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Prospecting New Markets in South America for the company Plastiazuay S.A.

Graduation Work prior to obtaining the degree in International Studies - Bilingual
Mention in Foreign Trade

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DEDICATION

To God for guiding my life.

To my family: Edgar, Margarita, Juan Pablo, and Gabriel for being my pillars to reach my goals. Without them I would not have the motivation to develop my projects.

To my girlfriend, María Paz, for her patience and affection during all this time.

To my friends for being with me during different situations.

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To Engineer Juan Francisco Álvarez for his time and support to develop this project.

To my teachers who have educated me for a professional life.

To my classmates with whom I shared unforgettable moments and experiences.

ABSTRACT

This research is based on a bibliographic study of the concept of foreign trade, international treaties and agreements, tariffs, and their importance in a country's economy. One of the main points analyzed are the imports and exports of major South American countries as well as the main plastic products that each country imports. This analysis aims to prospect possible new markets for Plastiazuay SA's potential exports.

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INTRODUCTION

Exports are fundamental for the companies, they have a positive impact on the trade balance. Plastiazuay SA has already expanded its overseas market and is now known in South America after having demonstrated the quality of its products.

The company already exports its products to certain countries in South America but it is necessary to open new markets. For this reason this study aims to analyze the main countries that import the kind of products that Plastiazuay offers, and to plan accordingly for possible new markets in South America.

CHAPTER I

THEORETICAL FRAMEWORK

To understand the analysis of the prospects for new markets in South America for the company Plastiazuay S.A., and the study of imports from different countries of South America, it is necessary to define the theories and concepts of everything involved in foreign trade, such as exports and imports. Below, some essential concepts for a better understanding of this document are explained.

1.1 Foreign or International Trade

International Trade has always had an important role in the economy of various countries. It emerged at the end of the fifteenth century as States had the need to exchange their resources (goods and services) in order to satisfy their economic needs. The first exchanges were made through a policy based on giving something for something. After some time, gold and silver became the main source for trading. From that moment on, different theories of international trade arose (Gaytán, 2005).

The theory of mercantilism and liberalism appeared between the sixteenth and seventeenth centuries. Mercantilism is fundamentally based on protectionism of the national economy, as well as on the accumulation of gold and silver as sources of power. This theory encourages exports and imposes restrictions on imports to maintain a favorable trade balance. These barriers or restrictions were created by the state for its enrichment (Blanco, 2011).

Adam Smith was a Scottish economist and philosopher who made the first steps for the theory of Liberalism. He considers that "the various goods must be produced in that country with a lower cost of production and from there, export to the rest of the nations". Therefore "Absolute Advantage" is defined as, and consists of, that "a country is capable of producing a good using less productive factors than another, lowering the cost of

production”. Liberalism does not believe in the intervention of the state as a regulatory entity, but there is an “Invisible Hand” which is a self-regulating economy of free trade.

Over the years new theories of international trade have emerged as presented by Michael Porter, who teaches Business at Harvard University. Porter points out that the key factor for the success of a company lies in its strategic positioning, in which the company must analyze the forces in the countries where it operates and take these variables into account.

According to Baena, Sánchez & Suárez (2003), Porter's five-force theory is based on observing the most opportune and threatening forces for the company: rivalry between current competitors, threat of potential competitors, bargaining power of suppliers, negotiation power of clients, and the threat of substitute products.

1.2 Market Study

Authors such as Kotler & Bloom (2004) indicate that the market study *"consists of systematically gathering, planning, analyzing and communicating data relevant to the specific market situation facing an organization."* These theories have been improved over time; however, new doctrinaires of this subject have analyzed past theories and have brought them to the present time.

Thompson (2006) considers a market study to be a:

Process of planning, collecting, analyzing and communicating relevant data about the size, consumer purchasing power, vendor availability and consumer profiles, in order to help marketers make decisions and control marketing actions in a specific market situation.

With this theory, a business plan can be created to launch new products into new markets, whether national or international, or it can be used to determine how many people will access the new product or service based on variables such as gender, age, income and location.

The Market Study may be secondary. It may use information already obtained by other

sources related to new or existing products. The primary market research is based on tests such as focus groups, surveys, field surveys, observations and interviews, so that they can be adapted to the product (Thompson, 2006).

The market segmentation is nothing more than the division of the population into different categories with equal purposes. The main divisions are geographic, personalities, demographic differences, and the differences they have in the use of the product.

1.3 Marketing Mix

According to Espinosa (2014):

The term Marketing Mix was created in 1960 by McCarthy, which involves four basic components: product, distribution, price and promotion. These four variables are also recognized as the 4Ps (product, price, place, promotion). The variables help the company achieve or accomplish its business objectives created for a working year (...).

Marketing Mix adopts a new approach in the 21st century, which consists of having the customer as the main protagonist, since at present it is not feasible to produce products to try to sell them in the market without studying the needs of the customers and developing the right product and quality for them (Espinosa, 2014).

1.3.1 Product

This refers to the product or service provided by the company, which can be tangible (goods or items) as well as intangible (services) that are put on the market to meet needs. The products or services offered to the customers are what characterized the companies. The product has a life cycle that depends on the customer and the competition. Such cycle comprises four phases: introduction or launch, product growth, product maturity, and product decline (Espinosa, 2014).

1.3.2 Price.

According to Espinosa (2014), to decide the price of products to be offered in different places, the price of the competition should be known, as well as the price of substitute products, to be able to offer discounts, guarantees, sales, etc. It should also be analyzed the cost of production for the company and what kind of customers you want to reach, or the market being targeted.

1.3.3 Place

It refers to the place where the product is to be distributed and offered. This can be a physical place or a country where the customers are found. The distribution is really important because it will create the conditions and the time in which the product may reach the customer's hands (Velásquez, 2015).

1.3.4 Promotion.

According to Velasquez (2015), promotion is how to inform, communicate and persuade the customer about the product to be launched in different market places, using different tools such as advertising, publicity, promotions and communication through the internet.

1.4 What are Exports?

Exports are defined as any good or service that is sent from one country to another part of the world. It is the legitimate traffic of a good or service that moves from one country to another. Exports seek to ensure the growth of a company by selling its products to other countries (Espinoza, 2013).

The conditions of exports depend clearly on the legislation of each country and the parties involved, and on the place where the sales price is fixed at the time of the negotiation. The price depends a lot on the different tariffs that each country has in place, and the cost of freight or the cost of producing different types of products. In this sense, the functioning of exports depends on the exporting countries since they have the need to manufacture those goods and services that have a productive advantage in other countries. All exporting

companies experience risks caused by consumer preferences (Ventura, 2011).

Another reason why the countries of the world export is because they have the need to maintain balanced income through trade that will help the nation's finances and economy. On the other hand, the companies have the need to export to obtain a variety of benefits and to be able to enter new international markets which gives them a competitive advantage.

Within the productive process there are two types of products, traditional and non-traditional. The traditional ones are exports of products of natural origin, such as the material used for production and manufacturing, which does not have much added value at the time of exportation. The non-traditional ones are those that have undergone a transformation process, where value is added to the product, that is to say, they are manufactured products (Ventura, 2011).

1.5 What is Importation?

Importation is no more than the purchase of goods and services that come from foreign countries or companies to the importing country in a legal manner, generally for consumption or for commercial purposes (Ceballos, 2014).

Companies willing to import generate new business opportunities. The reasons to import are: the lack of production of a product in the country, and the low economic cost of importation compared to the high costs of production or marketing within the country.

According to Ceballos (2014), there are two types of imports, direct and indirect.

Direct Imports are nothing more than the work done by companies engaged in the importation of different types of goods and services for distribution in the domestic market. The company is responsible for all corresponding payments such as taxes, customs expenses, etc.

Indirect Imports are when a company hires another company to make the corresponding import. The intermediary company will be responsible for carrying

out all the corresponding steps to unblock the merchandise, in addition to covering all the customs expenses.

It is important to note that not only companies with big budgets can import, but also natural and legal people, micro enterprises, and Small or Medium Enterprises (SMEs).

1.6 International Treaties and Agreements.

A treaty is an international agreement, which can be formally concluded between a State and other States, between international organizations and States, and between international organizations (Velecela, 2008).

According to the Juridical Encyclopedia (2015), treaties serve to carry out international legal business. These are regulated by the Vienna Convention of 1969, which is an international agreement between States and is governed by international law. There are some requirements for creating a legal treaty, for example the legal capacity of a State through which it adopts rights and obligations to comply with what is established in the treaty. Another requirement is the consent, which is the will of the parties involved to celebrate the treaty with the established standards.

A legal business is carried out based on its objectives and purposes, which cannot go against morality and international law. Formalities are simply how the negotiation will be carried out and how both parties can ratify the treaty once the negotiation of the treaty have concluded.

Treaties can be of different types such as: trade, cultural, political, humanitarian, human rights, or others. There are open treaties in which they admit new members, and closed treaties that do not allow new members because this implies a new treaty creation. There are also fixed-term treaties and treaties of indeterminate duration (Enciclopedia jurídica, 2015).

According to the Vienna Convention (1969), a convention is a formal agreement of will between States, which creates legal rights and obligations. International conventions are mandatory international treaties for the parties. Once the parties have accepted the rules

of the agreement, these are binding, that is, they can be legally demanded. The validity of the agreements is entirely an agreement between the parties involved.

1.7 What are Tariffs?

Tariffs are the costs and customs duties applied to imports and exports of goods from a country. They are usually taxes for goods or services that are imported from abroad. In the antiquity the subject of tariffs was treated in Ronda, Uruguay, with the purpose of protecting the economy of the State. There is more on this subject currently available in the Doha Program (OMC, 2014).

Tariffs have two fundamental purposes, which are to protect all national goods and services from the world and serve as a source of income for governments. Tariffs give goods produced within the nation a price advantage over similar imported goods.

According to Carbaugh, 2004, taxes were created in order to increase the national treasury, and nowadays it is an economic policy instrument to increase employment and maintain an external balance. It has two purposes:

Collective Purpose: to increase the country's economic income. Since it is a tax, it should not be raised in order to eliminate all imports because imports generate public revenue.

Protective Purpose: this protects the national industrial sector by imposing a tax against similar goods produced at a lower cost (Carbaugh, 2004).

The effects that arise when imposing tariffs in a State are: decrease imports within the country, increase domestic production, increase tax revenues (income), and favors the redistribution of consumers-producers.

1.8 Technical Standards of Foreign Trade.

Technical standards are the specifications that products must have for being placed on the market, both on the domestic market and on the international market, in order to maintain the health of people, animals, plants, as well as to protect the environment

(Senlle, García, & Perozo, 1994).

These standards generate key characteristics for a product, such as the way of assembling a product, the process of its creation, and its source of origin. The technical standards are established for the private interests of a company with commercial objectives. They allow the optimization of products to increase commercial opportunities and improve the quality of the product to reach private commercial operators.

CHAPTER II

ANALYSIS OF THE EXPORTS OF THE COMPANY PLASTIAZUAY S.A. BETWEEN THE YEARS 2010 – 2014.

Introduction

Since the beginning of the sixteenth century, imports and exports have had an important role in world trade. That is why Plastiazuay S.A. is a company that focuses on exporting quality synthetic products, which are being distributed nationally and with little acceptance in the international market. However, Plastiazuay S.A. will seek new markets in South America to be able to consolidate itself as a supplier of synthetic products.

2.1. What is Plastiazuay S.A.?

The company Plastiazuay S.A. was born in Cuenca in 1985 in the industrial park area (Patamarca sector) with an industrial and commercial approach in the manufacture of products based on PolyVinyl Chloride (PVC), Polyethylene, Calandrados and Rolled Products. Some of the products that this company commercializes now are membranes, tents, tarpaulins, greenhouse sheets, and hides and stretch film, all of them of high quality.

Mission of the Company: *"we are an industry that manufactures synthetic materials providing integral quality solutions for a variety of companies"* (Plastiazuay S.A, 2016).

Vision: *"for 2016, it is to be an expanding company that is consolidated as a reliable supplier of synthetic products, both nationally and internationally"* (Plastiazuay S.A, 2016).

The values instilled by the Company Plastiazuay S.A. are indispensable and primordial in the corporation: honesty, punctuality, responsibility, commitment, quality products and services.

Plastiazuay S.A. maintains a policy necessary for day-to-day work: it is the company's

commitment to satisfy our customers with quality products and services, maintaining a comfortable work environment for the development of internal and external personnel activities, and care for the environment with controlled production processes that minimize the environmental impact, in order to achieve continuous improvement and sustainable growth based on the established objectives.

The main objective of Plastiazuay S.A. is to be the main supplier of quality synthetic products in the national and international markets. In order to consolidate itself as an indispensable source of synthetic products. The positioning of the company in recent years at a national level is reliable as it provides its products to relevant companies such as Coca-Cola Corp., Azende Cía. Ltd., and Pepsi Cola among others. However, the positioning in the international market is not what the company hoped for.

It is important to mention that each department of the company has objectives to be met yearly. In the administrative area the main objective is to control the goals proposed for 2016; in the sales area it is to meet the budget of 2016 with a 7% increase compared to 2015; in human talent it is to train all personnel for 16 hours per worker; in the warehouse it is to have actual stocks of finished product weekly, as well as to dispatch finished products according to the plans.

Plastiazuay S.A. is made up of a Directory of Shareholders which is the primary leadership within the Company's hierarchy. This Directory is formed of the Executive President, Vice President, and Main Officers. Subsequently, at the annual shareholders meeting, the legal representative or General Manager of the Company is appointed. In addition there are the Marketing, Production, Accounting, Maintenance, Human Resources, and Warehouse Headquarters, each with its respective assistants.

There are a number of factors besides the hierarchical position, such as the products and services that the Company offers, the social benefits, the possibility of incentives and rewards with the fulfillment of tasks, and the organizational policies. If an employee has already met their primary needs, they will continue to meet their secondary needs, looking for opportunities for achievement and recognition.

2.2 Marketing Mix in the company Plastiazuay S. A.

In the company Plastiazuay S.A. the Marketing Mix tool consists of having the customer as the main character, since at present it is not viable to elaborate products and then try to sell them in the market without a previous study.

Product:

The products offered by Plastiazuay S.A. are made with great technology and are of high quality and reliable for the customer. The company is noted for dividing its products into three main lines of work: calender line, extruder line, and coating line.

Calender Line: it is made of PVC Geo-membrane or High Density PolyEthylene (HDPE), which guarantees greater impermeability and high resistance to chemicals. The product is ideal for agriculture, oil industry, construction, public works, etc. In this production line, tents are also manufactured, which can be intermediate, heavy and vinyl.

Extruder Line: it has three main products:

Stretch Film is an extruded and coextruded polyethylene film, applied around a load or product. Because of its high strength it is used for packaging in the industrial or commercial sector, offering the products greater speed at the time of the dispatch, and better protection.

Stretch Henolaje is an extruded film with a high percentage of stretching and maximum resistance to perforations and tears, this product is developed for the packaging of wet and dry hay rolls.

Thermo-shrinkable is a Stretch film resistant to impacts, punching and tearing, and has a firm seal and a protective film for the final product, which is used for the packaging of heavy products, resisting storage, transportation and distribution.

Coating Line: it offers products such as pleather, guayos, tents, and fiber. The materials produced in this line have several applications for footwear, upholstery, belts, balloons, and advertising canvas, among others.

Place or Distribution:

Nationally, Plastiazuay S.A. has a large number of distributors in the main cities of the country such as Cuenca, Quito, Guayaquil and Ambato.

In the city of Cuenca, the company's products are distributed through various companies: Madecons, Karina Polo, Tapidex, Empaquim, and Simaprod which also has a branch in Manta. For the city of Quito the distributors are Dis. Armas, José Rocha, and Geosolutions.

In Ambato, Comercial Yolanda Salazar is the authorized company distributor, and in Guayaquil the distributors are Oremplas, Su Tapizariato, and Almacén Loja that also works in the province of Santo Domingo with a new warehouse.

Chart 1: Authorized distributors in Ecuador

City	Authorized Distributor	Address
Cuenca	 Tapitex	Hurtado de Mendoza 2-17 and J. J. Olmedo
	 Karina Polo	Latino América 1120 and Remigio Crespo
	 Madecons	Miraflores and Antonio Neumann
	 Simaprod	Manta's Port: 14 Avenue, #1105 between streets 11 and 12
	 Epaquim	Industrial Park
Quito	 Dis. Armas	Ulloa 31-123, between Pasaje. San Gabriel and Mariana de Jesús.
	 José Rocha	6 de Diciembre Avenue, N 45-337 and Pio Valdivieso. Inca's area
	 Geosolutions	Martínez 811 and Juan B. Vela.
Guayaquil	 Su Tapizariato	Portete Avenue, No. 1722, between José de Antepara and García Moreno
	 Oremplas	Km 8.5 Vía Daule across from PEPSICO

Ambato		Comercial Yolanda Salazar	Martínez 811 and Juan B. Vela.
Manta		Simaprod	Manta's Port: 14 Avenue, #1105 between streets 11 and 12
Santo Domingo	ALMACENES LOJA	Almacén Loja	29 de Mayo Avenue and Atahualpa




Source: Plastiazuay S.A.


Created by: Llerena Ibarra E. Renato

Distributors authorized by Plastiazuay S.A. offer the products of the company to the public, and have more than one product line, that is why the company is positioned in the market of synthetic products.

At the international level, the main destinations for the products are Peru, Colombia, Venezuela, Bolivia and Guatemala. Products such as Hide Leather, Tents and Stretch Film are exported to those countries as required by the client or the main importers.

Chart 2: Importers by Country

COUNTRY	Client or Importer		Address
Perú		Leo Arte S.A.C.	Jardines De Santa Anita Association
		Industrias el Tigre	Gerardo Unger Mz. B Lt. 5B, Los Claveles de Pro Condominium
		Plavimars S.A.C.	Albert Einstein N°144 Condominium.

