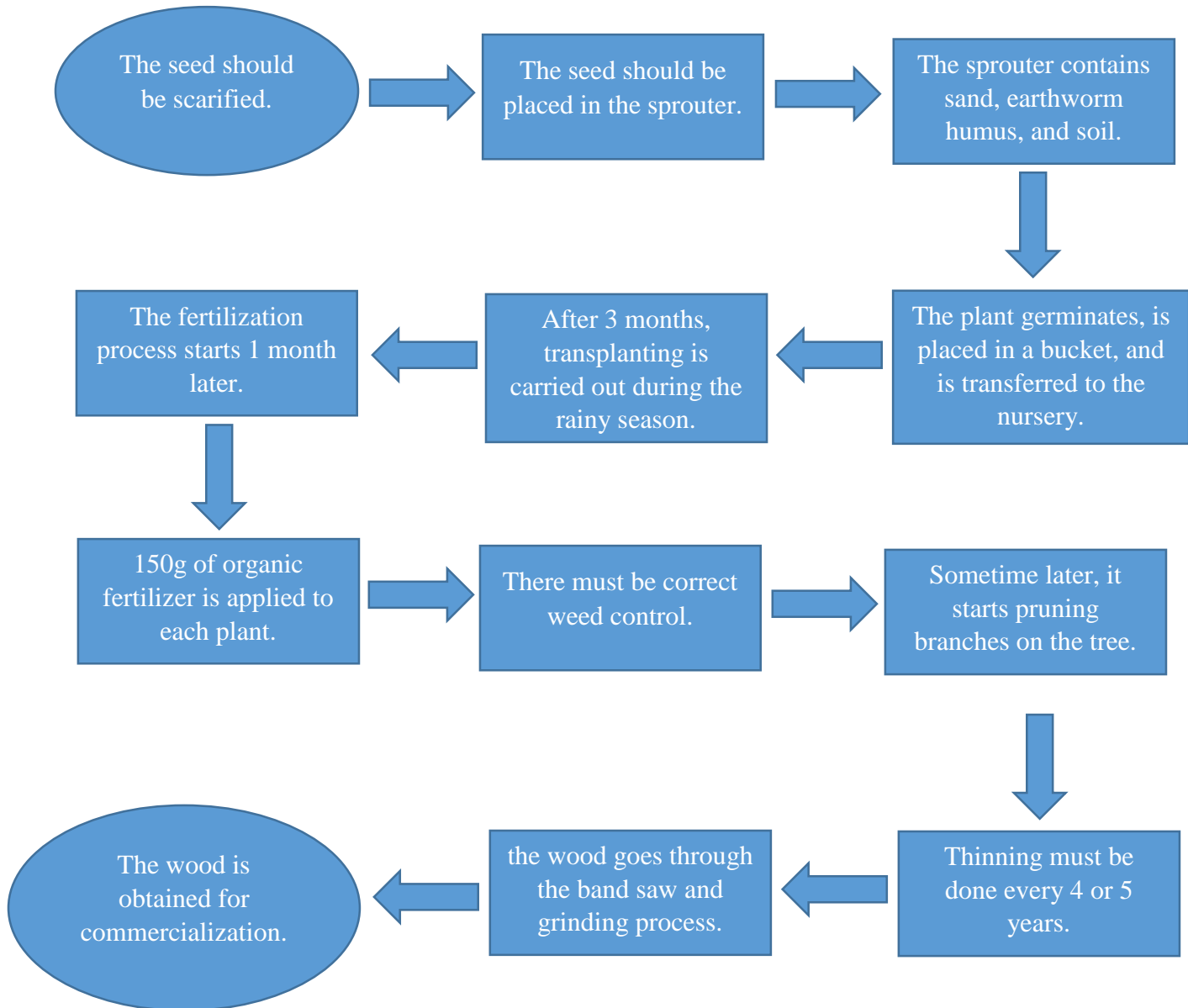
**Source:** (Ghana Export Promotion Authority, 2020)

As can be seen in this chapter, it is important to remember the different stages that the United States and India have gone through, in terms of their history, economy, import products, main trading partners, and their interests in natural resource products and also in raw materials. Although both countries maintain very different histories and cultures between them, we can highlight their wide industrial capacity and their interest in Ecuadorian products. It is extremely important to take into account all the requirements and customs documents requested by each country for the entry of a specific product when exporting.

***Chapter 3: Analysis of teak wood, baby banana, ginger and cocoa paste exports and their impact between Ecuador, the United States and India.***

***3.1 Description of the teak wood production process***

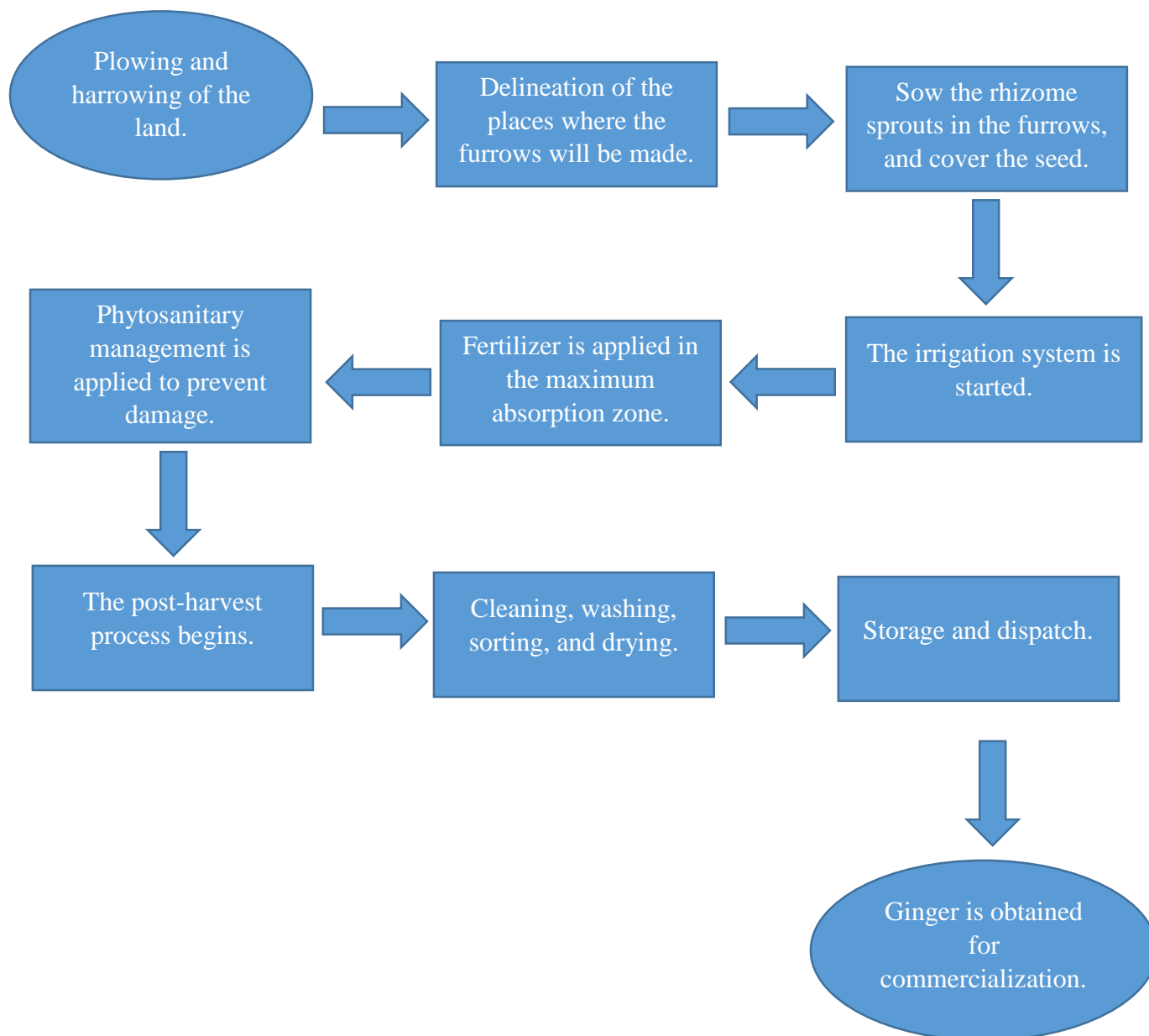
**Table 16:** Production of teak wood in Ecuador.



