



Faculty of Legal Sciences

School of International Studies

Strategic Benchmarking in Mining on Negotiation
and Good Practices of Gold Trade in Switzerland,
applied to the Mining Associations of Camilo Ponce
Enríquez

Project prior to obtaining a Bachelor's Degree in International Studies

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Cuenca – Ecuador

2026

I dedicate this work mainly and from the heart to God because without him nothing would have been possible, for allowing me to have come this far, to my mother because she has been my support throughout this course of my career, and finally to me, for all the effort put in and not having given up.

ACKNOWLEDGEMENTS

First of all, I thank God for giving me this opportunity, in the same way my family who has always been with me, primarily my mother and my sisters who have been support and support at all times, since without them I would not have made it.

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Strategic Benchmarking in Mining on Negotiation and Good Practices of Gold Trade in Switzerland, applied to the Mining Associations of Camilo Ponce Enríquez

ABSTRACT

This research addresses the problem of gold mining in the Camilo Ponce Enríquez canton, highlighting the importance of strengthening traceability, sustainability and negotiation capacity in a sector characterized by informality and little transparency. Based on this, the general objective was to analyze the gold value chain in the canton through a benchmarking process with international models, particularly the Swiss model, to identify gaps and propose strategic guidelines for improvement. The methodological approach of this study was qualitative, with a descriptive and exploratory design based on documentary review, comparative analysis and verification using criteria of reliability, accuracy and relevance. The main results showed that local mining has structural weaknesses in formalization, traceability and sustainability, in addition to a limited negotiating capacity influenced by intermediation and lack of access to regulated markets, in contrast, the Swiss model demonstrates high standards of control, transparency and due diligence. In conclusion, it is established that the progressive adoption of international practices, through benchmarking and knowledge transfer, constitutes a viable way to improve the competitiveness, sustainability and formalization of small-scale mining in the canton.

Keywords: Benchmarking, Camilo Ponce Enríquez, Gold mining, Sustainability, Switzerland, Traceability.

Benchmarking Estratégico en Minería sobre Negociación y Buenas Prácticas del Comercio del Oro en Suiza, aplicado a las Asociaciones Mineras de Camilo Ponce Enríquez

RESUMEN

Esta investigación aborda la problemática de la minería aurífera en el cantón Camilo Ponce Enríquez, resaltando la importancia de fortalecer la trazabilidad, la sostenibilidad y la capacidad de negociación en un sector caracterizado por informalidad y escasa transparencia. Con base en aquello, se planteó como objetivo general analizar la cadena de valor del oro en el cantón mediante un proceso de benchmarking con modelos internacionales, particularmente el modelo suizo, para identificar brechas y proponer lineamientos estratégicos de mejora. El enfoque metodológico de este estudio fue cualitativo, con un diseño descriptivo y exploratorio basado en revisión documental, análisis comparativo y verificación mediante criterios de fiabilidad, exactitud y pertinencia. Los principales resultados evidenciaron que la minería local presenta debilidades estructurales en formalización, trazabilidad y sostenibilidad, además de una limitada capacidad negociadora influenciada por intermediación y falta de acceso a mercados regulados; en contraste, el modelo suizo demuestra altos estándares de control, transparencia y debida diligencia. Como conclusión, se establece que la adopción progresiva de prácticas internacionales, mediante benchmarking y transferencia de conocimiento, constituye una vía viable para mejorar la competitividad, sostenibilidad y formalización de la pequeña minería en el cantón.

Palabras clave: Benchmarking, Camilo Ponce Enríquez, Minería aurífera, Sostenibilidad, Suiza, Trazabilidad.