	Ray Valderrama N	Ray Valderrama N	Client
Colombia	Ing. Jorge Suarez	Ing. Jorge Suarez	Client
Venezuela	Ing. Manuel Ascanio	Ing. Manuel Ascanio	Client
Bolivia	Lizbeth Céspedes	Lizbeth Céspedes	Client
Guatemala		Acuamaya S.A.	7 Avenue. 3-74 Zona 9 # 301 Guatemala

Source: Plastiazuay S.A.

Created by: Llerena Ibarra E. Renato

Price:

The price of the products is relative in Plastiazuay SA. The value given to the products depends a lot on the cost of raw materials and the price that the competition assigns to their products. When sales are made, the company offers discounts of 10% to authorized distributors, 20% to the minority, and 30% retail price.

Promotion:

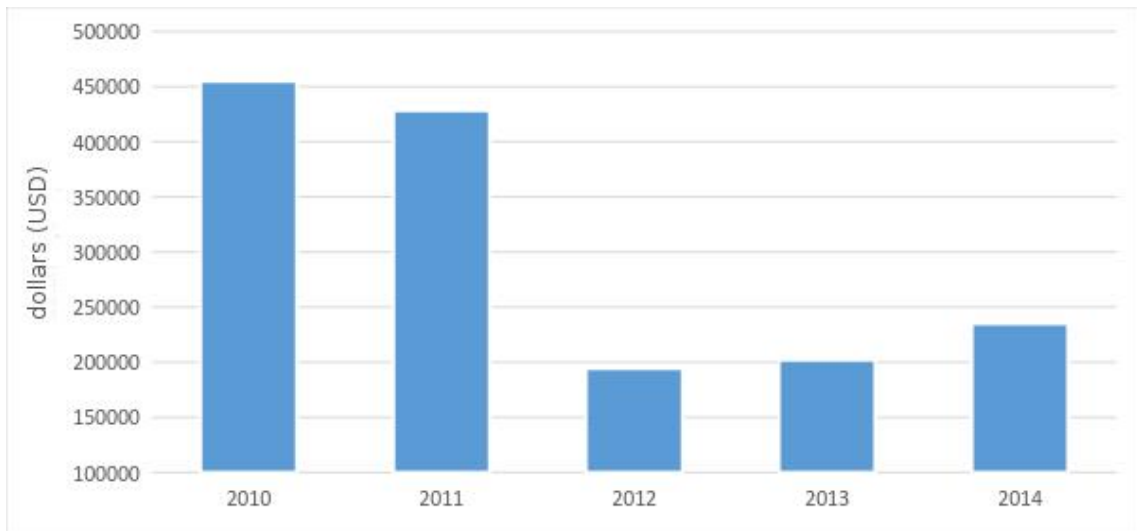
It is certainly an important tool for the product to become known nationally and internationally; however, Plastiazuay S.A. does not rely on a strong publicity or promotion of its products as those in charge of carrying out this process are the authorized distributors.

2.2 Exports between 2010-2014

Plastiazuay S.A. is a company that imports raw materials and exports manufactured synthetic products. The exports are indispensable for the economic income of the company.

It exports to countries like Venezuela, Colombia, Bolivia, Peru and Guatemala, offering a range of products made with high technology. Among the main products it offers tents, leather, packaging material, and stretch film.

Figure 1: Annual Exports of Plastiazuay S.A.



Source: Plastiazuay S.A.

Created by: Llerena Ibarra E. Renato

Exports were higher in 2010, exporting 451,000.00 dollars of finished products to the main export destinations. This was due to the global crisis of 2009-2010 during which the price of raw material was low and the cost of freight decreased significantly. This was the best year for the company Plastiazuay SA in terms of exports.

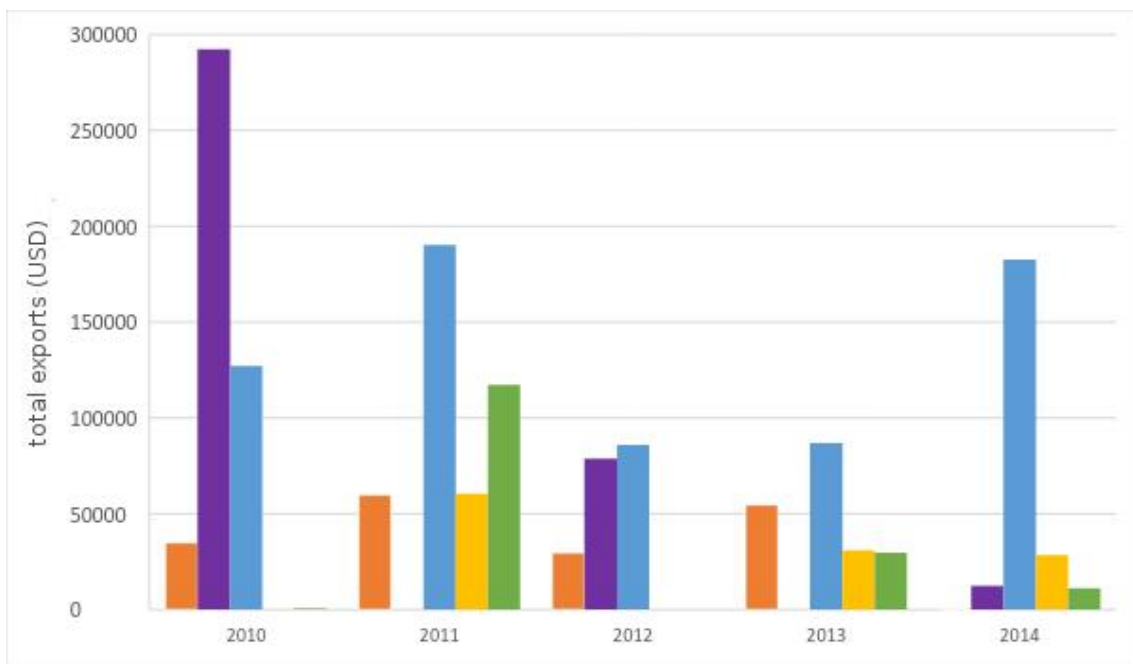
In 2011 the company exported approximately \$431,000.00 dollars of finished product, and raw material costs and freight continued at a favorable rate without affecting the production costs of the company.

In the years 2012-2013, Plastiazuay S.A. suffered a decline in exports due to a rise in raw material prices. The price of a barrel of oil had a very high increase, so a fixed sale price had to be set for exports. This affected the Company's international sales.

In 2014 exports increased somewhat, as export prices were regulated; however, the

proposed sales goals were not met, as the government of Ecuador implemented the so-called safeguards taxes, which affected directly the costs of raw material for Plastiazuay S.A.

Figure 2: Main export products



Source: Plastiazuay S.A.

Created by: Llerena Ibarra E. Renato

As it can be seen in figure 2, the most represented products in the exports portfolio are hide leather, tents, and stretch film. These items were developed with a low cost (optimization of raw materials), which allowed cost reduction and lower prices.

Stretch Film it was introduced to the market with a special weight that made it more popular. However, the figure above shows that the demand between the years 2010-2014 was not what the company expected.

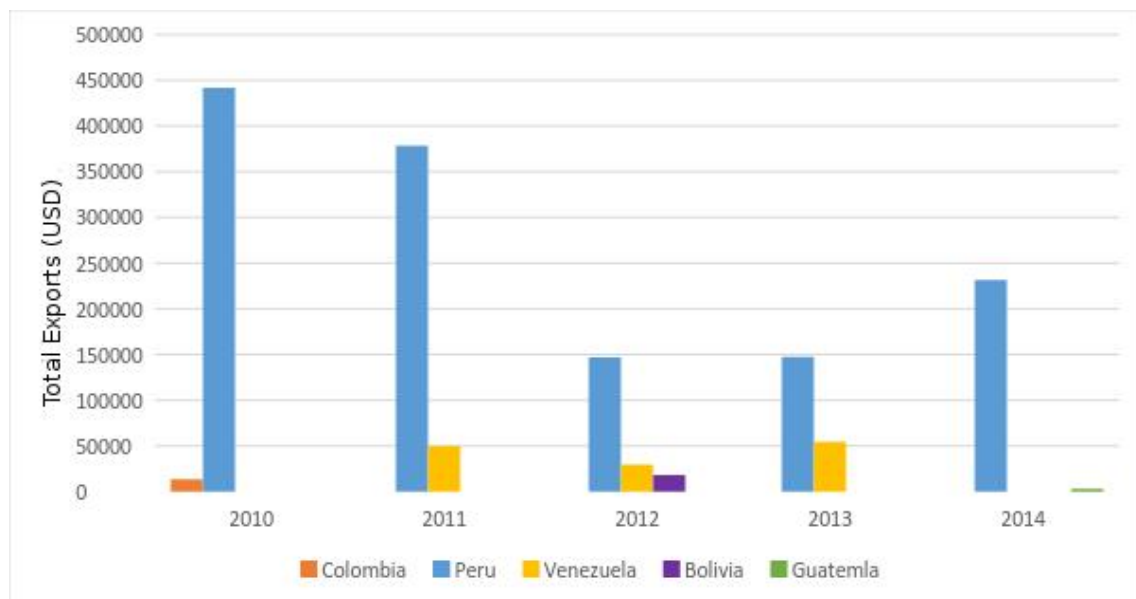
Regarding the Venezuelan market, high quality packaging was always offered there, which was evaluated by different cars manufacturers located in that country. In this case

the price was superficial, because the product was high-end.

Hide Leather is exported in great quantity every year to different international destinations. It is a high quality product used to manufacture furniture, footwear, belts, jackets, and accessories. It is made of more than fabric such as down and jersey. This product serves as a substitute for real leather, because the company does not agree with the sacrifice of animals to use their skin.

Tarps are manufactured from high resilience polyester. It is used for tents for trucks, tents for containers, advertising banners, shrimp cages, etc. Plastiazua S.A. does not take care of the tarp fabric itself, rather, they sell the tarp in rolls and then the companies and customers process it to have a finished product. The raw material of this product is imported from Korea, Argentina, and Colombia at affordable prices since there is no equivalent high quality fabric in the country.

Figure 3: Main Countries for Exportation



Source: Plastiazua S.A.

Created by: Llerena Ibarra E. Renato

The main destination for exports of Plastiazuay S.A. is Peru, as it is seen in figure 3. Every year a large amount of products is sent to this country.

The main reasons why Peru is the main commercial partner of the company are: easy payment methods without bank guarantees, the proximity with that country makes the cost of the freight more affordable for both, the exporter and importer, and the cargos that take the products to Perú are highly reliable, which allows the company deliver a high quality product at a low cost with an optimal delivery time.

Venezuela was an interesting market for Plastiazuay S.A. between 2011-2013. This was because the company took advantage of the market opportunities to export its products right when the people in the foreign country did not have access to these products.

In 2014 exports declined significantly. The main reason why the exports sent to Venezuela declined was, and continues to be, the country's crisis.

The other destination countries are Colombia, Bolivia, and Guatemala. Plastiazuay S.A. makes sporadic exports to these countries to take advantage of situations where the customers require the Company's products.

CHAPTER III

IDENTIFYING COUNTRIES FROM SOUTH AMERICA THAT IMPORT PRODUCTS SIMILAR TO WHAT PLASTIAZUAY S.A. OFFERS

Plastiazuay S.A. is a raw materials importation company; however, the company is not characterized for being an importer, rather it focuses on processing the raw material to produce high quality synthetic products.

Argentina, Korea, Colombia, United States, and Brazil, among others, are raw material suppliers for the company. The import costs are accessible to the company since some of these countries are close to Ecuador. On the other hand, the value of the raw material is low compared to other international markets.

3.1 Exports and Imports of the main South American countries

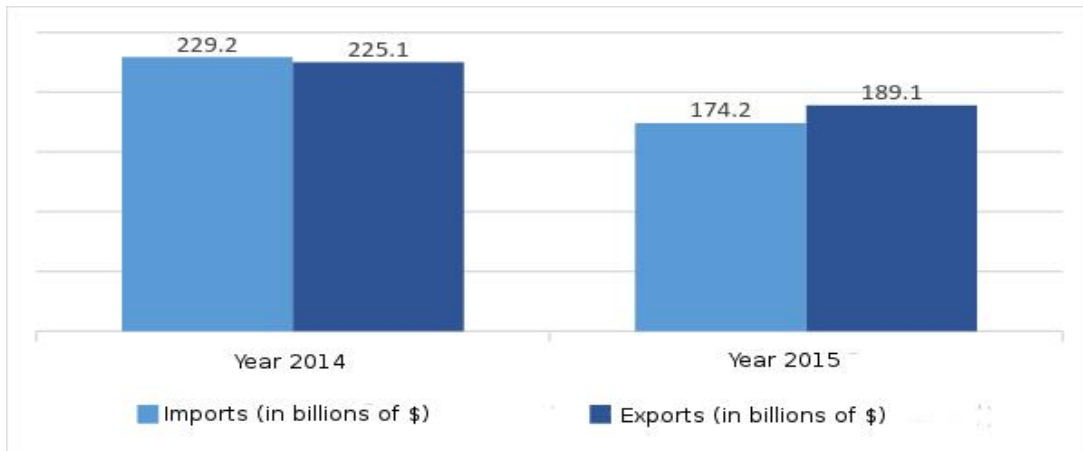
South America is made up of twelve countries, Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Guyana, Paraguay, Peru, Suriname, Uruguay and Venezuela. Several of these countries are relevant to the South American economy, that is, these are countries where exports and imports of raw materials and manufactured products create large economic incomes.

3.2 Major Exporting and Importing Countries

Brazil

One of the largest countries in the world and the largest in South America. It is the main exporter and importer in South America as it is one of the most important economies in the world. Its main trading partners for exports are China: 19.1%, United States: 12.6%, Argentina: 6%, and Holland: 5.3%. The main exported products are transportation equipment, iron ore, soybeans, footwear, coffee, and automobiles.

Figure 4: Brazil's Exports and Imports

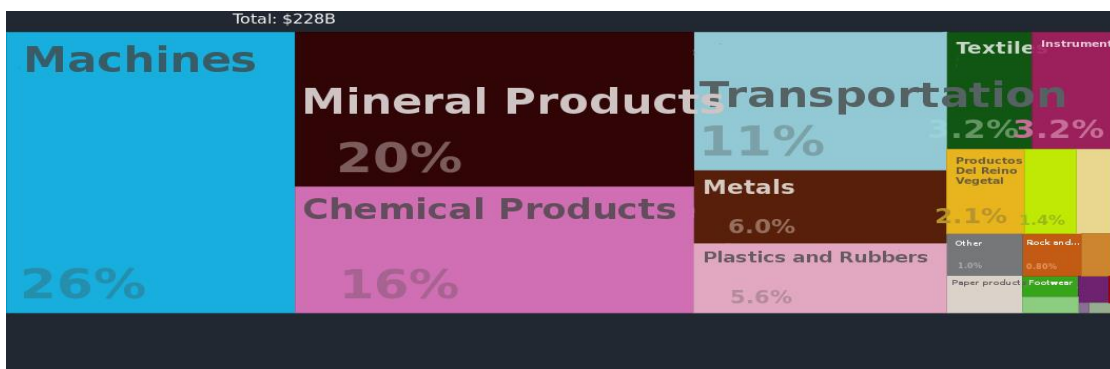


Source: Central Intelligence Agency

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In 2014, Brazil's imports were 229.2 billion dollars, and exports were 225.1 billion dollars. Brazil has trading partners for imports which are China: 18.1%, United States: 15.3%, Germany: 6%, Argentina: 6%, and Nigeria 4.2%. The imported products, as it is seen in figure 5, are machinery: 26%, mineral products: 20%, chemicals: 16%, transportation: 11%, metals: 6%, plastics and rubbers: 5.6%. This means that Brazil imports \$12.8 billion of plastic products a year, which is the most interesting detail in this analysis.

Figure 5: Major Brazilian Imported Products

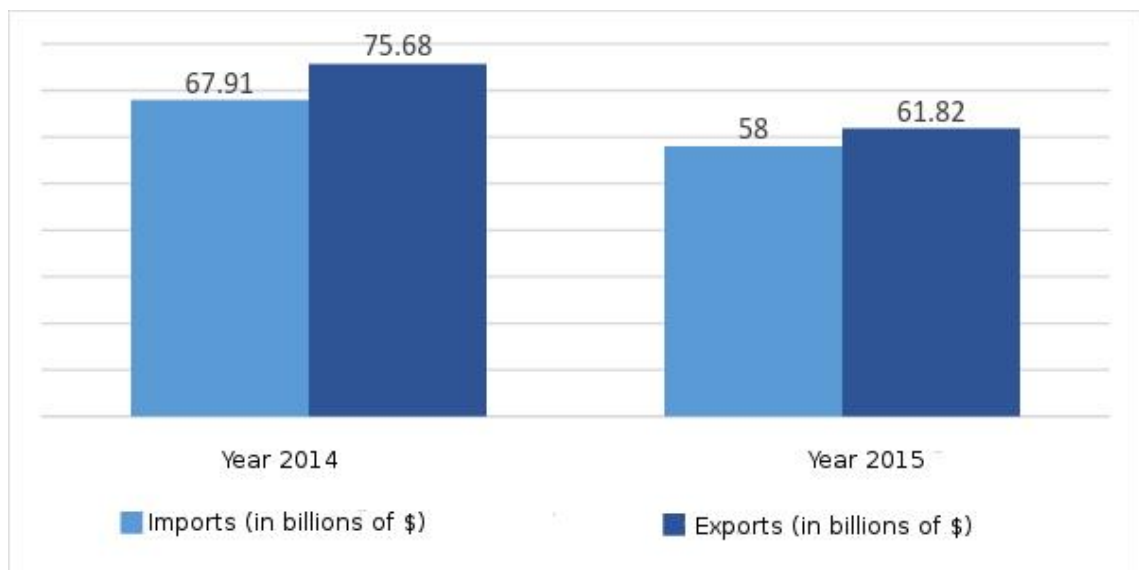


Source: OEC, (2014)

Chile:

The Chilean country is known for its domestic production, which is why it can export copper as a raw material in large quantities, as well as fruit, pulp, fish and wine crops. Chemical and paper products are also of great importance in the exports of this country. As of 2015, its main trading partners were China: 24.4%, United States: 12.3%, Japan: 10%, South Korea: 6.2%, and Brazil 5.4%.