**Source:** (Bonilla, 2017)

### 3.2 Description of the ginger production process

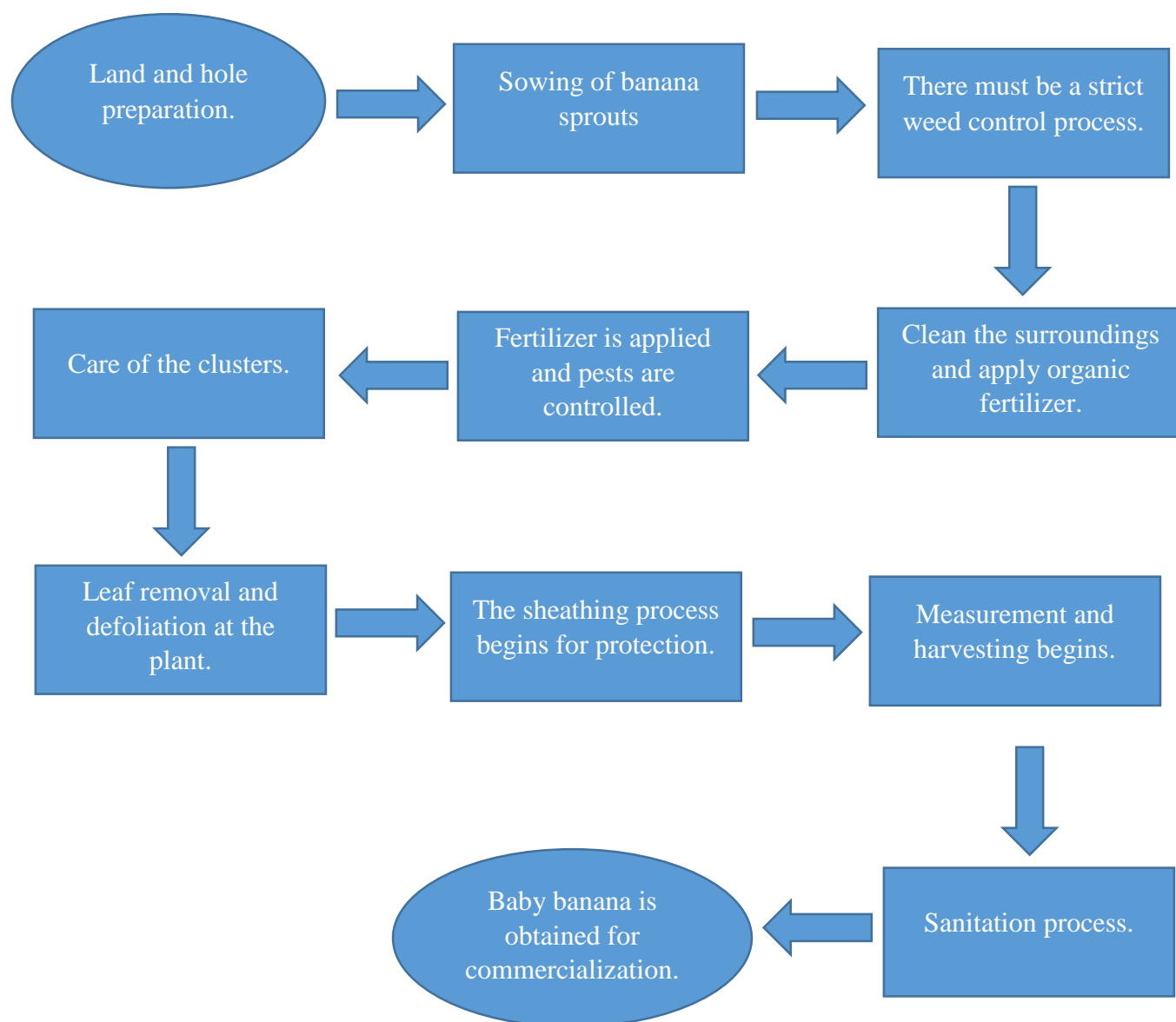
**Table 17:** Production of ginger in Ecuador



**Source:** (Oscullo, 2015)

### 3.3 Description of baby banana production process

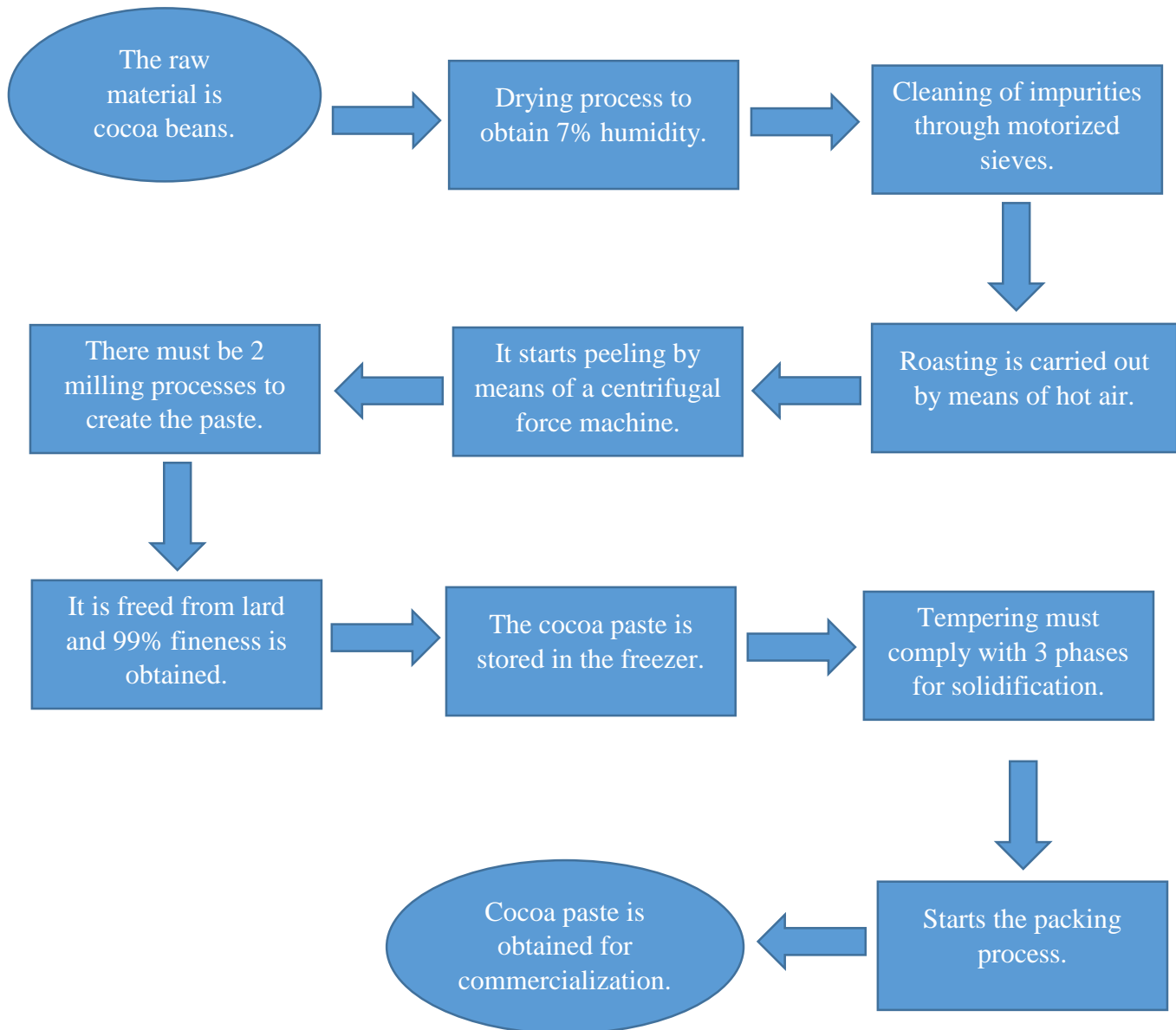
**Table 18:** Production of baby banana in Ecuador