Figure 6: Chile's Exports and Imports

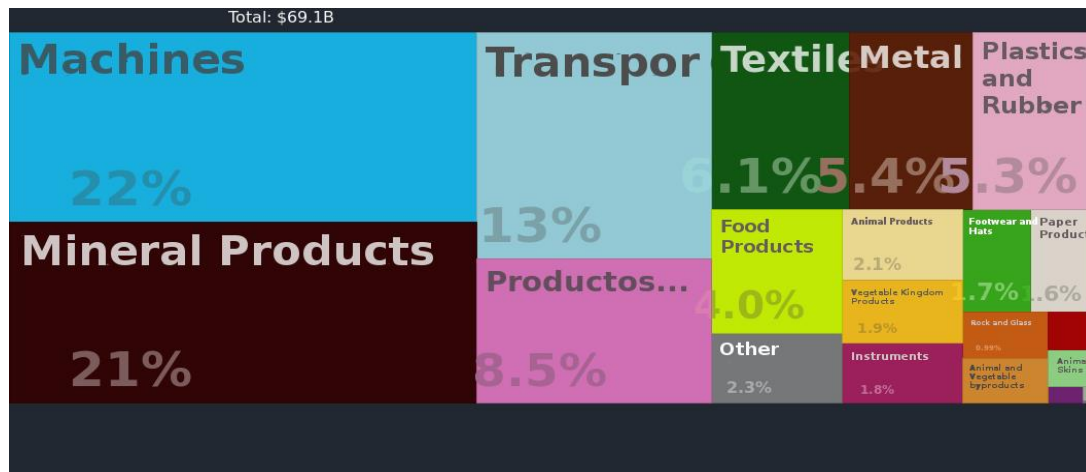


Source: Central Intelligence Agency

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Imports (67.91 billion) were less representative than exports (75.68 billion) in the 2014-2015 trade balance. As it can be seen in figure 7, Chile is an importing country of products such as machinery (22%), mineral products (21%), transportation (13%), chemical products (8.5%), textiles (6.1%), metals (5.4%), food products (4.0%), and plastics and rubbers (5.3%). Chile annually imports 3.69 billion dollars from its business partners such as China: 20.9%, United States: 19.8%, Brazil: 7.9%, and Argentina: 5.4%. Chile is ranked 49th in the world ranking of importing countries.

Figure 7: Main Chilean Imported Products

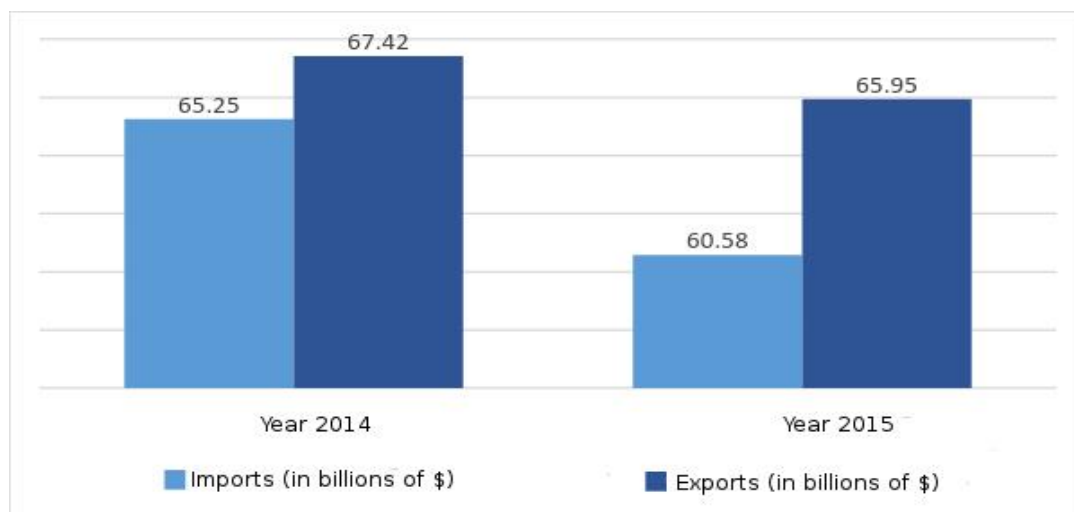


Source: OEC, (2014)

Argentina:

Thanks to its richness in soil, among the main products that the Republic of Argentina exports are soy flour, soybeans, corn and its derivatives, wheat, wine and beans, as well as petroleum and refined petroleum in a smaller proportion. It's trading partners are Brazil: 20.5%, China: 6.6%, United States: 5.7%, and Chile: 4.2%.

Figure 8: Argentina's Exports and Imports

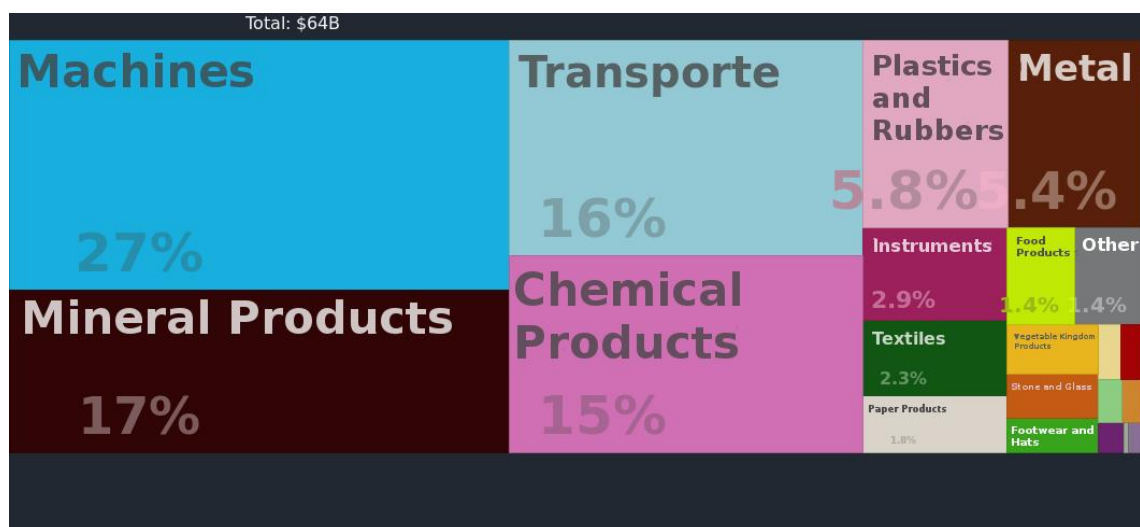


Source: Central Intelligence Agency

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In 2014, Argentina's exports were 67.42 billion dollars and the imports were 65.25 billions of dollars. Argentina imports from: Brazil 22.1%, China 16.2%, United States 13.8%, Germany 5.4%, and Bolivia 4.2%. In the world ranking of importers, it is ranked 43rd. As shown in figure 9, the main products that Argentina imports are Machinery (27%), mineral products (petroleum and petroleum refining: 17%), transportation (16%), chemicals (15%), plastics and rubbers: 5.8% Argentina imports 3.7 billion dollars annually.

Figure 9: Argentina's main imported products

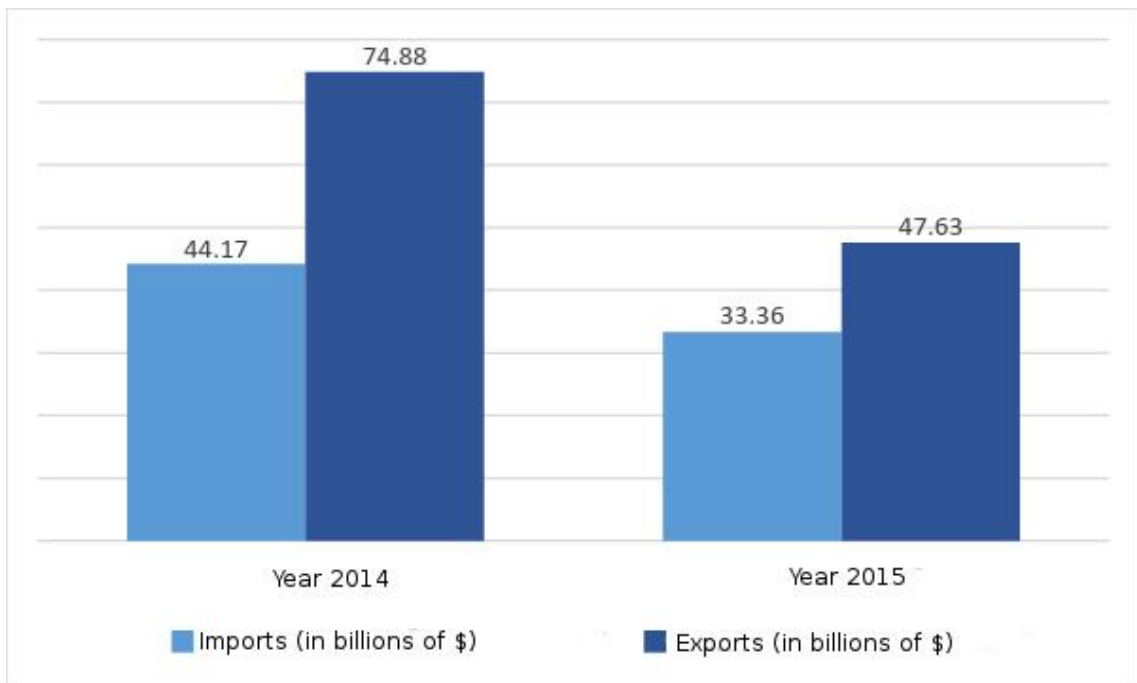


Source: OEC, (2014)

Venezuela:

The main export products for Venezuela and its main economic income with more than 90% of the total exports are crude oil and refined petroleum and its derivatives. Other products it exports are aluminum, minerals, chemicals, machinery and agricultural products. As of 2014, the main international markets for Venezuela were the United States: 34.6%, India: 15.1%, China: 12.9%, Cuba: 5.3%, and Singapore: 4.8%

Figure 10: Venezuela's Exports and Imports

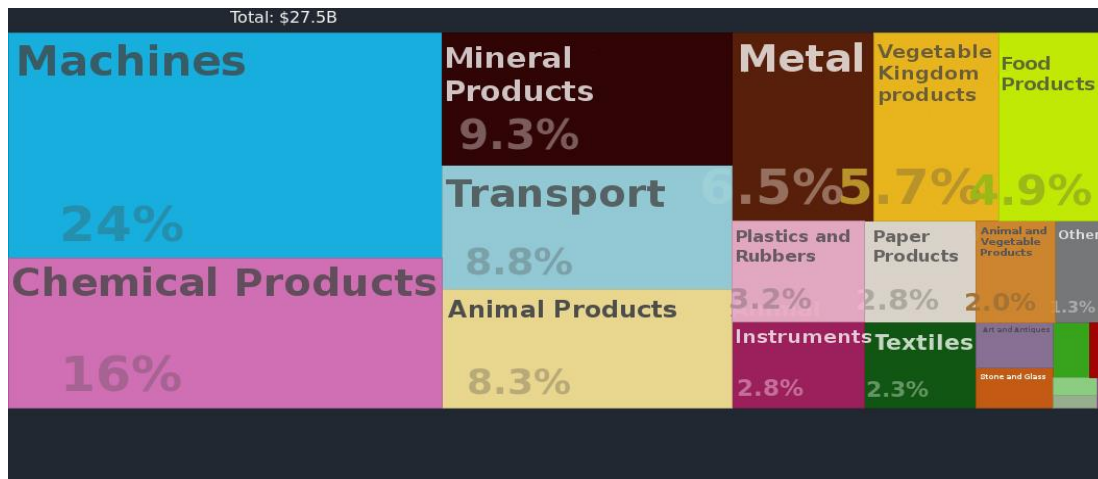


Source: Central Intelligence Agency

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In 2014, Venezuela's exports were 74.88 billion dollars, and its imports were 44.17 billion dollars. As shown in figure 11, the main products it imports are machines: 24%, followed by chemical products: 16%, mineral products: 9.3%, transport: 8.8%, metals: 6.5%, and plastics and rubbers: 3.2%. Venezuela, in 2014, invested 890 million dollars in imports. Its supplier countries are the United States: 24.2%, China: 12.1%, Brazil: 9.9%, Colombia: 4.3%, and Argentina: 4.1%.

Figure 11: Venezuela´s main imported products

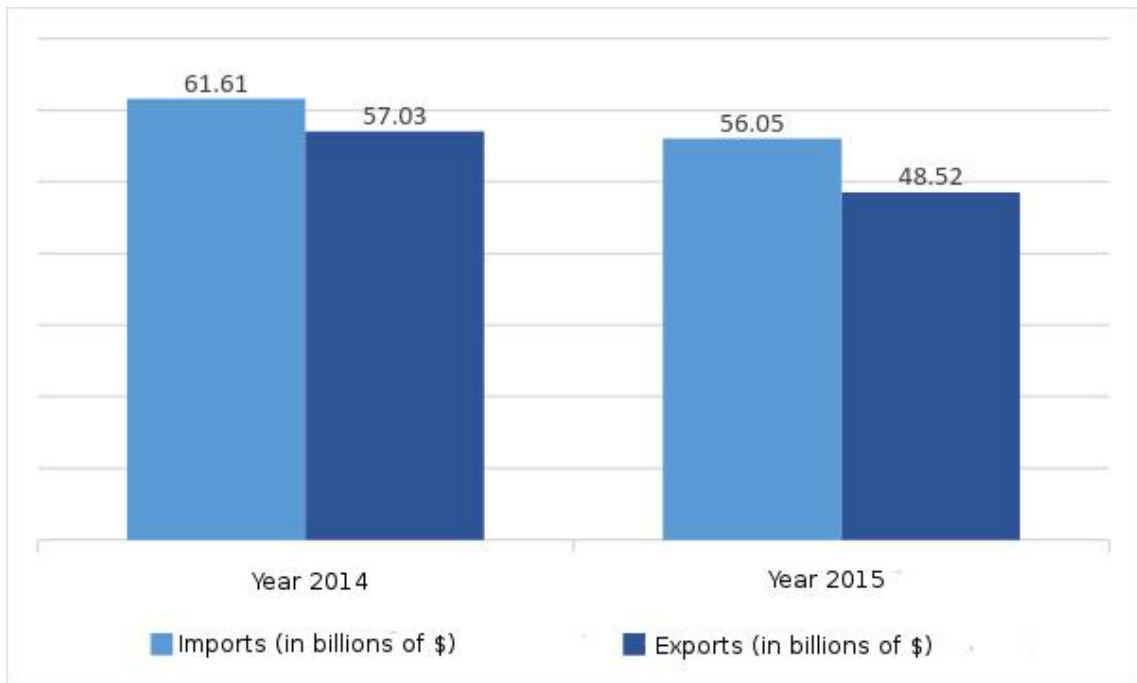


Source: OEC, (2014)

Colombia:

Thanks to the Colombia Coffee popularity, its exports reached about 7.2% of Colombia's total exports, but crude oil remains the main exported product, followed by chemicals, precious metals, textiles, and machinery. In 2014, the primary international destinations for Colombian exports were the United States: 26.3%, China: 20.5%, Panama: 6.6%, Spain: 5.9%, and India: 5.1%.

Figure 12: Colombia's Exports and Imports



Source: Central Intelligence Agency

Created By: Llerena Ibarra E. Renato

In 2014, Colombia's exports were 61.61 billion dollars, and its exports were 57.03 billion dollars. As shown in figure 13, Colombia is a country that imports machinery (24%), transportation equipment (13%), mineral products (12%), metals (7.5%), and plastics and rubbers (6.1%). The main suppliers of the country are the United States: 28.5%, China: 18.4%, and Mexico: 8.2%. Colombia is 48th in the ranking of world importers.

Figure 13: Colombia's main imported products

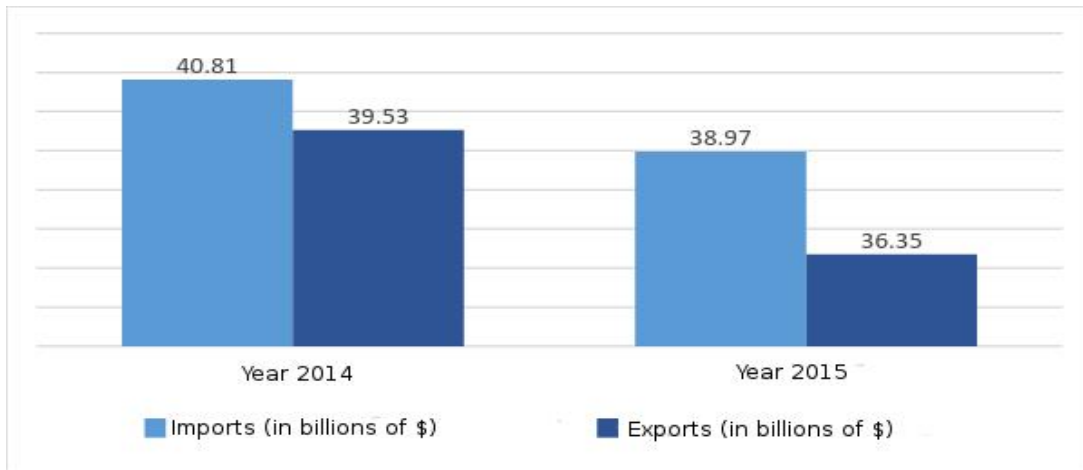


Source: OEC, (2014)

Peru:

Peru, thanks to the wealth of its land, is known for the export of copper and gold minerals, as well as tin, iron ore, zinc, silver, crude oil and petroleum products, natural gas, coffee, vegetables, fruit, textiles, fish, chemicals, metal products and machinery. Its main export destinations are China: 18.3%, United States: 16.1%, Switzerland: 6.9%, Canada: 6.6%, Brazil: 4.2%, and Japan: 4.1%.

Figure 14: Peru’s exports and Imports

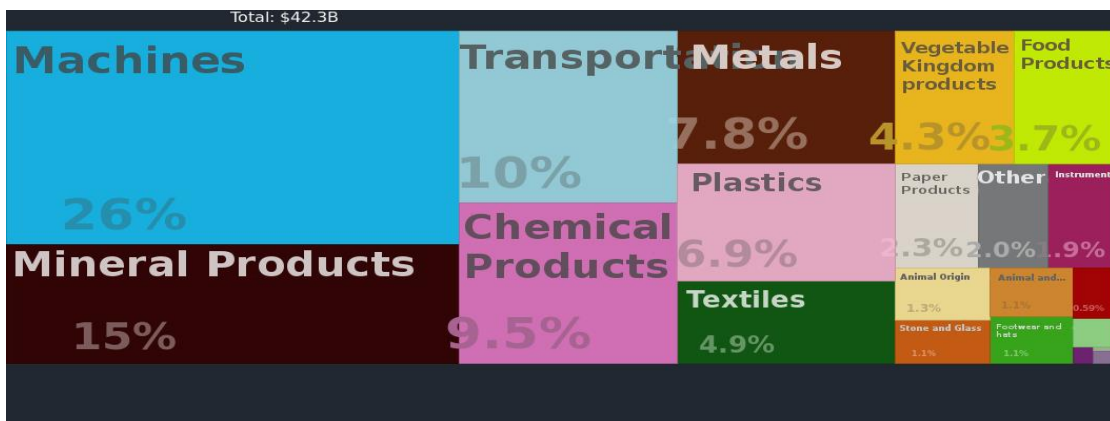


Source: Central Intelligence Agency

Created by: Llerena Ibarra E. Renato

In 2014, Peru’s imports were 40.81 billion dollars, and its exports were 39.53 billion dollars. This means that Peru imports more than it exports. As it is shown in Figure 15, Perú imports mostly machinery: 26%, followed by mineral products: 15%, transportation and chemicals: 10% and 9.5% respectively, and plastics and rubbers: 6.9% which is 2.93 billion dollars. Peru imports products from China: 21%, United States: 21%, Brazil: 4.7%, Mexico: 4.6%, and Ecuador: 4.2%. It is 55th in the world ranking of importers.

Figure 15: Peru’s Main Imported Products

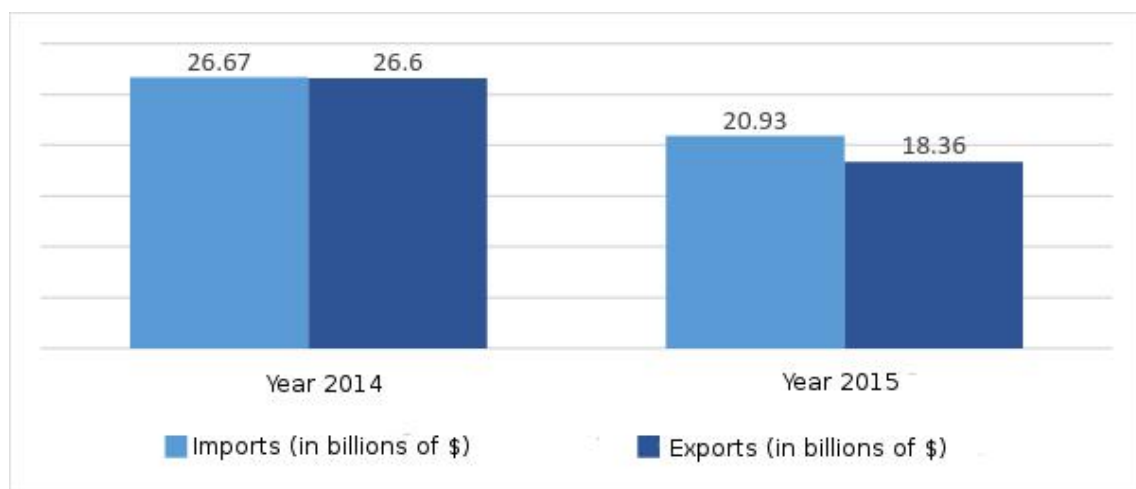


Source: OEC, (2014)

Ecuador:

The main product Ecuador exports is crude oil consisting of more than 50% of its total exports, followed by bananas, shrimp, flowers, cocoa, coffee, fish, wood, and 0.9% of plastics and rubbers, which is the most relevant product for this analysis. Although the percentage of exports of plastics and rubbers is not very high, it is among the top 10 Ecuadorian exports. The main trading partners of Ecuador are the United States: 43.9%, Chile: 8.9%, Peru: 6.1%, Colombia 4.1%, Russia and China: 4.0%. Ecuador exports a large quantity of products to South America, as it is more convenient to open new markets in these countries.

Figure 16: Ecuador's Exports and Imports

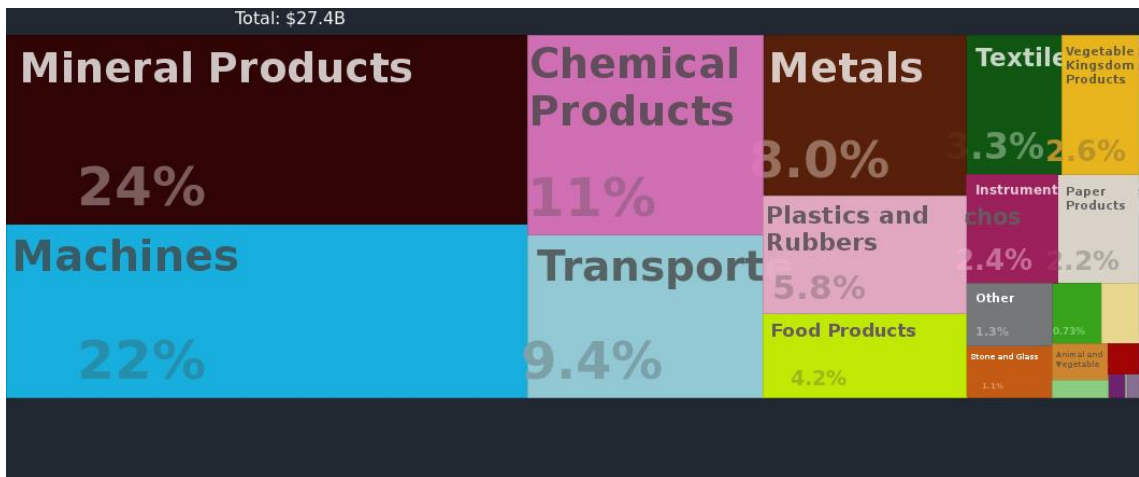


Source: Central Intelligence Agency

Created by: Llerena Ibarra E. Renato

In 2014 there were more imports than exports. Imports were 26.67 billion dollars and exports 26.06 billion dollars. Ecuador imports from countries like the United States: 31.9%, China: 13%, Colombia: 8%, and Panama: 5.1%. Ecuador is an importing country of mineral products (24%), machinery (22%), chemical products (11%), metals (8.0%), plastics and rubbers (5.8%). In 2017 it was 72nd in the world ranking of importers.

Figure 17: Major Ecuador's Imported Products

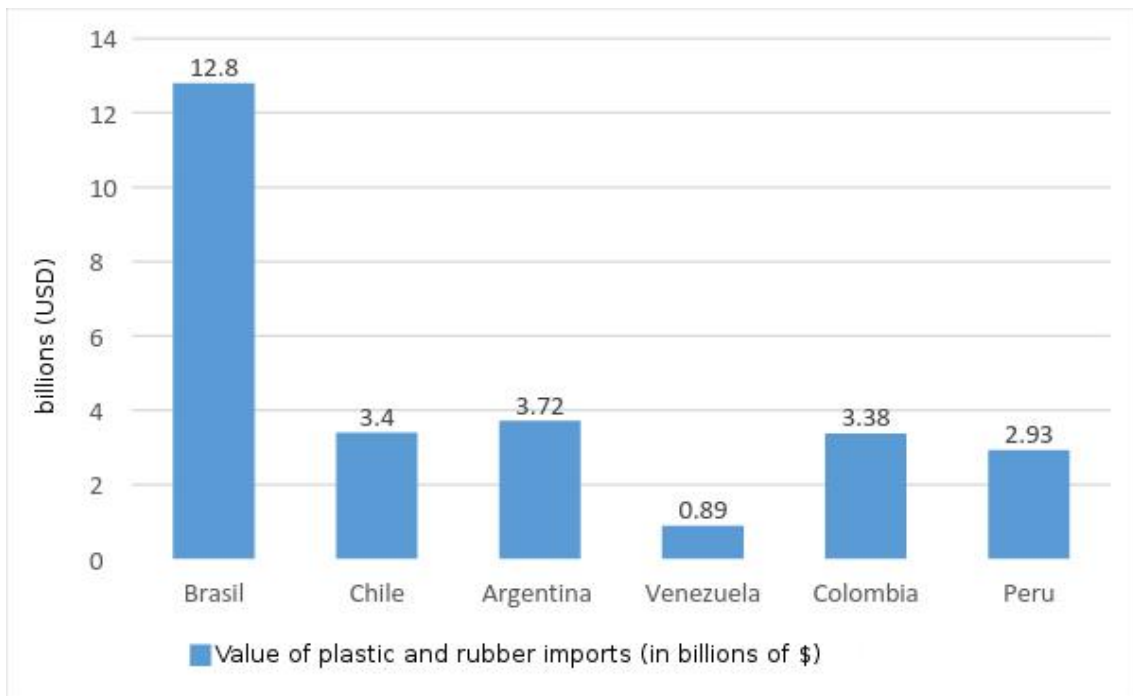


Source: OEC, (2014)

According to the amount of plastics and rubbers destined for imports, the most suitable countries for Plastiazuay to export its products to are Brazil: 12.8 billion dollars, Argentina: 3.72 billion dollars, Chile: 3.4 billion dollars, Colombia: 3.38 billion dollars, Peru: 2.39 billion dollars, and finally Venezuela: 890 million dollars. This can be seen in figure 18.

Currently the company Plastiazuay S.A. exports to Colombia, Peru, Venezuela and Bolivia. The possible are Brazil, Argentina, and Chile

Figure 18: Plastics and Rubber Imports made by major South American countries



Source: OEC, (2014)

Created by: Llerena Ibarra E. Renato

The following section shows the imports of Plastics and Rubbers disaggregated by products. It also explains which countries import a greater amount of these products to define which countries of South America have the necessary demand to import the products that Plastiazuay offers.

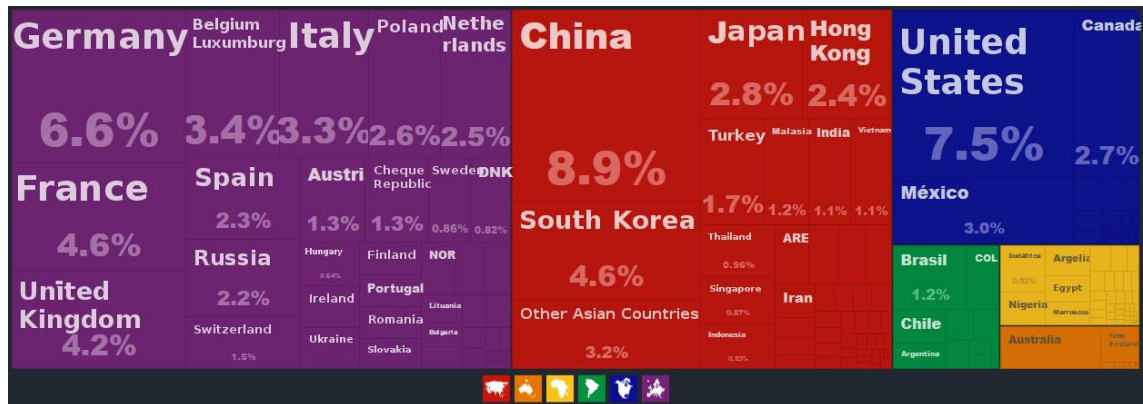
3.3 South American Countries that import Synthetic Products.

According to information obtained from the Observatory of Economic Complexity, Brazil, Chile, Uruguay, Argentina, and Paraguay import the plastic products that are detailed in the following section:

Plastic canvas

Plastic Canvas come in the form of plastic bags, food packaging, packaging, monofilament, tubes, rods, plates, sheets, and resin. The main importers worldwide are China (\$5.03 Billion), the United States (\$4.23 Billion), Germany (\$3.69 Billion), France (\$2.59 Billion), and South Korea (\$2.58 Billion) (See Figure below).

Figure 19: Countries that import plastic canvas

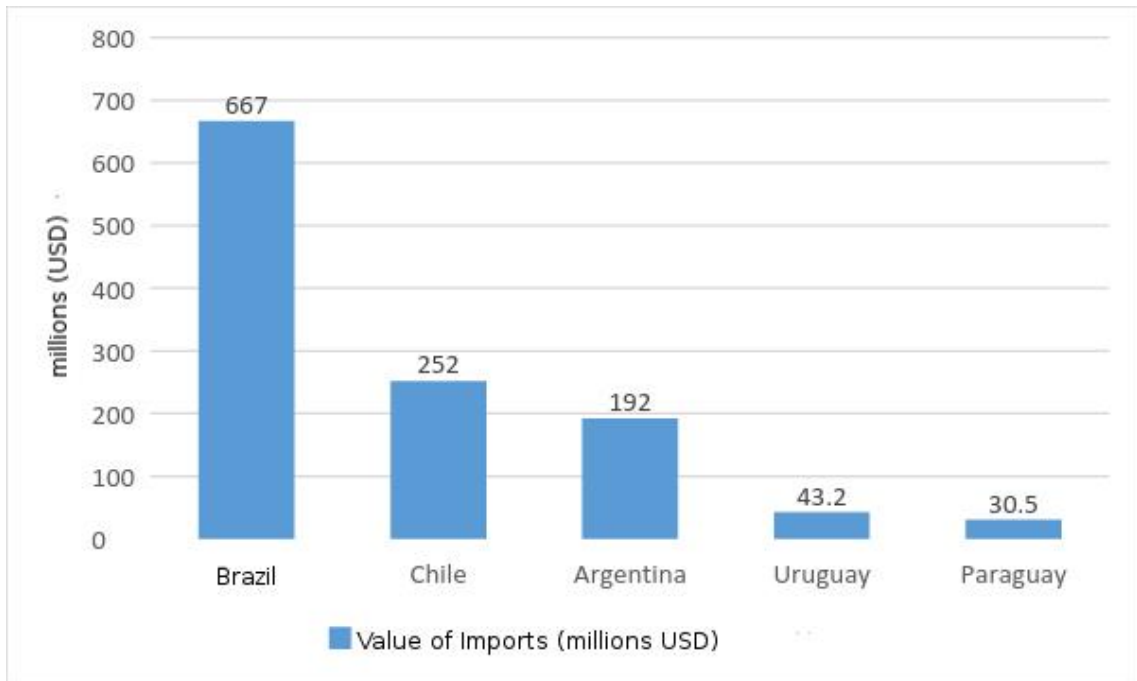


Source: OEC, (2014)

On the other hand, the main exporters of Plastic Canvas are Germany (\$6.75 Billion), Japan (\$6.28 Billion), the United States (\$5.15 Billion), China (\$4.63 Billion), and Italy (\$3.05 Billion).

In South America, the main importers of plastic tarpaulins are Brazil (\$667 million), Chile (\$252 million), and Argentina (\$192 million), as it is seen in Figure 20.

Figure 20: Plastic canvas imports made by South American countries



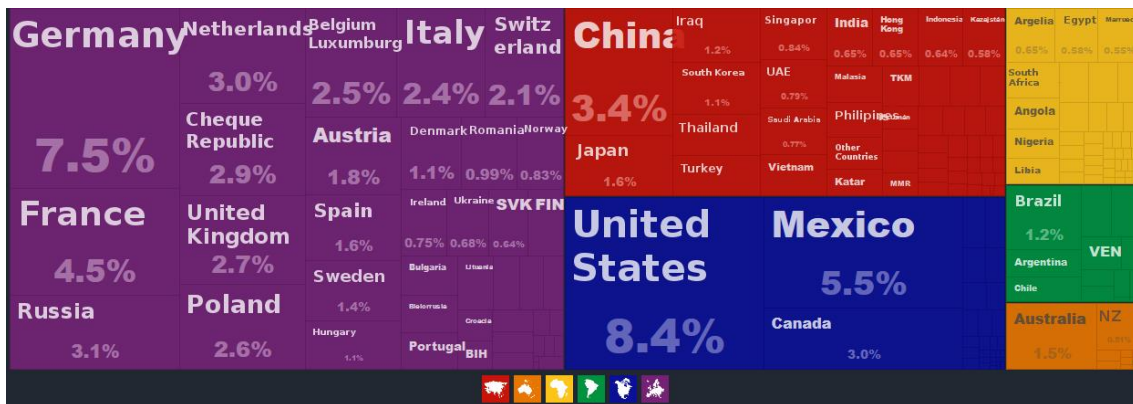
Source: OEC, (2014)

Created by: Llerena Ibarra E. Renato

Plastic tubes

Tubes of plastic also known as tubes, hoses, connections, joints, elbows, and splices. The main importers are the United States (\$2.01 billion), Germany (\$1.79 billion), Mexico (\$1.31 billion), France (\$1.07 billion), and China (\$803 million).