**Source:** (Mora, 2020)

### 3.4 Description of cocoa paste production process.

**Tabla 19:**Production of cocoa paste in Ecuador



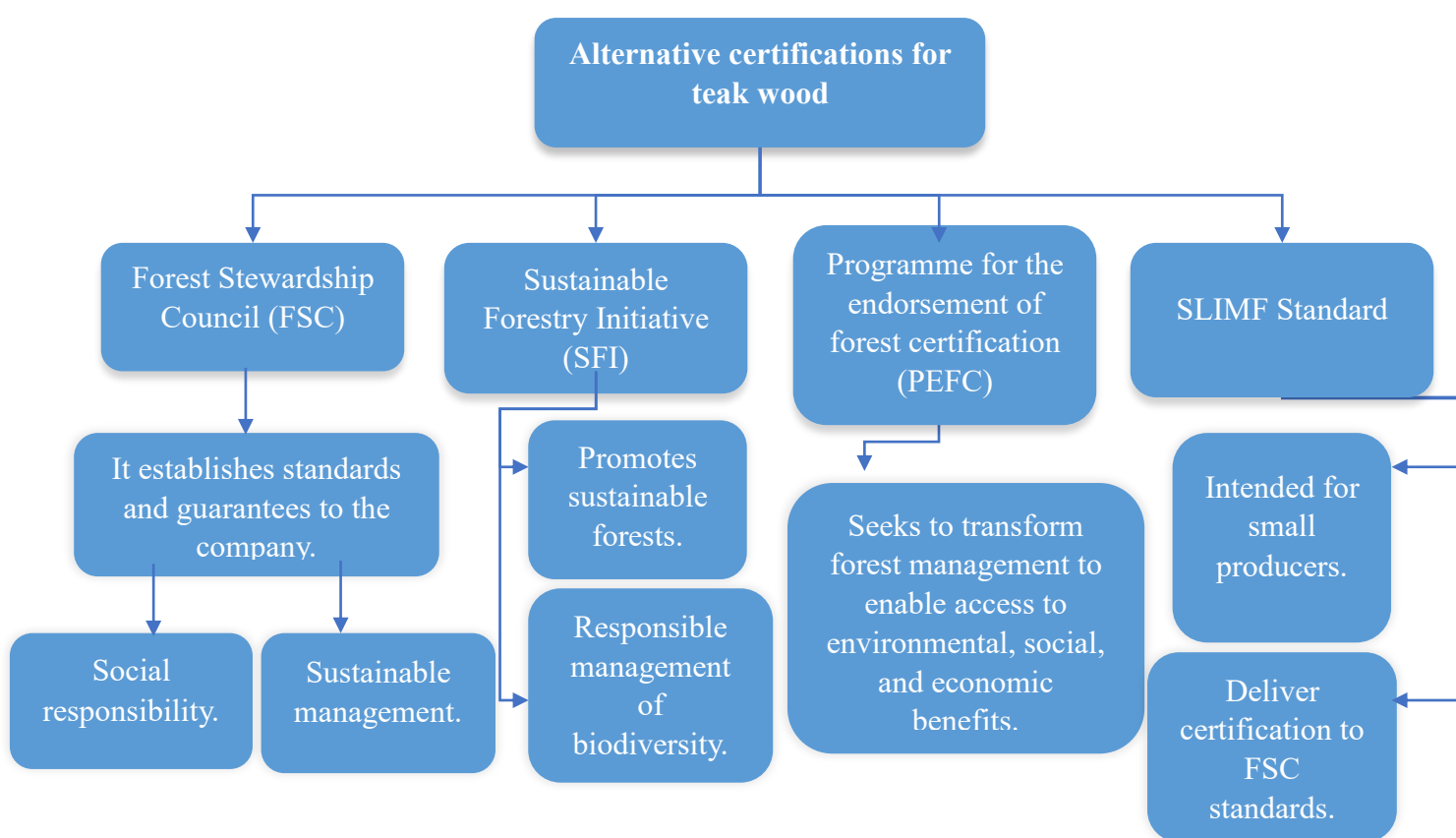
**Source:** (Pabón, 2016)