Figure 21: Countries that import plastic tubes

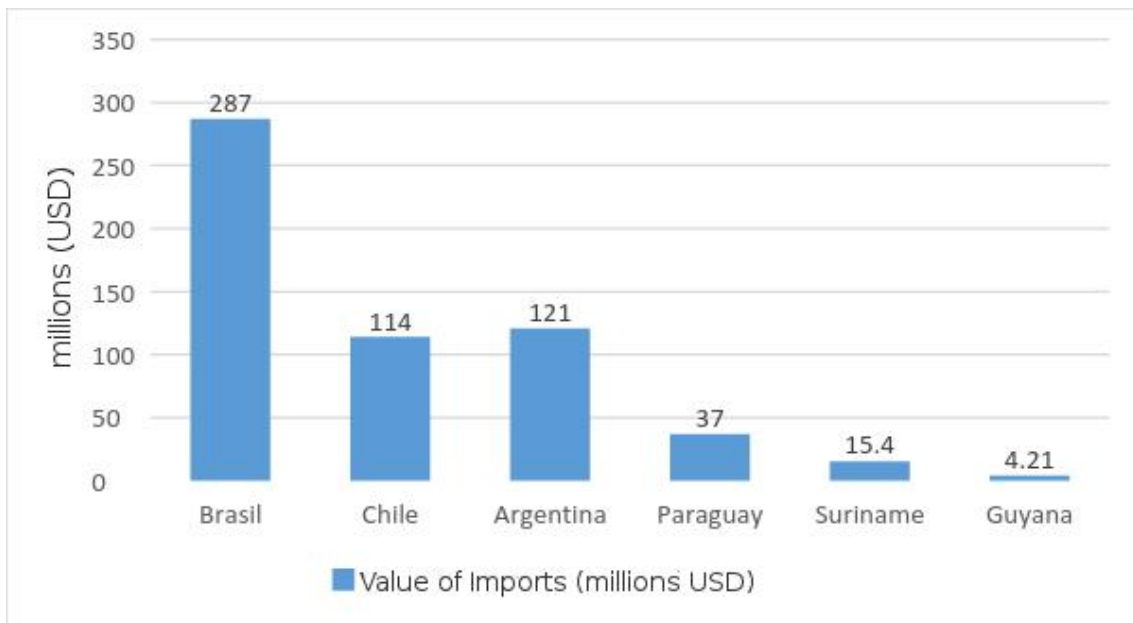


Source: OEC, (2014)

The main exporters of Plastic Tubes are Germany (\$4.08 Billion), the United States (\$2.84 Billion), China (\$2.25 Billion), Italy (\$1.48 Billion), and Turkey (\$881 million).

In regards to imports of plastic tubes, Brazil stands out (\$287 million), and in a smaller proportion Argentina (121 million), and Chile (114 million).

Figure 22: Plastic Tube Imports made by South American countries



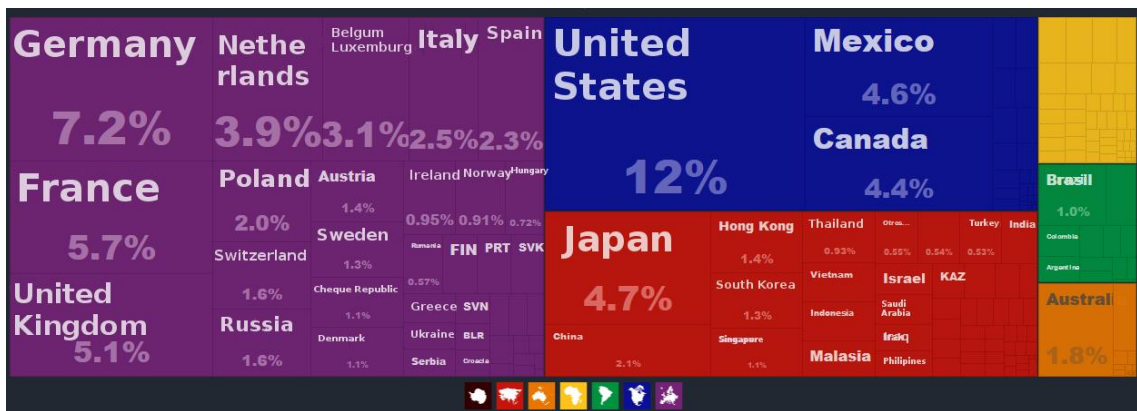
Source: OEC, (2014)

Created by: Llerena Ibarra E. Renato

Plastic lids

Plastic lids also known as closures, caps and lids. The main importers are the United States (\$6.39 billion), Germany (\$3.7 billion), France (\$2.9 billion), the United Kingdom (\$2.6 billion), and Japan (\$2,38 billion).

Figure 23: Countries importing plastic lids

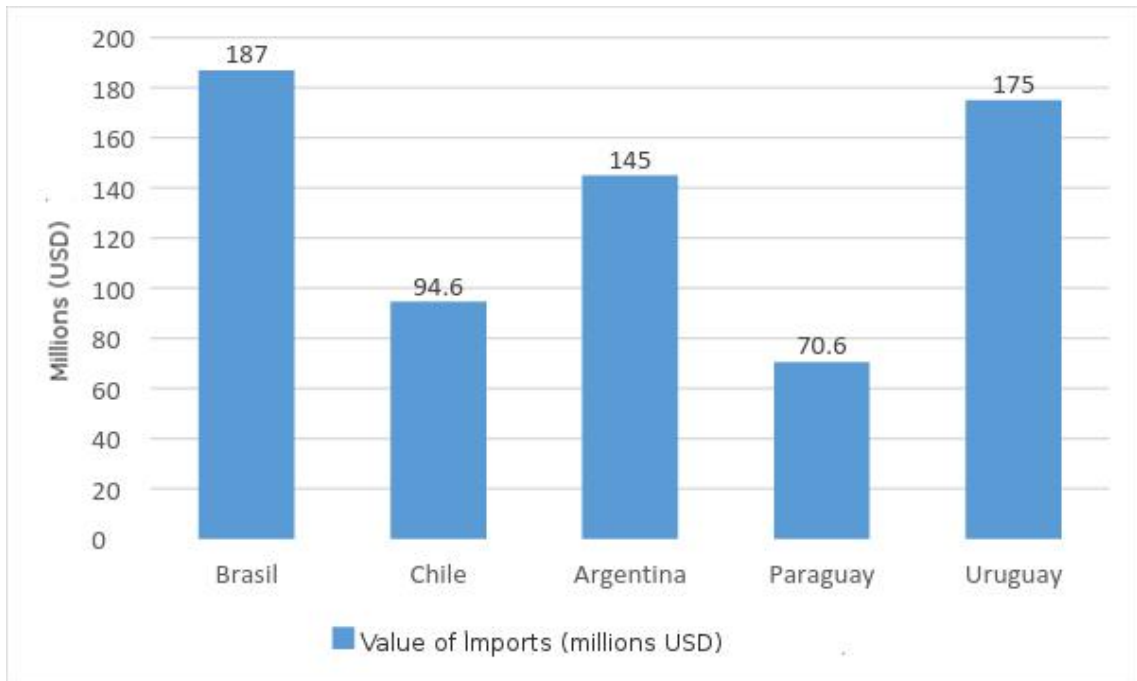


Source: OEC, (2014)

The main plastic cap exporters are China (\$8.75 Billion), Germany (\$5.28 Billion), the United States (\$5.18 Billion), France (\$2.38 Billion), and Italy (\$2.06 Billion).

The main South American countries that imported plastic caps in 2014 were Brazil (\$187 million), Uruguay (\$175 million), Argentina (\$145 million), and Chile (\$96.6 million).

Figure 24: Plastic lid imports made by South American countries



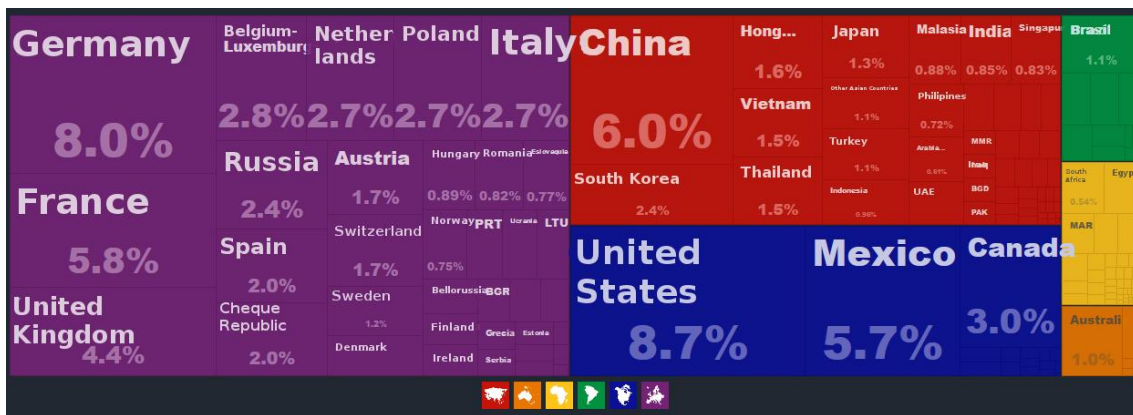
Source: OEC, (2014)

Created by: Llerena Ibarra E. Renato

Other Plastic sheets

Other Plastic Sheets also known as Sheets, Films, Bands. The main importers are the United States (\$2.18 Billion), Germany (\$2.01 Billion), China (\$1.5 Billion), France (\$1.46 Billion), and Mexico (\$1.44 Billion).

Figure 25: Countries that import other plastic sheets

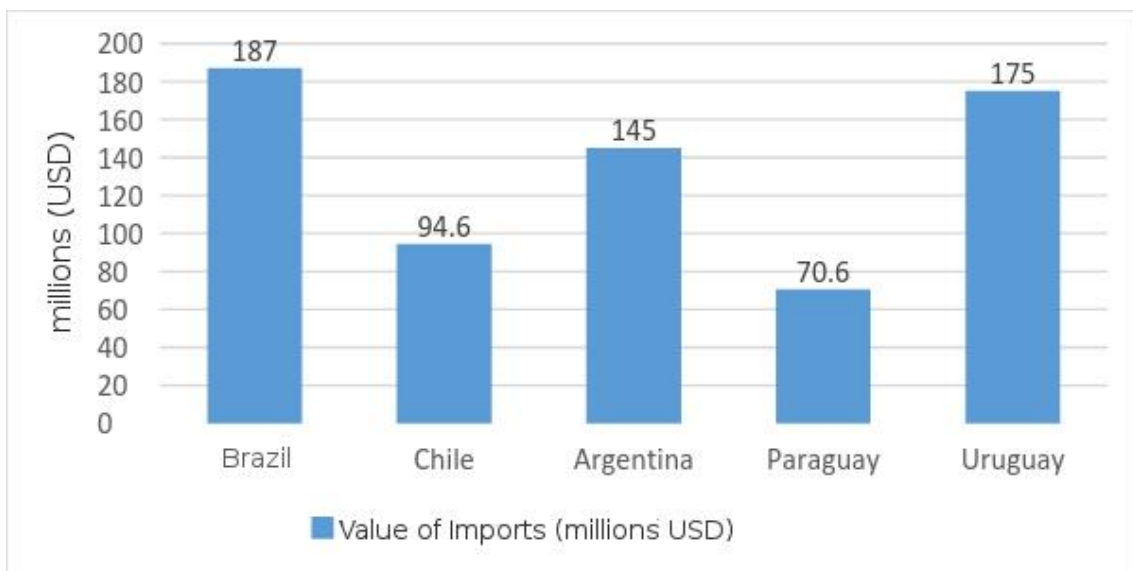


Source: OEC, (2014)

The main exporters of Other Plastic Sheets are Germany (\$3.68 Billion of Dollars), China (\$2.83 Billion of Dollars), the United States (\$2.53 Billion of Dollars), Italy (\$1.53 Billion of dollars), and Japan (\$1.39 Billion of dollars).

Among the main importing countries of South America are Brazil (\$187 million), Uruguay (\$175 million), and Argentina (\$145 millions).

Figure 26: Other plastic sheets imported by other South American countries



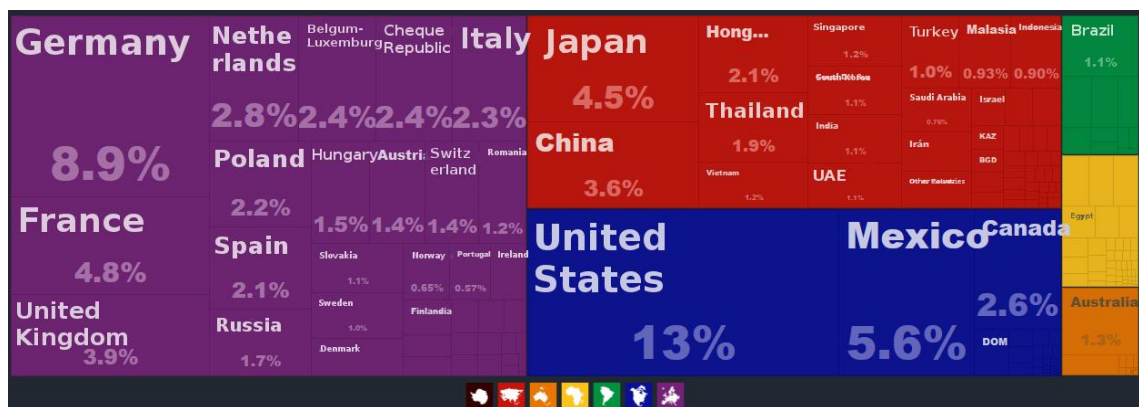
Source: OEC, (2014)

Created by: Llerena Ibarra E. Renato

Other plastic products

Other plastic products also known as office supplies, school supplies, clothing accessories, figurines, decorative objects, and furniture. The main importers are the United States (\$9 Billion), Germany (\$6.21 Billion), Mexico (\$3.94 Billion), France (\$3.36 Billion), and Japan (\$3.15 Billion).

Figure 27: Countries that import other plastic products

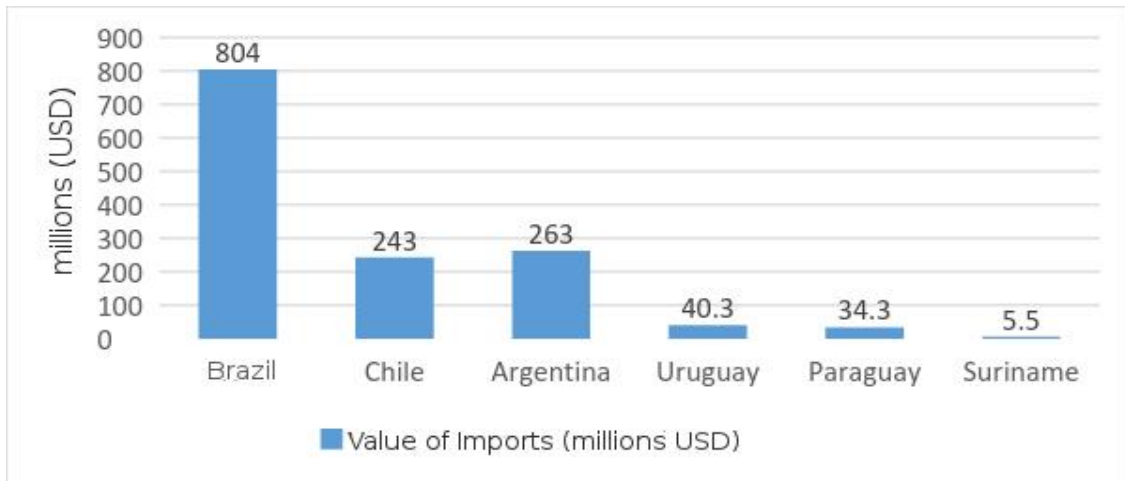


Source: OEC, (2014)

The main exporters of other plastic products are China (\$19.3 Billion), Germany (\$9 Billion), the United States (\$6.9 Billion), Italy (\$2.75 Billion), and Japan (\$2.63 Billion).

With regard to other plastic products in South America, Brazil imports (\$804 million), Argentina (\$263 million), and Chile (\$243 million).

Figure 28: Imports of other plastic products from South American countries



Source: OEC, (2014)

Created by: Llerena Ibarra E. Renato

Seating

Seats, also known as airplane seats, motor vehicle seats, and chairs. The main importers are the United States (\$19.7 Billion), Germany (\$8.87 Billion), the United Kingdom (\$3.75 Billion), France (\$3.54 Billion), and Canada (\$3.42 Billion).

Figure 29: Countries that import seats

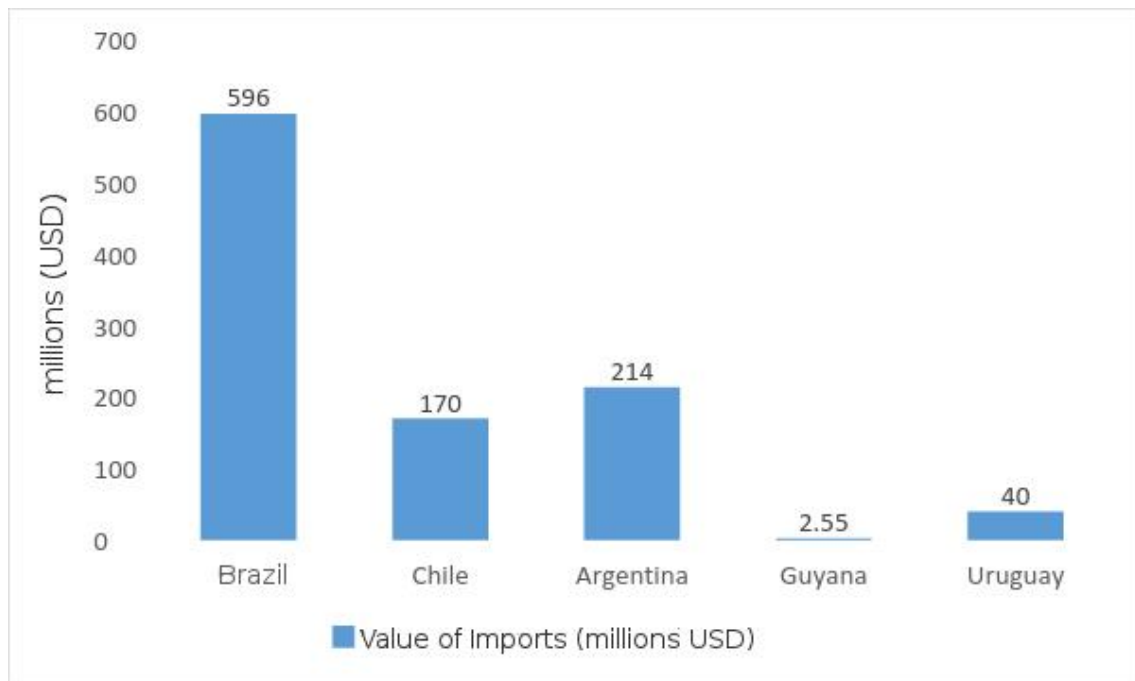


Source: OEC, (2014)

The main seat exporters are China (\$23.2 Billion), Mexico (\$7.4 Billion), Poland (\$5.11 Billion), Germany (\$4.51 Billion), and the United States (\$3.88 Billion).

The main seat importers in South America are Brazil (\$596 million), Argentina (\$214 million), and Chile (\$170 million).

Figure 30: Seat imports made by South American countries



Source: OEC, (2014)

Created by: Llerena Ibarra E. Renato

It is concluded that the countries of South America that import similar products to those offered by Plastiazuay, except for those currently being marketed (Peru, Colombia, Venezuela, Bolivia and Guatemala), are Brazil, Argentina, Chile, Uruguay, Paraguay, Suriname, and Guyana. These countries import such products mainly from Germany, the United States, China, Italy, Japan, and France.

3.4 Main Products of Plastiazuay S.A

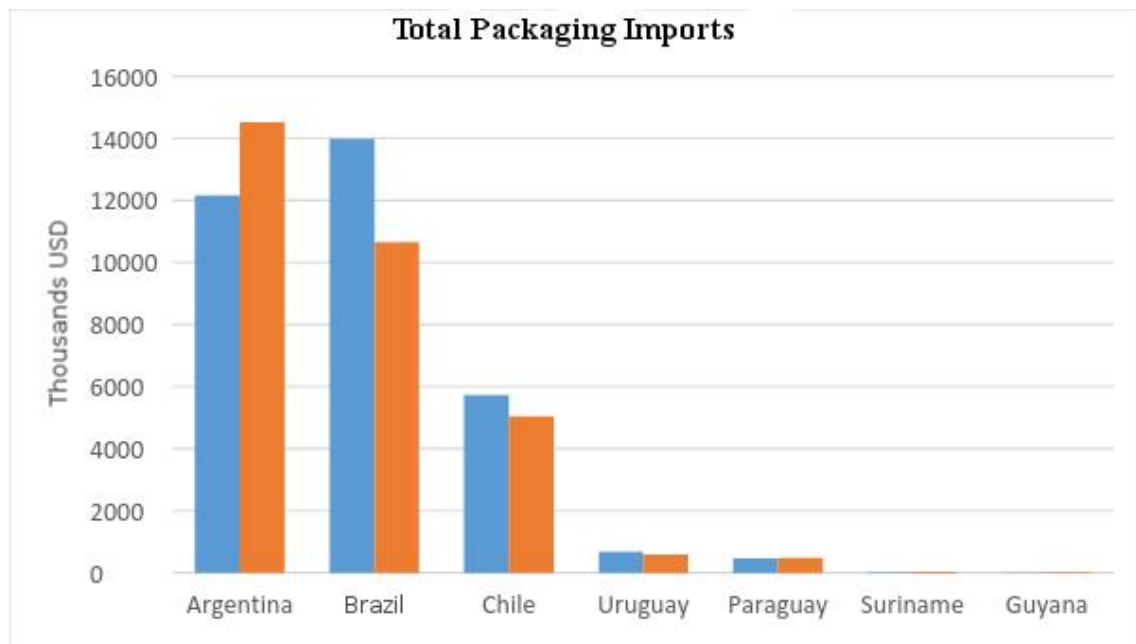
Product: Packaging

Tariff item: 3921120000

Description: Plates, coverings, sheets, and strips of unrefined cellular vinyl chloride polymers.

The main South American importing countries of packing products are Brazil, Argentina, Chile, Uruguay, Paraguay, Suriname and Guyana. In 2015, Argentina stood out (26675 thousand USD), and Brazil (24640 thousand USD). The main exporting countries of this commodity are the United States, and China (See annex).

Figure 31: Total packaging imports



Source: Trade Map

Created by: Llerena Ibarra E. Renato

Product: Stretch Film

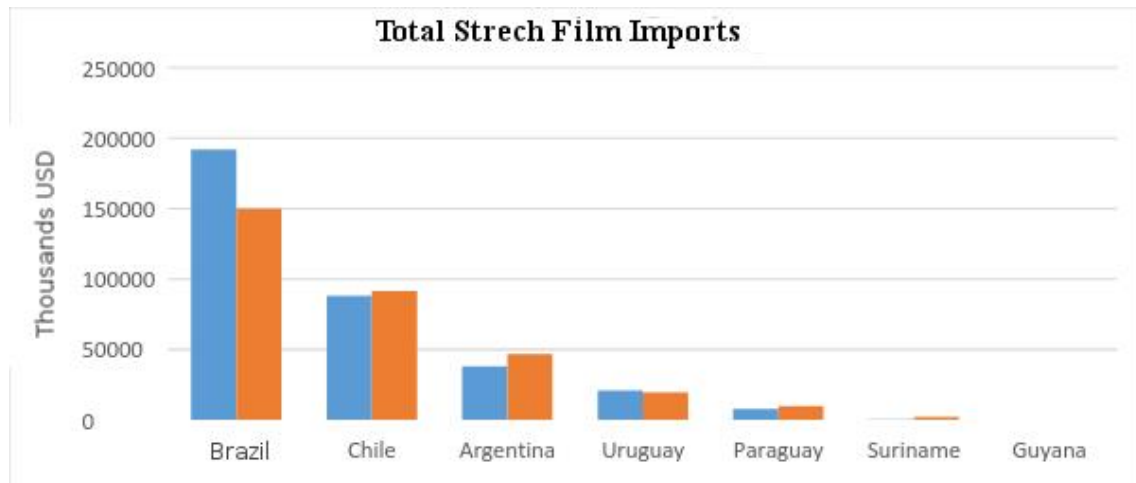
Tariff item: 39201000

Description: Plates, coverings, sheets and strips of non-cellular vinyl chloride polymers, stratified ethylene.

The main countries importing Stretch Film are Argentina, Brazil, Chile, Uruguay, Paraguay, Suriname, and Guyana. The largest imports in recent years have been made by

Brazil (USD 342098), and Chile (USD 179914). The main countries that export Stretch Film are the United States and China (See Annex).

Figure 32: Total Stretch Film imports



Source: Trade Map

Created by: Llerena Ibarra E. Renato

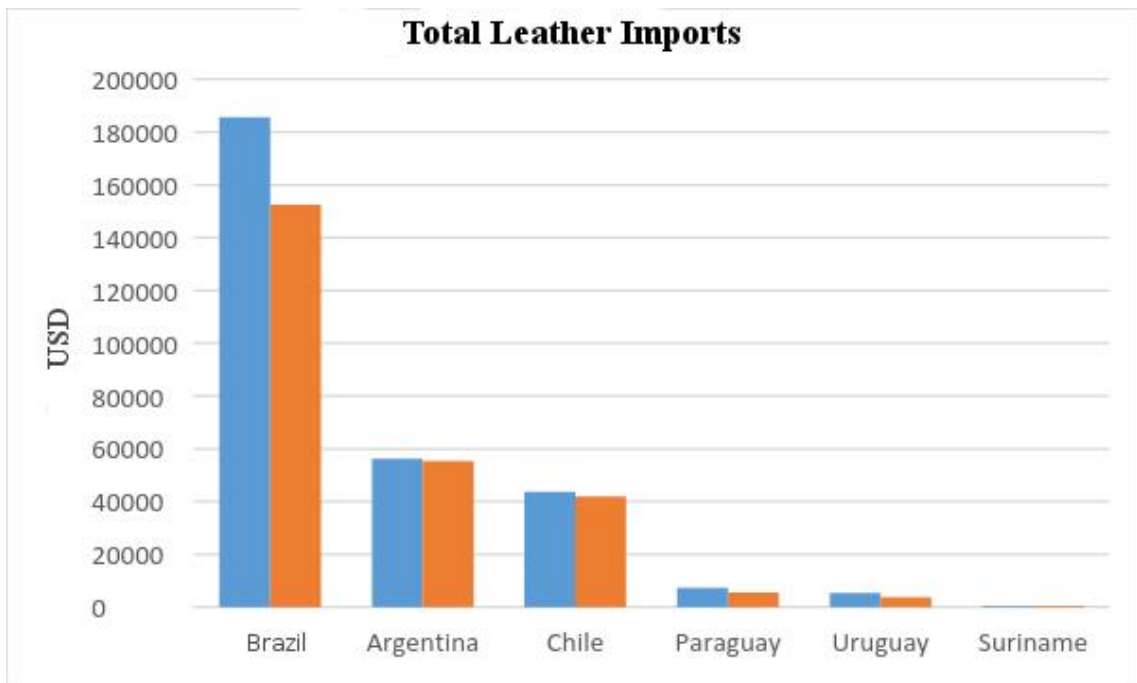
Product: Leather skin and tents

Tariff item: 39219010

Description: plates, coverings, plastic sheets and strips, reinforced, stratified, or combined.

South America countries that import plate coverings, plastic sheets and strips, reinforced, laminated or combined, are mainly Brazil, Argentina and Chile, while a smaller proportion of this product is imported by Uruguay and Suriname. The countries that export more of this merchandise are Germany and the United States (See Annex).

Figure 33: Total Leather Imports



Source: Trade Map

Created by: Llerena Ibarra E. Renato

3.5 Import agreements between Ecuador and South American countries

3.5.1 Cartagena Agreement (Andean Community)

Countries: Peru, Colombia, Bolivia, and Ecuador

Rules on origin under preferential agreement: Decision 417 of the Andean Community Commission.

The Andean Community of Nations under Articles 113, 114, and 115 of the Cartagena Agreement, and Decisions 222, 293, and 370 of the Commission agree:

Article 1.- The General Secretary, on its own initiative or at the request of a Member Country, may establish Specific Origin Requirements for products that so

require, in accordance with the criteria and procedures established in this Decision.

Article 2. - The Specific Origin Requirements are considered a complementary mechanism to the application of the current Special Origin Rules and will prevail over the general criteria for the origin classification.

Article 3. - The Specific Origin Requirements should constitute a dynamic instrument for the development of the Subregion. They should also be adequate for the achievement of the objectives of the Agreement. In this sense, the Specific Origin Requirements will be adopted to adapt the origin rules to the economic and technological progress of the Subregion, as well as to promote a level playing field.

Article 4. - The General Secretariat, when setting specific requirements of origin, shall ensure that they do not constitute obstacles to the use of the advantages derived from the application of the Agreement.

Article 5. - On the basis of the criteria set out in Articles 3 and 4 of this Decision, specific requirements shall be established using the following **modalities**:

a) The incorporation of certain materials originating in the Member Countries, which confer the essential character or are the main subject of a good, provided that there are normal conditions of sub regional supply.

b) The realization of certain productive processes in the elaboration of a good in the territory of the Member Countries, taking into account the productive processes existing in the whole of the Subregion.

c) The incorporation of a certain percentage of sub regional materials into products produced outside the territory of the Member Countries, in accordance with the provisions of Article 2 of Decision 293 or the standard that replaces it.

d) Maximum CIF value of materials imported from third-party countries, in relation

to the FOB value of the final product.

e) The payment of the common external tariff corresponding to materials imported from third-party countries.

f) The combination of some of the above sections, except that referred to section e), which will only be used as an alternative and linked to section a) of this article.

Article 6. - The General Secretary, in setting the Specific Origin Requirements, will establish the deferred and progressive compliance for Bolivia of said Requirements, taking into account their degree of development.

Article 7. - When it is considered appropriate to fix specific origin requirements for certain products, the General Secretary shall communicate its intention to the Member Countries, explaining the reasons for it and request their comments.

Article 8. - The Member Country requesting the establishment of Specific Origin Requirements must send the General Secretary, at minimum, the following information:

a) Description of product that is the object of the application, its technical characteristics and tariff classification according to NANDINA.

b) Materials used, production process and participation of said materials in the manufacture of the final product.

c) Justification of the application, criteria considered and specific origin requirement module to be established.

Article 9.- Once the request has been received with the complete information

referred to in the previous article, the General Secretary shall verify, within a period not exceeding five working days, whether the request complies with the criteria established in this Decision. If so, it will proceed immediately to request its observations to the other Member Countries. Otherwise, the General Secretary will decide by means of a Resolution denying the request and communicating the pertinent information to the requesting country.

Article 10. - Pursuant to Articles 7 and 9 of this Decision, the Member Countries shall have twenty working days to make such observations as they deem appropriate.

If objections are raised in the observations of these countries, the General Secretary shall immediately transfer the same to the other Member Countries, which shall have ten working days to decide (...).

Article 11. - For the purposes of the revision or modification of the Specific Origin Requirements, proceed in accordance with the procedures established in Articles 113 and 114 of the Cartagena Agreement (...).

Article 12. - The current Specific Origin Requirements will be maintained until its revision or modification, if applicable (Cartagena Agreement, 1997).

3.5.2 Economic Complementation Agreement No. 65

Countries: Ecuador-Chile

Rules on origin under preferential agreement: Complementary agreement

The importance of this agreement lies in strengthening the Latin American Integration Association (ALADI) and achieving the objectives set out in the Montevideo Treaty of

1980, through the conclusion of bilateral and multilateral agreements as widely as possible. In this regard, the Government of the Republic of Ecuador and the Government of the Republic of Chile agree:

- (a) To intensify economic and trade relations between the Parties, and stimulate the expansion and diversification of trade between them
- (b) To eliminate barriers to trade and facilitate the cross-border movement of goods and services between the Parties
- (c) To promote conditions of fair competition in trade between the Parties
- (d) To establish effective procedures for the implementation and enforcement of this Agreement, for joint administration, and for the prevention and settlement of disputes
- (e) To establish guidelines for further cooperation among the Parties, as well as at regional and multilateral levels, aimed at expanding and improving the benefits of this Agreement
- (f) Substantially increase investment opportunities in the territories of the Parties, fostering an intensive use of their markets, and strengthening their competitive capacity in world trade (Economic Complementation Agreement N°65, 2008).

With regard to National Treatment and Market Access, the following is considered:

Relief Programs. - The Parties shall meet within three months of the entry into force of this Agreement to consider special programs with the purpose of incorporating the goods contained in Annex 3.1 into a relief program. Likewise, at any time, they may accelerate the tariff reduction program for those products or groups of products that they mutually agree upon (...).

Export Tax. - No Party may adopt or maintain any duty, tax or other charge on exports of any good to the territory of the other Party, unless such duty, tax or charge is adopted or maintained on any good for domestic consumption, without prejudice to the exceptions provided for in Article 3.6

Import and Export Restrictions. - Except as otherwise provided in this Agreement, no Party may adopt or maintain any prohibition or restriction on the importation of any good from the other Party or the export or sale for export of any good intended for the territory of the other Party, except as provided for in Article XI, XX, and XXI of the GATT 1994, including its respective interpretative notes (...) (Economic Complementation Agreement N°65, 2008).

3.5.3 Economic Complementation Agreement No. 59

Countries: MERCOSUR- CAN

Rules on origin under preferential agreement: Complementary Agreement

According to the Economic Complementation Agreement N°59 (2004), there are the following objectives:

- To establish the legal and institutional framework for cooperation and economic and physical integration that contributes to the creation of an enlarged economic space that tends to facilitate the free movement of goods and services and the full utilization of productive factors, under conditions of competition between the Contracting parties .
- To form a free trade area between the contracting parties by expanding and diversifying trade and eliminating tariff and non-tariff restrictions affecting reciprocal trade.
- To achieve harmonious development in the region, taking into account the asymmetries derived from the different levels of economic development of the Signatory Parties.
- To promote the development and use of physical infrastructure, with special emphasis on the establishment of integration corridors that allow cost reduction and the generation of competitive advantages in reciprocal regional trade and with third-party countries outside the region.
- To promote and advance investments among the Signatory Parties.
- To promote economic, energy, scientific and technological

complementarity and cooperation.

- Promote consultations, when responding, in trade negotiations with third party countries and groups of extra-regional countries

3.5.4 Regional Agreement Relating to Regional Tariff Preference AR.PAR. No.4

Countries: Ecuador – Argentina, Brazil, Chile, Paraguay, Uruguay

Rules on origin material under preferential agreement: Resolution 252 ALADI

According to the Instrument establishing the Latin American Association of Integration (ALADI) Montevideo of 1980, the General Scheme of Origin established by Resolution 78 of the Committee of Representatives, which governs in this matter various regional and partial agreements, regulated, supplemented, amended and updated through Resolutions 227, 232 and Agreements 25, 91 and 215 of the Committee of Representatives, agree as follows:

To approve the consolidated and orderly text of Resolution 78 of the Committee of Representatives that establishes the General Origin Scheme of the Association, which contains the provisions of Resolutions 227, 232 and of Agreements 25, 91 and 215 of the Representatives Committee. Some of these provisions are listed below.