### 3.5 Alternative or complementary certifications for greater export impact.

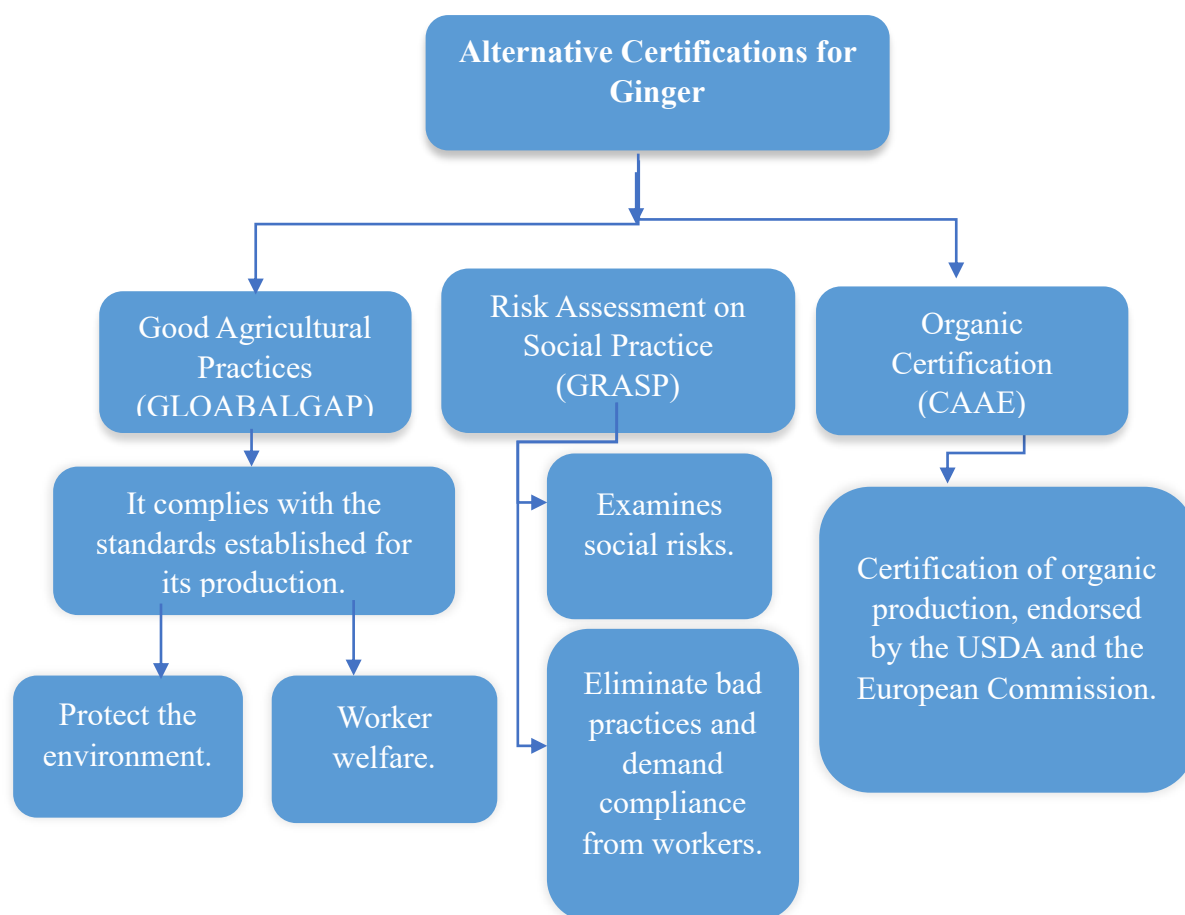
The following are the complementary certifications that can be applied in the development of the different case study products. It is important to investigate these certifications in order to promote the greater performance of Ecuadorian products in international markets, thanks to their quality and exemplary production processes.

**Table 20:** Alternative certifications for teak wood.



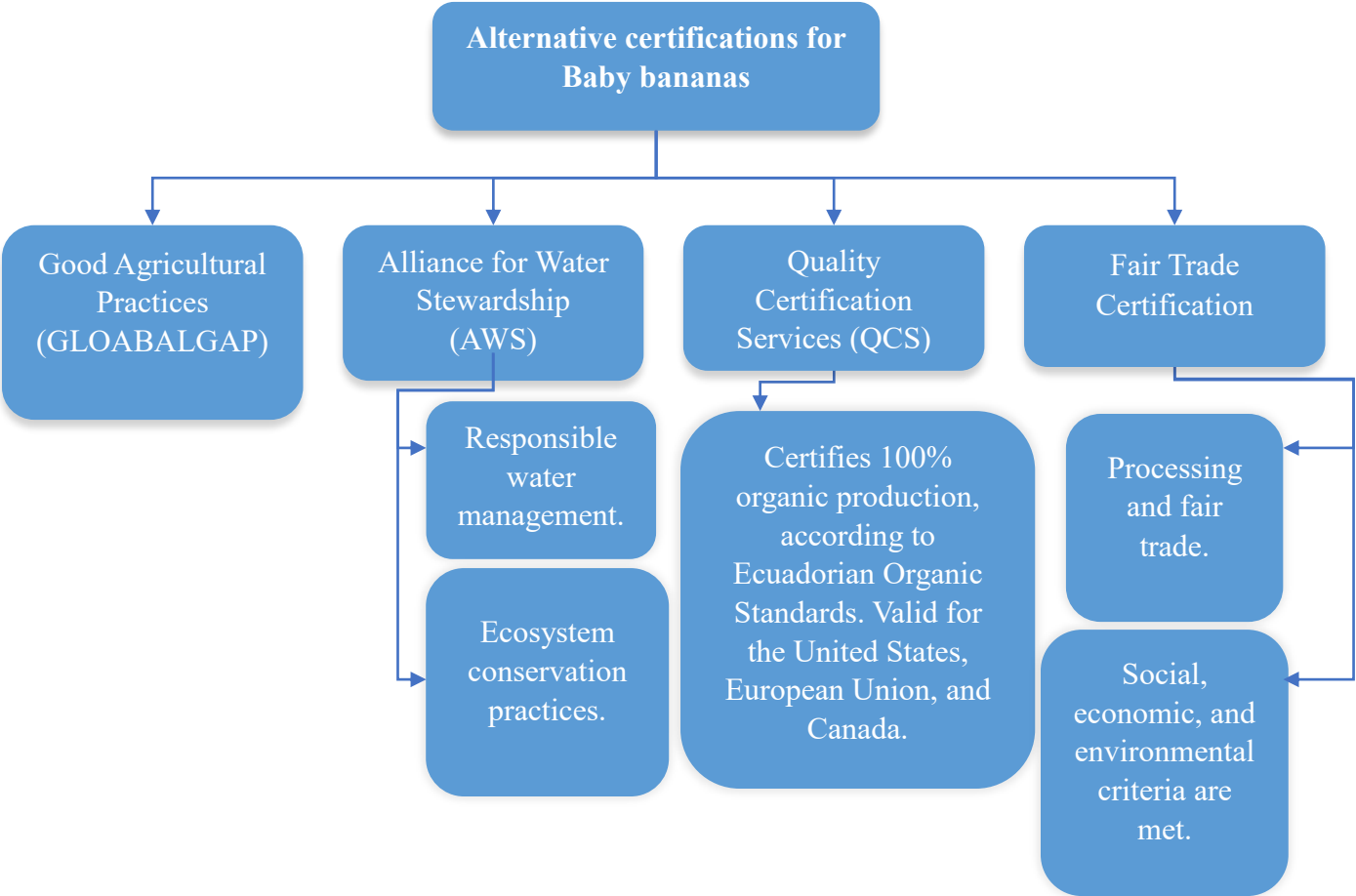
**Source:** (Noboa, 2017)

**Table 21:** Alternative Certifications for Ginger



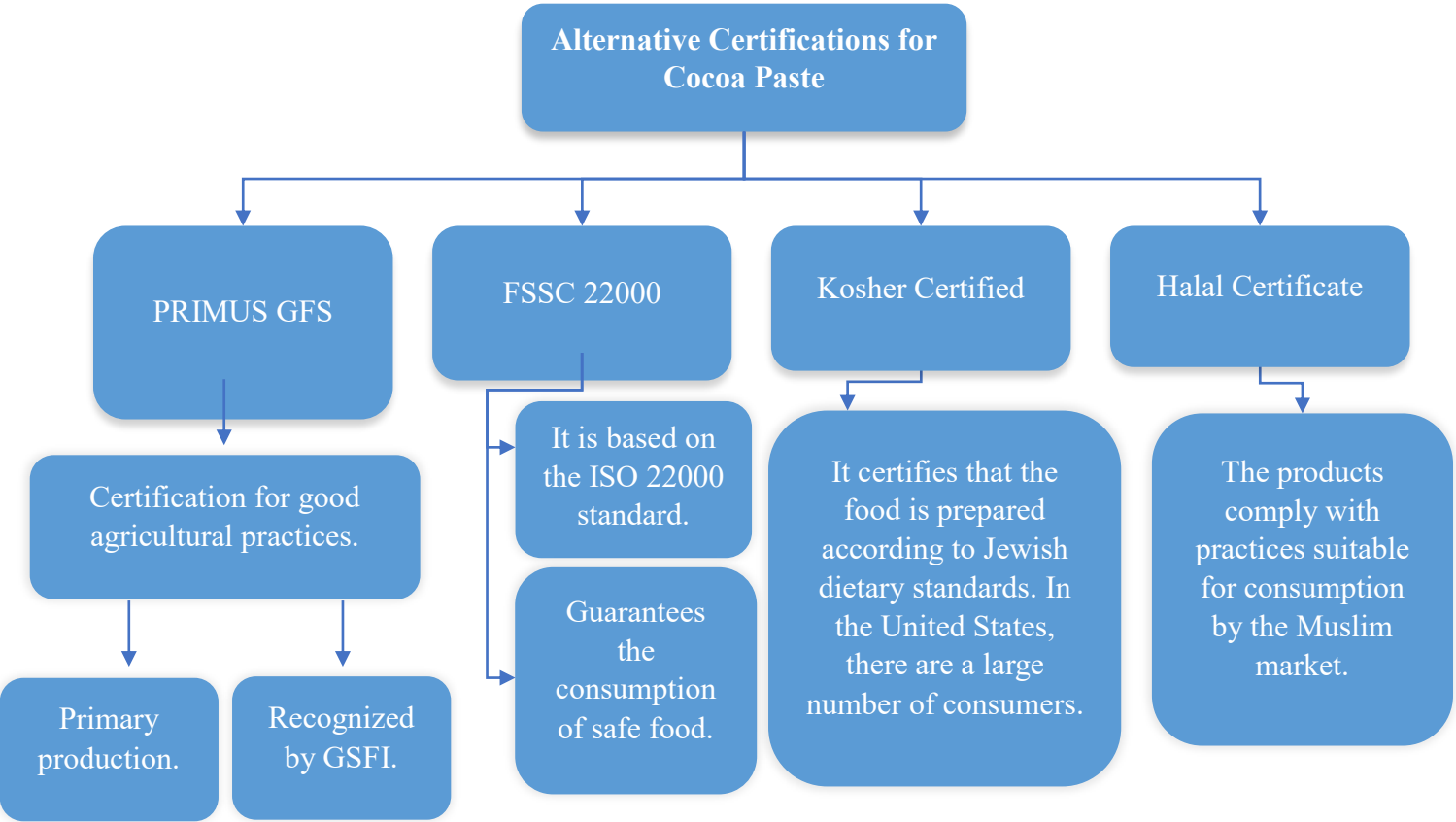
**Source:** (CAMEX, 2019)

**Table 22:** Alternative certifications for Baby bananas.



**Source:** (Ponce, 2018)

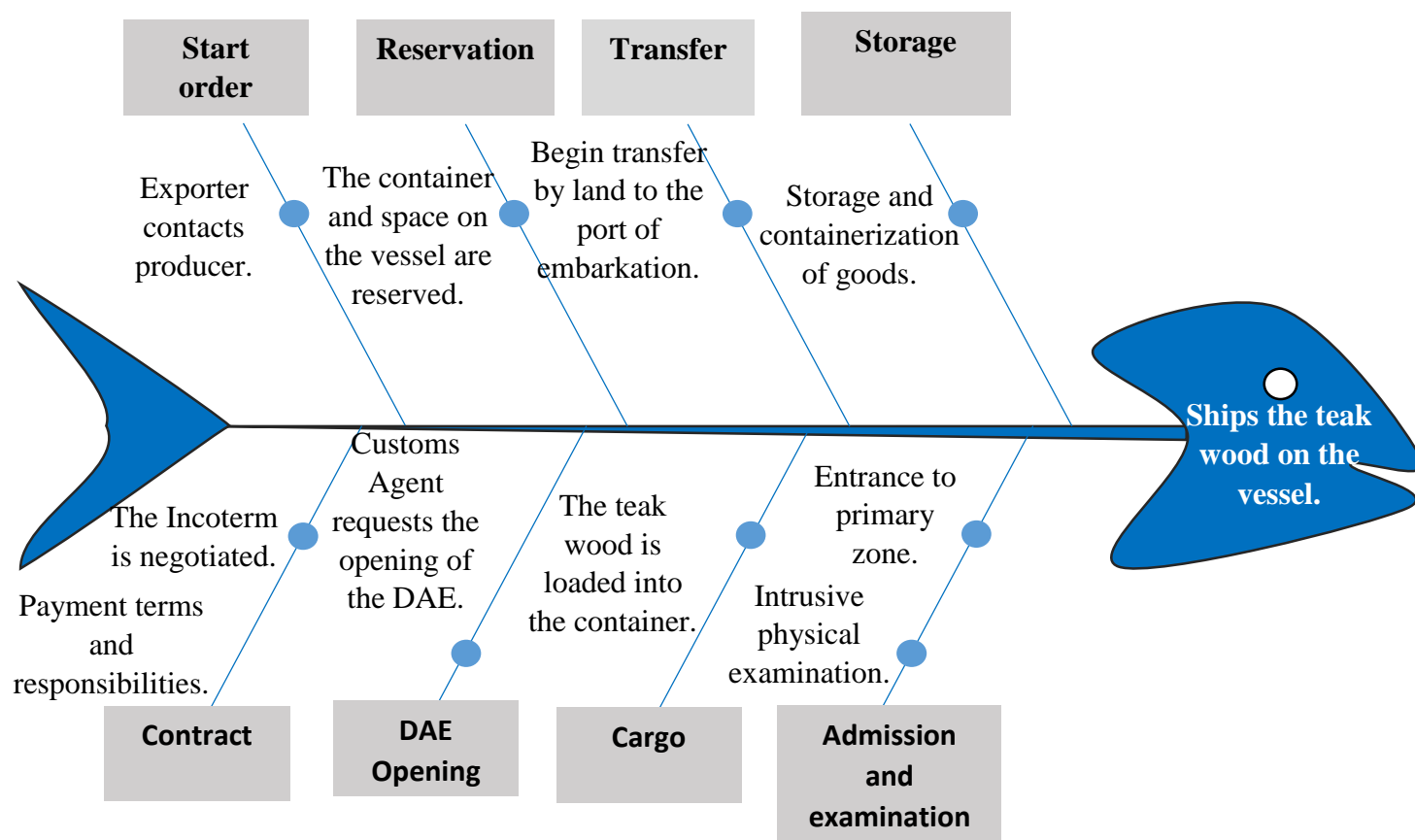
**Table 23:** Alternative Certifications for Cocoa Paste.