FIRST - originated in the countries participating in an agreement concluded in accordance with the Treaty of Montevideo 1980:

- a) Goods produced entirely in their territories, are to exclusively use materials from any of the countries participating in the agreement.
- b) The goods included in the item of NALADISA indicated in Annex 1 of this Resolution, due to the mere fact of being produced in their territories (...).

SECOND - In cases where the requirement established in Article 1 (c) cannot be met because the transformation process operated does not imply a change of heading in the NALADISA, it will suffice that the CIF port of destination or CIF port of the

materials of countries not participating in the agreement does not exceed 50 (fifty) percent of the FOB export value of the goods in question.

THIRD - For countries with less relative economic development, the percentage established in subparagraph d) of article one and in article two, shall be 60 (sixty) percent. The present regime also extends to those agreements in which the concessions agreed between the participating countries automatically extend to the countries with less relative economic development, without the granting compensation and independently of negotiation or agreements with same.

FOURTH - In order for the originating goods to benefit from the preferential treatments, they must have been shipped directly from the exporting country to the importing country. For these purposes, it is considered a direct shipment (...).

SIXTH - Countries participating in partial scope agreements may establish specific requirements for the products negotiated in those agreements. Said requirements may not be less demanding than those established by application of this Resolution, except in the case of the qualification of products originating in the countries with the lowest relative economic development (...) (Treaty of Montevideo, 2008).

3.6 Analysis of potential markets for exports

After having analyzed the plastic exporting countries, the import trade agreements between Ecuador, and the plastic importing countries, it is concluded that the company could open its market to Brazil and Chile, since they have commercial agreements with Ecuador.

Chile annually imports \$366 million USD in tarps, plastic pipes, hoses, connections, joints and junctions from countries of other continents; however, Ecuador is among the country's top 20 trading partners. Ecuador exports to Chile thanks to the territorial proximity with such country, which reduces shipping costs whether by plane or ship.

With regard to maritime transportation, in 2010 it was ratified the validity of the treaties signed in the Declaration of Santiago – 1952, and in the Special Maritime Border Convention of 1954, which reaffirmed Ecuador's and Chile's position about not having problems of maritime boundaries (Universo , 2010).

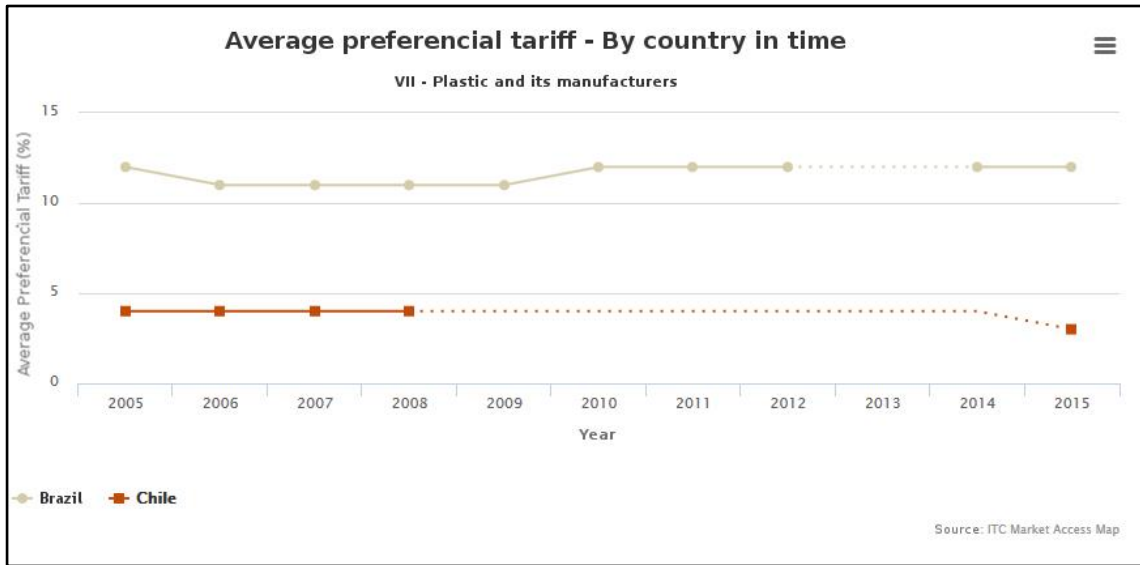
At the Third Meeting of the Ecuadorian Chilean Binational Interministerial Council, several Framework Agreements for Cultural Cooperation were signed: Agreement for Teaching, Scientific and Technological Cooperation Ministry of Justice, and Agreement on Cooperation in Agriculture, Livestock and Forestry between the Ministry of Agriculture, Livestock, Aquaculture and Fisheries, among others (Soychile, 2012).

Brazil is considered one of the countries with the largest emerging economies, since it is the largest in Latin America and the seventh in the world. Another favorable indicator is the trade balance between Ecuador and Brazil that exceeds one billion dollars annually, being Brazil the sixth most important exports partner for Ecuador.

Brazil annually imports 954 million dollars in tarps, plastic tubes, hoses, connections, joints, and elbow joints from several continents, and the territorial proximity with Ecuador reduces shipping costs. In addition there are agreements related to the development of digital television, agriculture, biofuels, environment, and direct air services between both countries (Ministry of Foreign Affairs and Human Mobility, 2016).

In 2015 the preferential tariff of Brazil was 12% average, and Chile 3%, as shown in figure 34, but it is important to analyze the currency change and the quantity of production in Brazil and Chile, which is detailed in the following section.

Figure 34: Average Preferential Tariff



Source: Trade Map

3.7 Tariffs of new markets.

3.7.1 Tariffs applied by Brazil

Product: 39211200 - Other sheets, sheet films, strips and plastic sheets: Aveolar products: of polymers of vinyl chloride

Partner: Ecuador

Nomenclature: HS Rev.2012

Methodology EAV: EAV based on tariff profiles in the world (PAM)

The ad valorem tariff applied by Brazil to the packaging (3921120), according to results of the de Map data analysis, was 16%; however, the tariff preference for Ecuador (AADI) was 9.60% as shown in the following chart.

Chart 3: Tariffs that Brazil applied to Packaging in 2015

Tariff regime	Applied tariff (as reported)	Applied tariff (converted)	Equivalent tariff ad valorem total
MFN duties (Applied)	16.00%	16.00%	16.00%
Regional tariff preference (Aladi: AR.PAR4) for Ecuador	9.60%	9.60%	9.60%
Preferential tariff (AAP.CE59) for Ecuador	0%	0%	0%

Source: ITC (MAcMap)

Product: 39201010 - Other plates, sheets, film, foil and strips, non-cellular and non-reinforced plastics, laminated, supported or similarly combined with other materials: polymers of ethylene, density not exceeding 0.94 micrometers and width not exceeding 66 cm.

Partner: Ecuador

Nomenclature: HS Rev.2012

Methodology EAV: EAV based on tariff profiles in the world (PAM)

The total ad valorem applied to Stretch Film according to tariff heading 392010 made by Brazil, was 2%. For Ecuador, according to the regional preferential rate, it was 1.20%.

Chart 4: Tariffs applied to Stretch Film by Brazil in 2015

Tariff regime	Applied tariff (as reported)	Applied tariff (converted)	Equivalent tariff ad valorem total
MFN duties (Applied)	2.00%	2.00%	2.00%
Regional tariff preference (Aladi: AR.PAR4) for Ecuador	1.20%	1.20%	1.20%
Preferential tariff (AAP.CE59) for Ecuador	0%	0%	0%

Source: ITC (MAcMap)

Product: 39219090 - Other sheets, sheet films strips, and plastic sheets

Partner: Ecuador

Data Source: ITC (MAcMap)

Year: 2015

Nomenclature: HS Rev.2012

Methodology EAV: EAV based on tariff profiles in the world (PAM)

The total ad valorem applied by Brazil to leather and skins was 16%. For Ecuador, according to ALADI's preferential tariff AR.PAR4, it was 9.60%.

Chart 5: Tariffs applied to Leather and Tents for Brazil, year 2015

Tariff regime	Applied tariff (as reported)	Applied tariff (converted)	Equivalent tariff ad valorem total
MFN duties (Applied)	16.00%	16.00%	16.00%
Regional tariff preference (Aladi: AR.PAR4) for Ecuador	9.60%	9.60%	9.60%
Preferential tariff (AAP.CE59) for Ecuador	0%	0%	0%

Source: ITC (MAcMap)

3.7.2 Tariffs applied by Chile

Product: 39211200 - Other plates, sheets, film, foil and plastic strips. Cellular products: made of polymers of vinyl chloride

Partner: Ecuador

Nomenclature: HS Rev.2012

Methodology EAV: EAV based on tariff profiles in the world (PAM)

The ad valorem tariff applied to Packaging by Chile was 6%. There are no preferential tariffs for this product for Ecuador.

Chart 6: Tariffs applied to Packaging by Chile, year 2015

Tariff regime	Applied tariff (as reported)	Applied tariff (converted)	Equivalent tariff ad valorem total
MFN duties (Applied)	6.00%	6.00%	6.00%
Preferential tariff (AAP.CE32) for Ecuador	0%	0%	0%

Source: ITC (MAcMap)

Product: 39219010 - Other plates, sheets, film, foil and plastic strips. Other: Plastic laminates composed of kraft paper impregnated and pressed with phenolic resins and coated with a thin layer of melamine (formaldehyde and similar products).

Partner: Ecuador

Nomenclature: HS Rev.2012

Methodology EAV: EAV based on tariff profiles in the world (PAM)

The total ad valorem equivalent tariff applied to Stretch Film, according to tariff heading 392010 by Chile, was 6%. For Ecuador according to the preferential tariff ALADI: AR.PAR4, the regional rate was 4.32%.

Chart 7: Tariffs applied to Stretch Film by Chile, year 2015

Tariff regime	Applied tariff (as reported)	Applied tariff (converted)	Equivalent tariff ad valorem total
MFN duties (Applied)	6.00%	6.00%	6.00%
Regional tariff preference (Aladi: AR.PAR4) for Ecuador	4.32%	4.32%	4.32%
Preferential tariff (AAP.CE32) for Ecuador	0%	0%	0%

Source: ITC (MAcMap)

Product: 39219090 - Other plates, sheets and plastic strips

Partner: Ecuador

Nomenclature: HS Rev.2012

Methodology EAV: EAV based on tariff Profiles in the world (PAM)

The total ad valorem tariff applied to leather skin by Chile was 6%. For Ecuador, according to ALADI's preferential tariff AR.PAR4, it was 4.32%.

Chart 8: Tariffs applied to Leather by Chile, year 2015

Tariff regime	Applied tariff (as reported)	Applied tariff (converted)	Equivalent tariff ad valorem total
MFN duties (Applied)	6.00%	6.00%	6.00%
Regional tariff preference (Aladi: AR.PAR4) for Ecuador	4.32%	4.32%	4.32%
Preferential tariff (AAP.CE32) for Ecuador	0%	0%	0%

Source: ITC (MAcMap)

Product: 39201010 - Other plates, sheets, film, foil and strips, non-cellular and non-reinforced plastics, laminated, supported or similarly combined with other materials of polymers, and of ethylene. Density less than 0.94.

Partner: Ecuador

Nomenclature: HS Rev.2012

Methodology EAV: EAV based on tariff profiles in the world (PAM)

The ad valorem tariff applied to tents by Chile was 6%; however, for this product, according to ALADI's preferential tariff AR.PAR4, it was 0%.

Chart 9: Tariffs applied to Tents for Chile, year 2015

Tariff regime	Applied tariff (as reported)	Applied tariff (converted)	Equivalent tariff ad valorem total
MFN duties (Applied)	6.00%	6.00%	6.00%
Preferential tariff (AAP.CE32) for Ecuador	0%	0%	0%

Source: ITC (MAcMap)

3.8 Technical standards of new markets

Brazil

Chart 10: Packaging and Labeling Rules in Brazil

Packaging	It must be made according to the Brazilian Consumer Code adopted in 1990 because it requires the packaging of a product to give the consumer correct, readable, clear and precise information about the quality, quantity, composition, price, warranty, origin, expiration date and risks to the health, and safety of the product.
Authorized units of measure	Metric System
Indicated origin "Made in"	Yes
Labeling regulations	Quality, quantity, composition, price, warranty, origin, expiration date, and health and safety risks.
Specific regulations	All products containing GMOs must be clearly marked.

Source: Banco Santander, S.A, (2016)

Created by: Llerena Ibarra E. Renato

Chart 11: Trade and Industry Standards in Brazil

<p>Standardization bodies</p>	<p>Brazilian Association of Technical Standards</p> <p>Brazilian Committee for Electric Standardization, Electronic and Telecommunications Sectors</p> <p>National Council of Metrology, Standardization and Industrial Quality (CONMETRO)</p> <p>National Institute of Metrology, Standardization and Industrial Quality (INMETRO)</p>
<p>Entry to the international standardization network</p>	<p>Member of the International Organization for Standardization (ISO), the International Electrotechnical Commission (IEC), the World Ecolabelling Network (GEN), the Pan American Standards Commission (COPANT), the Mercosur Association for Standardization, and the Uniform Commercial Code (UCC), which is now GS1 after merging with a European group (organization concerned with logistics chains and bar codes).</p>
<p>Obligation to use standards</p>	<p>Conformity with standards is mandatory for certain product and optional for others. Like all voluntary standards, the force of market preference often carries with it specific certifications.</p>
<p>Classification of standards</p>	<p>ABNT, NBR standards.</p>

Source: Banco Santander, S.A, (2016)

Created by: Llerena Ibarra E. Renato

Chile

Chart 12: Technical Standards of Chile

Labeling, Classification and Packaging Requirements	Packaged products must be marked in a way that shows quality, purity, ingredients or mixtures, net weight or content measurement.
National Institute of Standardization (INN)	It is the agency responsible for developing technical standardization at the national level. It promotes the certification and quality management, promotes the importance and benefits of these activities and participates in international standardization by representing Chile before international, regional, and foreign organizations pursuing similar goals.
ISO Regulations	Chile has been a member of the International Organization for Standardization (ISO) since 1947 through the INN. ISO standards are always voluntary. The INN does not require a product to have an ISO certification to be marketed in Chile, but only the technical regulations elaborated by the Ministries, established obligations, and their non-compliance sanctions carried with it.

Plastic Products Regulation	The Labeling Regulation for plastic products integrates the technical standards for this product and specifies the labeling that any plastic product, whether national or imported, must be marked with the purpose of verifying the manufacturer or importer.
Emission Standards	They establish the limits to the amount of pollution emitted to the air or to water by the industrial facilities or emitting sources in general. The purpose of these standards is the prevention of pollution or its effects, and the restoration of air or water quality levels when they are exceeded.

Source: International Trading Regime and Chilean Customs (2015)

Created by: Llerena Ibarra E. Renato

CONCLUSIONS

- It is important for the company to emphasize the importance of exporting its products in national and international markets, thus improving the quality of its products and complying with international technical standards. In addition to expanding production to meet the needs of suppliers, this also increases the labor force which benefits the country's economy. If exports increase, the trade surplus not only benefits exporting countries, but also importing countries.
- For 2010, PlastiAzuay collected a total of \$455,106.5 from exports, but in 2014 this amount was reduced by 50% due to the implementation of new tariffs and safeguards for imports. This affected the acquisition of raw material and increased the cost of the final product. Since international traders started looking for better and cheaper options, PlastiAzuay was affected.
- Between 2010 and 2014 Plastiazuay SA has exported to different countries in South America. The main destination is Peru, with more than 80% of the total plastic product exports, followed by Venezuela, Bolivia, and Colombia. This is because the proximity of these countries with Ecuador minimizes freight costs. Guatemala is also an exports destination, and is one of the countries of Central America that has a favorable economy and imports plastic products.
- South American countries importing products similar to those offered by Plastiazuay S.A. are Brazil, Argentina, Chile, Uruguay, Paraguay, Suriname and Guyana. These countries mainly import plastic tarps, tubes, stoppers, covers, sheets, films, bands, office supplies, school supplies, motor vehicle seats, and chairs. Due to their high product demand, these countries would be suitable for opening new markets for the company according to their amount of annual imports.

- From the Plastiazuay's product portfolio the most quoted products in the international market are tents, plastic leather, packaging, and stretch film, which have been characterized by their high quality and affordable price due to the optimization of the raw material. It has multiple uses and is an indispensable product for several companies since it also substitutes real leather.

- The technical standards used by Plastiazuay S.A. are fundamental for the import and export processes. These standards were created to guarantee the quality of the imported products and to specify the properties and characteristics that must be met to compete in the plastic market. Ecuador has similar technical standards as countries such as Chile and Brazil, which is an advantage when exporting to new markets.

- After analyzing the importance of exports for the company, South American countries which import, and the countries that most demand the products similar to those exported by Plastiazuay, it can be concluded that the possible markets for the company are Brazil and Chile, since both are large importers and have remained constant in importing plastic products, have trade agreements with Ecuador such as ALADI AR.PAR4 for the main products of the company, and currently have a significant degree of participation in countries importing synthetic products at international level.

- Chile is the third country in South America to import plastic products and the second country to import products similar to those that Plastiazuay exports, including packaging, stretch film, plastic leather, and tents. It has commercial treaties that facilitate exports to this country and reduce freight costs as it is a country that we can access via land, without forgetting that Ecuador is among the first 20 trading partners of this country, for all of the above reasons Chile is a potential market for the company.