**Source:** (Perugachi, 2019)

### 3.6 Export logistics chain to destination port

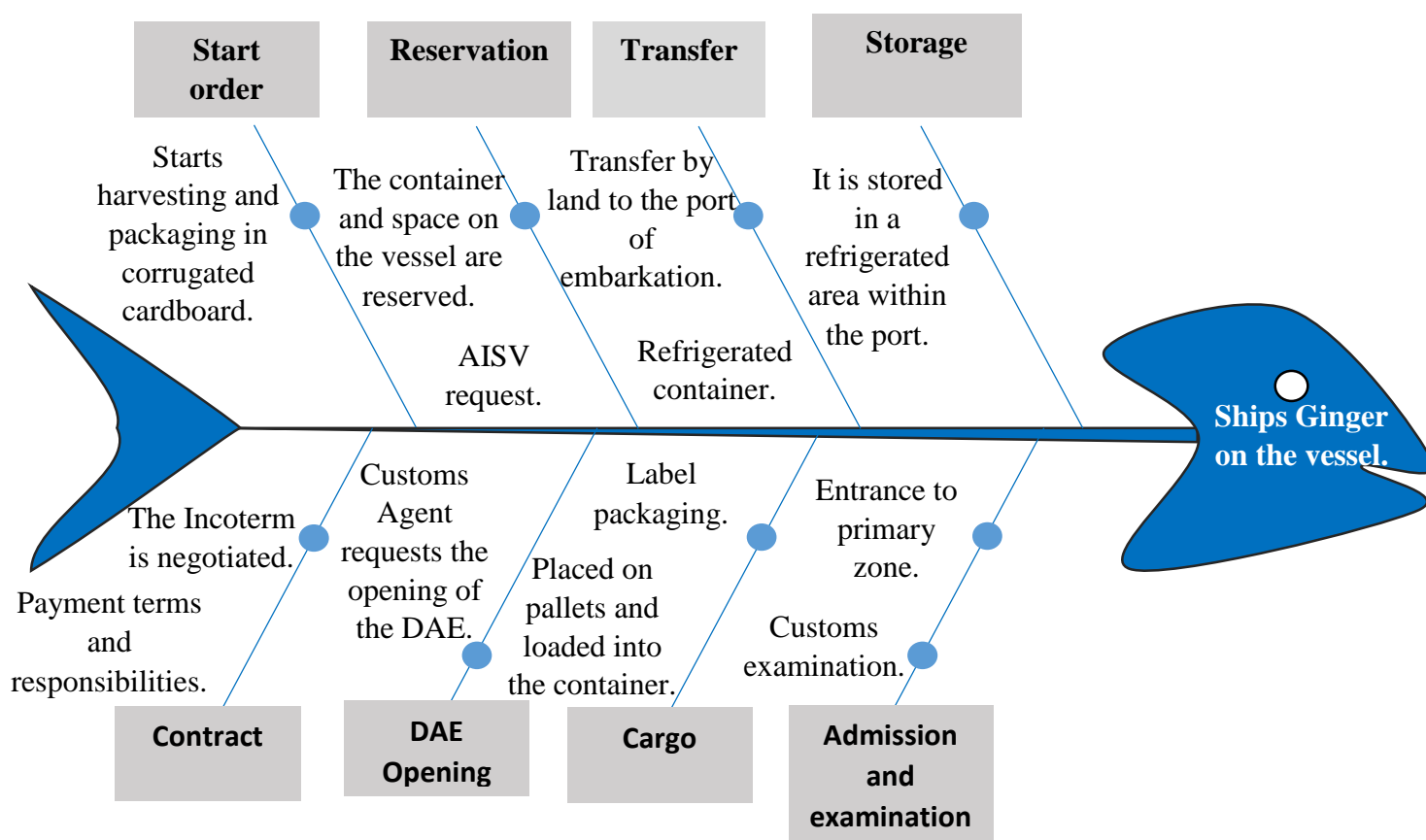
**Table 24:** Teak wood export logistics chain.



**Source:** (Ortega, 2017)

Regarding the logistic process of exporting teak wood, it is important to mention that the products need to comply with all the necessary requirements and documents at the origin so that the merchandise can be exported to the port of destination. In addition, this product does not require specific packaging or labeling, since it is exported in bulk. Finally, it should be noted that teak exports are exported in 20' and 40' dry containers.

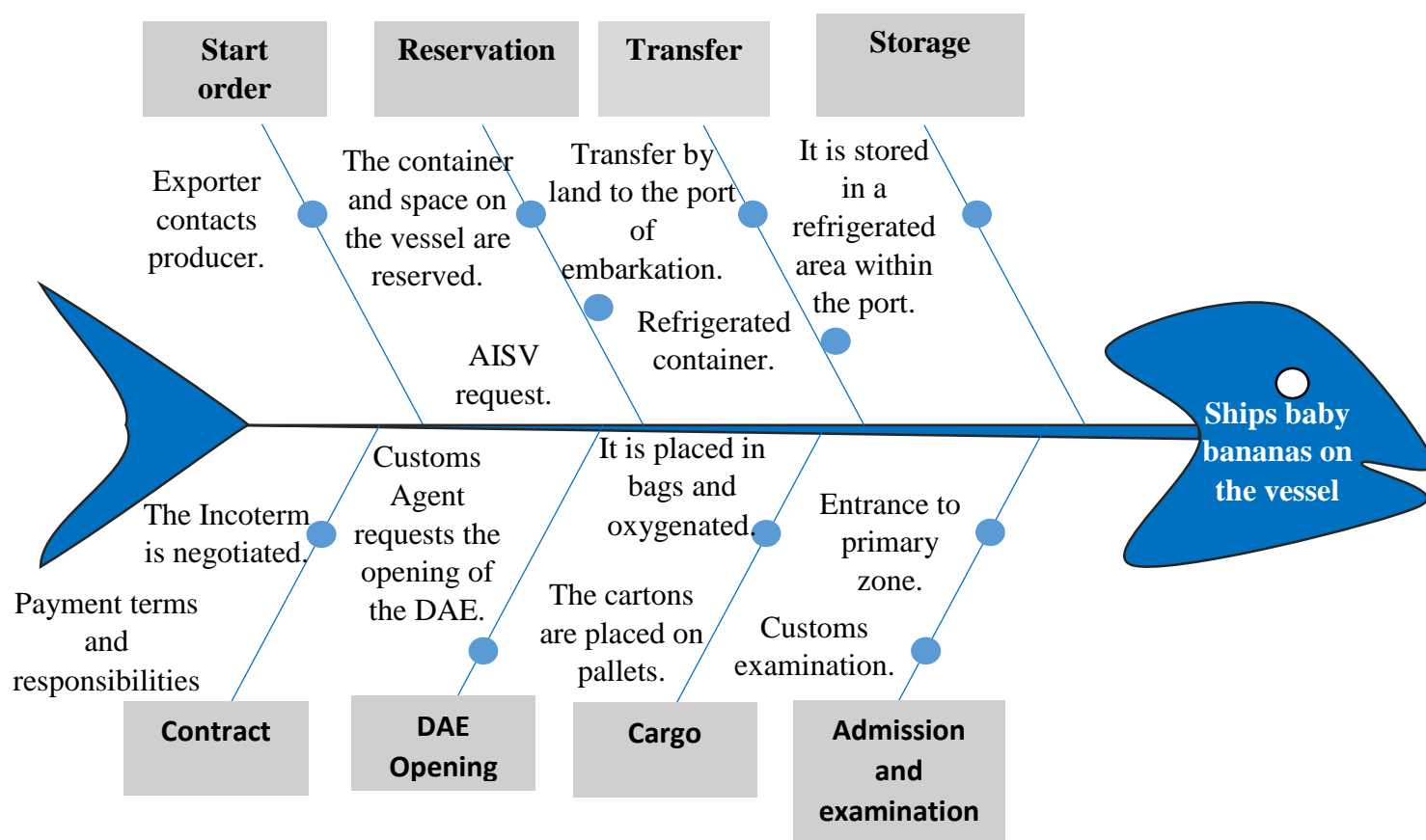
**Tabla 25:** Ginger export logistics chain.



**Source:** (Chávez, 2015)

The export logistics of ginger stands out for the care that must be given to the product at the time of its transportation, in the aspects of a correct homogeneous packaging in cardboard that includes the placement of straps; in addition, proper refrigeration must be maintained in the container so that the product arrives healthy to the final consumer. Ginger is a product that is exported in bulk, but the cartons must be properly labeled. Finally, the exporter must have all the documents and requirements at the origin in order to be able to ship the product.

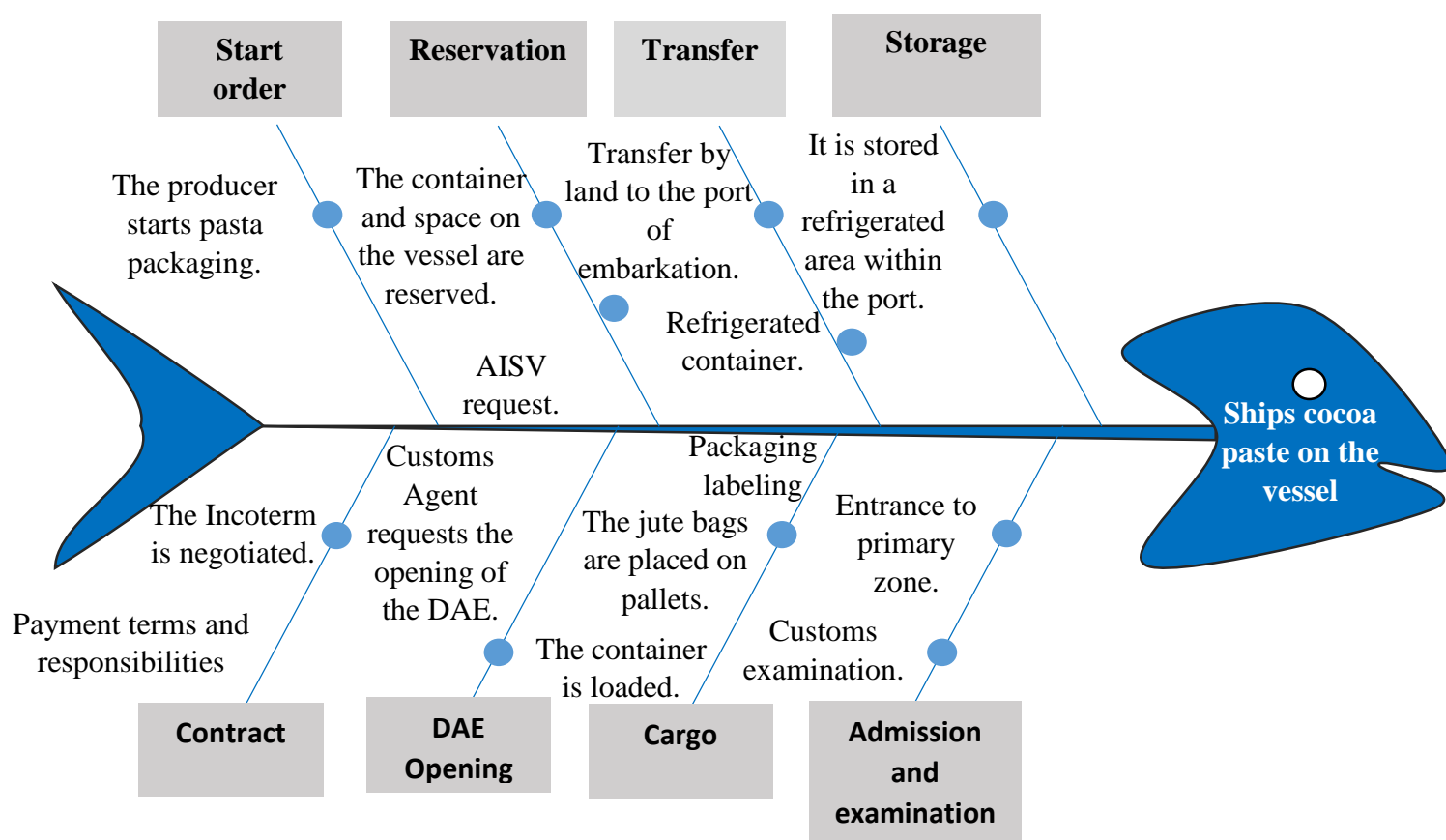
**Tabla 26:** Baby banana export logistics chain.



**Source:** (Dominguez, 2018)

In the logistic chain of baby banana, you can find the important treatment given to this product, which must be placed in polystyrene plastic bags and then must be oxygenated. In addition, it is important to emphasize that bananas must be properly sealed and comply with all documents and requirements at the origin. Phytosanitary inspections can be carried out before loading the product into the container.

**Tabla 27:** Cocoa paste export logistics chain.



**Source:** (Castillo, 2018)

In the logistics used for the export of Cocoa Paste to the foreign market, it is important to emphasize that, many times the producers become the exporters, due to their not so long process at the moment of production. As it is a value-added product, it needs to be correctly packaged and labeled in jute sacks, according to the standards described above. The product must be packed in a 20' refrigerated container. Finally, all documents and requirements for export must be in place at the point of origin.



### ***3.7 Marketing and physical distribution of case study products to the United States and India.***

It is important to analyze the physical marketing and distribution of the case study products once they arrive in their country of destination. This will resolve doubts about the use of the products in the United States and India.

**Table 28:** Commercialization of teak wood in the Indian market.

Teak wood
<ul style="list-style-type: none"><li>- Direct distributors: They stock imported teak wood, and seek out potential customers for sale, including architects, interior designers, sporting goods manufacturers, builders, real estate agents, engineers, loggers, and manufacturers. Some distributors already have a position in the market, which allows customers to know where to look for the wood.</li><li>- JagdevGroup, Sal Wood, and A.K Lumbers Ltd are some of the distributors of Ecuadorian Teak wood in India.</li><li>- Industries: There are several industries that directly import teak wood to create a specific product, among them are paper mills, furniture, plywood lumber, and design industries. For some manufacturers, it is favorable to import the wood directly, as they can reduce costs and find greater variety.</li><li>- TimberCraft, Punjab Teak Plywood Industries, and EkmanGroup are some of the industries that directly import Teak from Ecuador.</li></ul>

**Source:** (Aguirre, 2017) (Jagdev Saw Mills , 2022) (Timber Craft , 2022) (EKMAN, 2022)

**Table 29:** Commercialization of ginger in the United States market

Ginger
<ul style="list-style-type: none"><li>- Distributors: Ginger distribution is distinguished by customer requirements, according to the type of packaging needed; distributors import ginger to store it in their fields and give added value in terms of packaging to their customers. In addition, it is important to mention that they distribute ginger to supermarkets, and also to wholesalers, complying with all local regulations.</li><li>- Tropical Specialists, and Smart Group, are distributors of Ecuadorian Ginger in the United States.</li><li>- Food Industry: There are industries that also import ginger directly to add value and position the product in U.S. supermarkets. Products such as ginger tea and ground ginger are produced.</li><li>- Quik Tea, and JFC International, are industries that import their ginger from Ecuador.</li></ul>

**Source:** (Campos, 2019) (Quik Tea, 2022) (Tropical Specialist , 2022) (Smart Group, 2022)

**Table 30:** Commercialization of baby banana in the United States market

Baby banana
<ul style="list-style-type: none"><li>- Distributors: As seen in the previous matrices, there are companies that import baby bananas for distribution to supermarkets and service stations. Normally these distributors place their brand name on the baby bananas imported from Ecuador, thus positioning the product in the U.S. market.</li><li>- Derby Bananas is a distributor of baby bananas in the United States.</li><li>- Multinationals: There are multinational companies engaged in the production of baby bananas in Ecuador, and these same entities are responsible for exporting and marketing the fruit.</li><li>- DOLE Ecuador is a multinational producer of baby bananas, which belongs to the Dole Food Company of the United States.</li><li>- Baby bananas exported from Ecuador can be found in supermarkets such as: WallMart, Kroger, Miller &amp; Sons, Mollie Stones, among others.</li></ul>

**Source:** (Tomalá I. , 2020) (Derby Bananas, 2022) (Wong, 2018)

**Table 31:** Commercialization of cocoa paste in the United States market

Cocoa paste
<ul style="list-style-type: none"><li>- Distributors: Import cocoa paste into the United States for distribution to local chocolate producers.</li><li>- Cocoa Supply is a distributor of Ecuadorian Cocoa Paste in the United States.</li><li>- Food Industry: It should be noted that cocoa paste is an indispensable ingredient for the production of chocolate. As a result, several industries import cocoa paste directly from Ecuador to produce their own chocolate and distribute it in the United States.</li><li>- Barry Callebaut USA, and Cargill, are industries that import cocoa paste to produce chocolate.</li></ul>

**Source:** (Vera, 2018) (Cocoa Supply, 2022) (Cargill, 2022)

### **3.8 Export costs**

It is important to investigate the costs that exist in the export of the products of the case study, since it will be possible to know the profitability that exists in the export of each product, according to the price stipulated in the international market. The cost investigation is based on the Incoterm "Cost, insurance, and freight" or CIF, where the exporter assumes responsibility for placing the merchandise on the vessel, assuming the value of the merchandise plus insurance. Production costs are based on the quantity to fill a 20' container, while the port of shipment reference is Guayaquil.

**Table 32:** Teak Wood export costs

<b>Item</b>	<b>USD</b>
Total cost of production for a 20' container of teakwood (EXW)	7228.42
Cargo	120.00
Internal transport	350.00
Export documents	200.00
Charges at port of shipment	300.00
Customs agent	200.00
<b>FOB</b>	
Freight to India	4000.00
Insurance	62.00
<b>Total CIF</b>	<b>12460.42</b>

**Source:** (Pazmiño, 2019) (Tomalá F. , 2018) (Aguirre, 2017) (Ortega, 2017)

Elaborado por: El autor

According to the teak wood export cost table, 244 teak logs can be exported in bulk in a 20' standard container. The product maintains an important profitability index, due to its cost in the international market, which is around 150 USD; with this data, it can be concluded that the gross profit is 36000.00 USD, and the net profit is 24139.58 USD approximately. In addition, it should be taken into account that the investment in teak wood production is long term, due to its prolonged growth process, which takes between 15 to 20 years.

**Table 33:** Ginger export costs

Item	USD
Total cost of production for a 20' container of Ginger (EXW)	7726.40
Cargo	150.00
Internal transport	300.00
Export documents	250.00
Charges at port of shipment	300.00
Customs agent	200.00
Freight to United States	3220.00
Insurance	60.73
<b>Total CIF</b>	<b>12207.13</b>

**Source:** (Campos, 2019) (Laborde, 2019) (Barboza, 2020)

Elaborado por: El autor

According to the ginger export cost table, up to 10,000 kilograms can be exported in a 20' refrigerated container. In addition, the container can hold 880 boxes of 11.4 kilograms, distributed in 8 pallets. The cost of a kilo of Ginger in the United States is around 2 USD, therefore, we can determine a gross profit of 20000.00 USD, and a net profit of 7792.87 USD approximately.

**Table 34:** Baby banana export costs

Item	USD
Total cost of production for a 20' container of Baby bananas (EXW)	4050.00
Cargo	200.00
Internal transport	300.00
Export documents	110.00
Charges at port of shipment	300.00
Customs agent	200.00
Freight to United States	3220.00
Insurance	41.90
<b>Total CIF</b>	<b>8421.90</b>

**Source:** (Tomalá I. , 2020) (Mora, 2021) (Mise, 2019)

Elaborado por: El autor

According to the baby banana export cost table, up to 6525 kilos can be exported in a 20' refrigerated container. In addition, the container can hold up to 900 boxes of 7.25 kilograms, distributed in 9 pallets. The cost of a box of baby bananas in the United States is around 12.25 USD, which gives us a gross profit of 11025 USD, and a net profit of approximately 2603.1 USD.

**Table 35:** Cocoa paste export costs

Item	USD
Total production cost for a 20' container of cocoa Paste (EXW)	3446.25
Cargo	200.00
Internal transport	300.00
Export documents	200.00
Charges at port of shipment	300.00
Customs agent	200.00
<b>FOB</b>	
Freight to United States	3220.00
Insurance	39.33
<b>Total CIF</b>	<b>7905.58</b>

**Source:** (Verdesoto, 2015) (López, 2019) (Verdezoto, 2015)

Elaborado por: El autor

According to the Cocoa Paste export cost table, 8145 kilograms of product can be exported in a 20' refrigerated container. The Cocoa Paste enters the container in jute bags, therefore, 181 bags distributed in 10 pallets are needed to complete the container. The cost per hundredweight or 100 kilos is 166 USD in the United States, which means that a gross profit of 13520.70 USD is obtained, and a net profit of 5615.12 USD approximately.



#### ***4. Conclusions and recommendations***

The analysis allows us to conclude that the products of the case study had an increase in their exports in 2020, due to specific situations that occurred in the situation caused by the Covid-19 pandemic.

Teak wood is very desirable in the Indian market and not all countries have the conditions to produce this type of tree, due to this, there has been a greater increase in the production of teak in the long term, and thus managed to improve its exportable supply to that country.

Ginger had its best export moment, due to the scarce supply from China to the world; in addition, Ginger and Ginger's tea were considered as an alternative remedy to combat the symptoms of Covid-19, having Ecuador an advantage in the production of this product.

The baby banana is valued for being a smaller type of banana than the traditional ones, and also for its pleasant aesthetics; in addition, consumers were looking for this type of banana to improve their diet, and in turn their immune system, as a measure to combat Covid-19.

The cocoa paste is a value-added product that aids in the production of chocolate. In 2020, the demand for chocolate increased due to the confinement caused by Covid-19, and cocoa paste is an important raw material for manufacturing in the United States.

In addition, this analysis shows the importance of taking into account non-traditional export products, because they can have a higher yield, if the right actions are taken, and also the opening to foreign markets that are not as explored as India.

Production processes, logistics, export requirements, and marketing are extremely important points that should be made known to facilitate and promote the export of future producers.

It is recommended that exporters of the different products in the case study implement as many certifications as possible to generate greater confidence and a positive impact on importers and consumers when acquiring these goods, providing greater added value and international competitiveness. Among the most important certifications are Forest Stewardship Council FSC, GLOBALGAP, and FSSC 22000.

In addition, it is advisable to seek the production of value-added manufactures from the case study products, in this way we would begin to mitigate the export of raw materials and the import of final products, as has been most of the history of Ecuador's foreign trade.

Finally, it is important to seek dialogue between producers, exporters, and competent governmental entities, in order to seek alternatives that will help to further boost the export of these products, and turn Ecuador into an agro-industrial power, due to the characteristics that give it an advantage in this sector.

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