- Brazil is one of the 7 largest emerging economies in the world and the first country in South America to import plastic products similar to those offered by Plastiazuay.A. It has preferential tariffs, ALADI, AR.P, and AR4 tariffs which benefits and facilitates the export process. The proximity of the neighboring country is a fundamental factor when exporting as it decreases the cost of shipping the products. Because of the foregoing reasons, Brazil is a suitable country for the export of the Plastiazuay's portfolio.

RECOMMENDATIONS

- Market projections are recommended to know the needs of each supplier and country, in order to develop marketing strategies to lower costs through optimization of raw material.
- The company should publicize its entire portfolio and encourage the use of its products by showing the multiple uses that could be given to each product, such as stretch film. It would be more feasible to export this product since it can be used to preserve food, wrap and protect luggage from mistreatment, perform better pallet preservation, or to protect any type of mobile or stationary home items and furniture.
- Although last year the company's exports to Peru declined, it is recommended to continue exports to this country because of its proximity to our country, low freight and shipping costs, trade agreements between these two countries, and the favorable exchange rate. To export it is necessary to have a long-term vision since success is not achieved from year to year but through constancy and with a continuous demand analysis.
- Central America is an optimal market for Ecuador, which is why Plastiazuay is recommended to export to Guatemala more often.
- The reason why Plastiazuay S.A. exports decreased in 2014 were the safeguards imposed by the Ecuadorian government. Because of this, the price of raw materials increased and the product export became difficult. This should not be a reason for the company to suspend product exports as these taxes will only be in force temporarily until the trade balance is restored. The company should make efforts to maintain its suppliers for future exports.

- Plastiazuay S.A. should continue to maintain the technical standards that it currently uses, as they are similar to those of Chile and Brazil. It is important to note that Ecuador is governed under the ISO standard which is the highest standard for quality guarantees.

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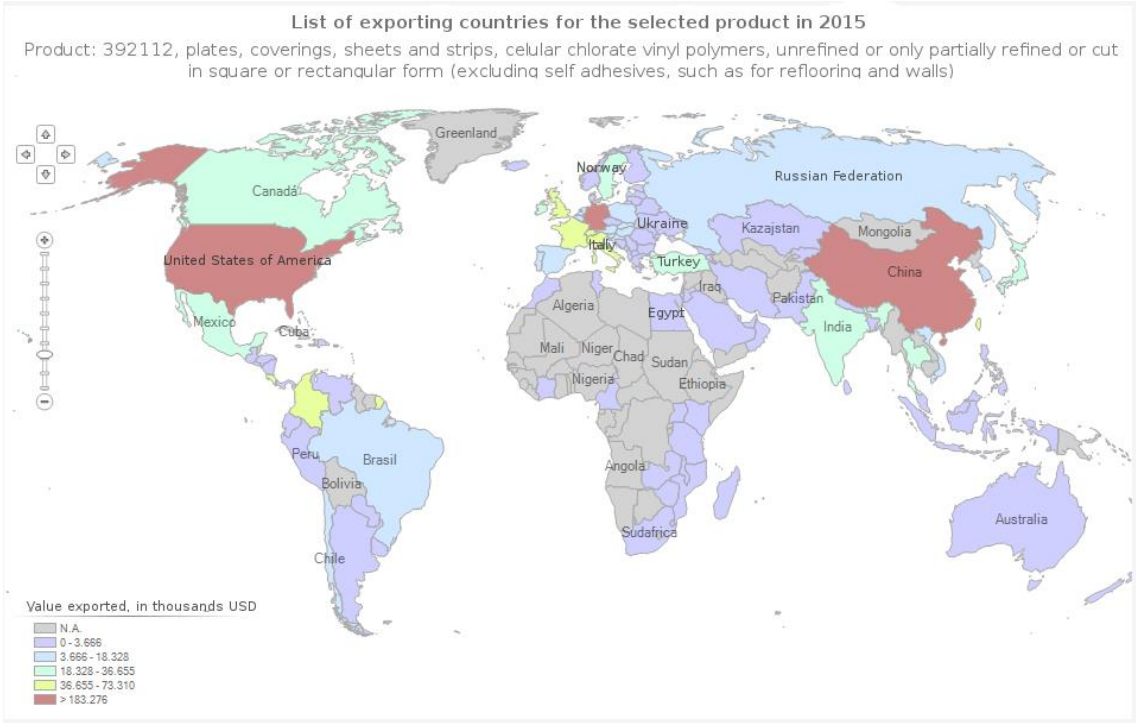
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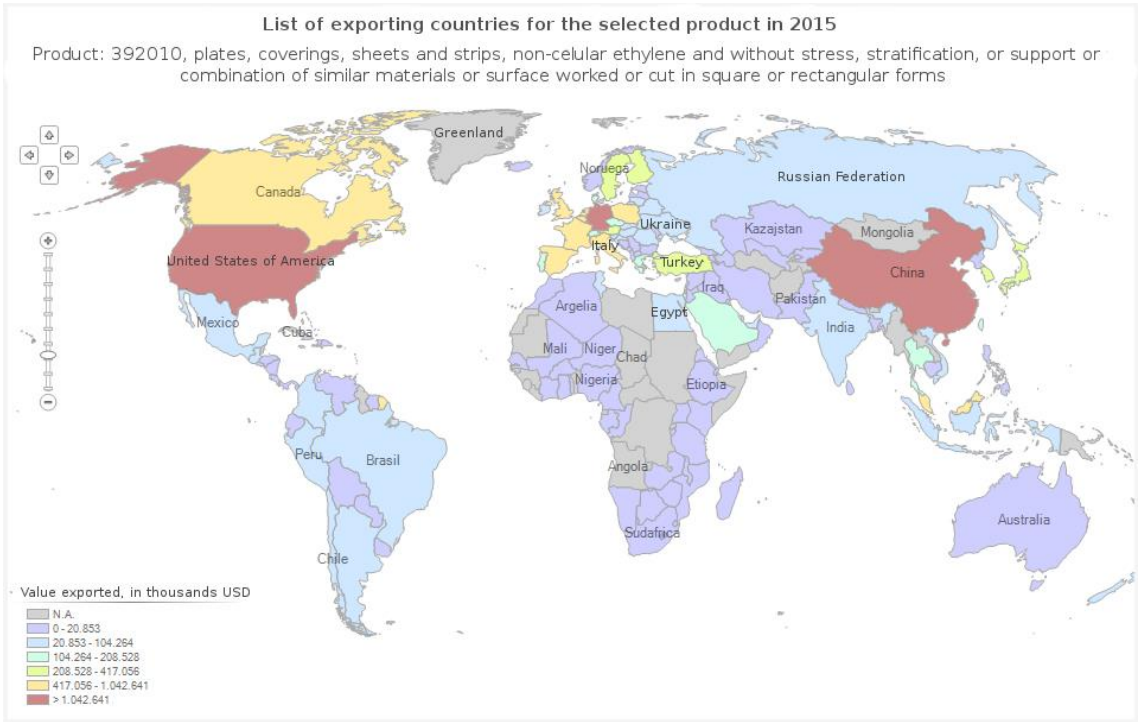
ANNEXES

Packaging Exporting Countries



Source: Trade Map

Countries Exporting Stretch Film

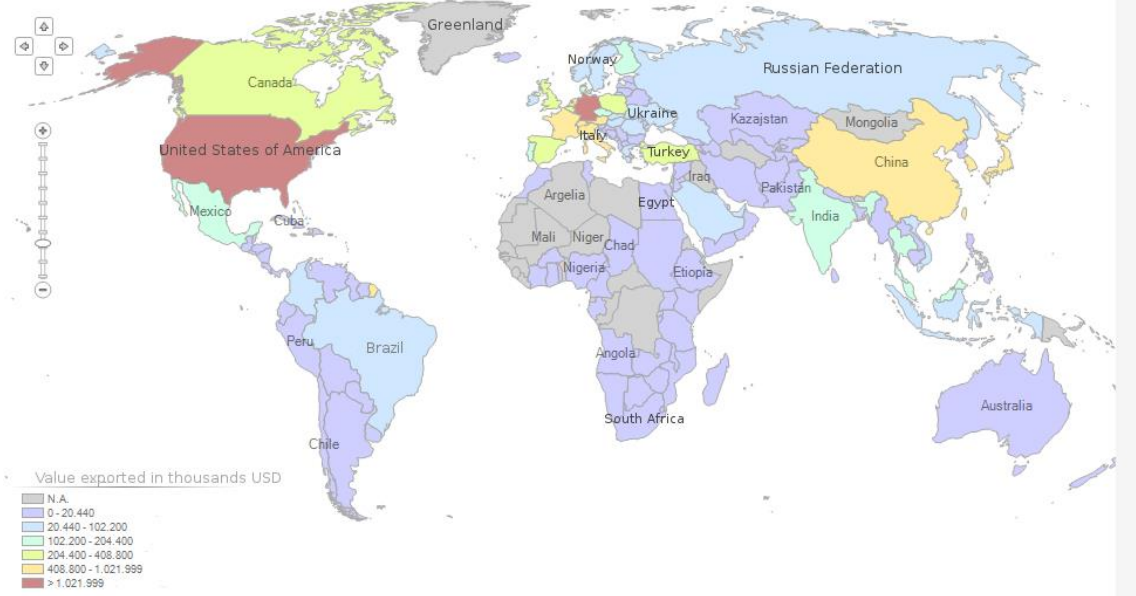


Source: Trade Map

Leather Exporting Countries

List of exporting countries for the selected product in 2015

Product: 392190 Plates, coverings, sheets and strips, reinforced stratified or combined plastics or similar forms made from other materials, with support, without refinement or with only superficial treatments, or cut in squares or rectangles.



Source: Trade Map

TENT



STRETCH FILM



LEATHER SKIN



PACKAGING



EXPORT PERMITS

#	DATE	IMPORTER	COUNTRY	ITEM	PRODUCT	FUE #	NET WEIGHT KG	TOTAL MTS	VALUE FOB	TOTAL US\$	TERM	JUSTIFICATION OF CURRENCIES
1	10/08/1999	CYDIR ALMOND S.A	COLOMBIA	3921.12.00	GRAZO	371872	5.248,10	2.499,00	7.122,15	7.122,15	90	26/11/1999
2	10/08/1999	CYDIR ALMOND S.A	COLOMBIA	3921.12.00	GRAZO	371873	5.888,20	2.809,00	8.005,65	8.005,65	90	26/11/1999
3	05/11/1999	MAYASAL	GUATEMALA	3918.10.10	SHEET	726277	37.004,00	38.143,40	61.029,44	65.629,44	30	16/12/1999
4	13/09/1999	CYDIR ALMOND S.A	COLOMBIA	3921.12.00	GRAZO	726271	6.551,00	2.990,00	8.537,95	8.537,95	90	16/12/1999
5	29/11/1999	COMERCIAL DELTA	PERU	3920.42.00	SHEET	809303	2.524,00	2.000,00	4.560,00	4.560,00	15	20/12/1999
6	29/11/1999	COMERCIAL DELTA	PERU	3920.42.00	SHEET	809304	2.491,00	2.000,00	4.560,00	4.560,00	15	20/12/1999
7	17/09/1999	CYDIR ALMOND S.A	COLOMBIA	3921.12.00	GRAZO	726272	4.407,00	1.996,00	5.688,60	5.688,60	90	20/12/1999
8	27/09/1999	CYDIR ALMOND S.A	COLOMBIA	3921.12.00	GRAZO	726274	3.476,00	1.727,00	4.921,95	4.921,95	90	27/12/1999
9	27/09/1999	CYDIR ALMOND S.A	COLOMBIA	3921.12.00	GRAZO	726273	2.495,00	1.240,00	3.534,00	3.534,00	90	27/12/1999
14	06/12/1999	COMERCIAL DELTA	PERU	3921.90.00	TENT	809305	3.225,00	3.072,00	9.000,96	9.000,96	30	05/01/2000
10	08/10/1999	CYDIR ALMOND S.A	COLOMBIA	3921.12.00	GRAZO	726275	6.501,00	3.269,00	9.316,65	9.316,65	90	05/01/2000
11	11/10/1999	CYDIR ALMOND S.A	COLOMBIA	3921.12.00	GRAZO	726276	6.580,00	3.161,00	9.008,85	9.008,85	90	05/01/2000
16	27/12/1999	SANTIAGO MARTINEZ	CHILE	3920.42.00	SHEET	809307	174,00	308,00	369,60	369,60	15	05/01/2000
15	20/12/1999	COMERCIAL DELTA	PERU	3920.42.00	SHEET	809306	12.059,00	11.000,00	20.250,00	20.250,00	30	03/02/2000
12	16/11/1999	CYDIR ALMOND S.A	COLOMBIA	3921.12.00	GRAZO	726279	1.047,00	594,00	1.544,40	1.544,40	90	02/03/2000
13	25/11/1999	CYDIR ALMOND S.A	COLOMBIA	3921.12.00	GRAZO	726280	6.877,00	4.219,00	10.969,40	10.969,40	90	02/03/2000
17	27/12/1999	COMERCIAL DELTA	PERU	3921.90.00	TENT	809308	830,00	838,00	2.120,00	2.120,00	60	02/03/2000
18	24/01/2000	COMERCIAL DELTA	PERU	3921.90.00	TENT	809309	9.949,00	8.996,00	23.839,40	23.839,40	30	02/03/2000
19	24/01/2000	COMERCIAL DELTA	PERU	3920.42.00	SHEET	809235	9.638,00	12.038,00	19.260,70	19.260,70	30	02/03/2000
20	04/02/2000	COMERCIAL DELTA	PERU	3921.90.00	TENT	809278	3.150,00	2.900,00	7.685,00	7.685,00	60	20/04/2000
21	14/02/2000	COMERCIAL DELTA	PERU	3920.42.00	SHEET	809279					60	20/04/2000

							9.009,00	7.000,00	14.910,00	14.910,00		
22	18/02/2000	CYDIR ALMOND S.A	COLOMBIA	3921.12.00	GRAZO	809281	3.314,00	2.047,00	5.219,85	5.219,85	90	22/06/2000
23	02/03/2000	MAYASAL	GUATEMALA	3918.10.10	SHEET	809283	996,50	12,00	2.379,20	2.379,20	30	20/04/2000
24	27/04/2000	COMERCIAL DELTA	PERU	3921.90.00	SHEET	809284	8.941,00	7.000,00	14.420,00	14.420,00	60	05/07/2000
25	03/05/2000	COMERCIAL DELTA	PERU	3920.42.00	SHEET	855584	34.032,00	26.800,00	55.208,00	55.208,00	60	06/07/2000
26	08/06/2000	COMERCIAL DELTA	PERU	3920.42.00	SHEET	855585	17.460,00	13.700,00	28.222,00	28.222,00	60	06/10/2000
27	23/06/2000	ROGELIO PEREZ N	COLOMBIA	3921.12.00	GRASO	811721	4.850,00	2.127,00	5.360,04	5.360,04	90	06/10/2000
28	27/06/2000	COMERCIAL DELTA	PERU	3920.42.00	SHEET	811722	25.423,00	19.500,00	40.170,00	40.170,00	60	06/10/2000
29	05/07/2000	COMERCIAL DELTA	PERU	3921.90.00	SHEET	811723	3.079,00	2.850,00	7.980,00	7.980,00	60	06/10/2000
30	10/10/2000	MAYASAL	GUATEMALA	3918.10.10	SHEET	811724	4758,00		11885,80	11885,80	30	14/11/2000
30	10/10/2000	MAYASAL	GUATEMALA	3506.99.00	PEGA	811724	18,00		75,00	75,00	30	14/11/2000
30	10/10/2000	MAYASAL	GUATEMALA	3917.23.00	BRACES	811724	53,00		752,64	752,64	30	14/11/2000
31	29/11/2000	PLAVIMARS	PERU	3921.90.00	TENT	811725	844,00	818,00	1.586,92	1.586,92	60	12/03/2001
31	29/11/2000	PLAVIMARS	PERU	5603.94.00	LEATHER	811725	1.218,00	1.657,00	2.883,18	2.883,18	60	12/03/2001
32	29/11/2000	BASEL	PERU	3921.90.00	TENT	811727	2.535,00	2.471,00	4.793,74	4.793,74	60	12/03/2001
33	01/12/2000	CIDELSA	PERU	3920.42.00	SHEET	811728	6.233,00	10.000,00	10.700,00	10.700,00	60	12/03/2001
34	07/12/2000	PLAVIMARS	PERU	5603.94.00	LEATHER	811726	2.002,00	2.744,00	4.776,56	4.776,56	60	12/03/2001
35	26/12/2000	CIDELSA	PERU	3921.90.00	TENT	811729	3.116,00	2.711,00	7.195,70	7.195,70	60	12/03/2001
36	09/01/2001	CIDELSA	PERU	3920.42.00	SHEET	811730	12.560,00	10.000,00	18.000,00	18.000,00	60	14/03/2001
37	13/03/2001	COMERCIAL DELTA	PERU	3920.42.00	SHEET	891242	6.923,00	6.020,00	6.923,00	6.923,00	60	27/07/2001
38	28/03/2001	PLAVIMARS	PERU	3921.90.00	SHEET	891243	12.182,00	18.713,00	29.058,58	29.058,58	90	27/07/2001
39	29/03/2001	COMERCIAL DELTA	PERU	3920.42.00	SHEET	891244	3.662,00	3.000,00	5.400,00	5.400,00	60	27/07/2001
40	30/04/2001	C.I. CANGURO S.A.	COLOMBIA	3921.12.00	GRASO	891245	10.392,00	5.000,00	16.500,00	16.500,00	120	22/11/2001
41	27/07/2001	COMERCIAL DELTA	PERU	3921.90.00	TENT	891246					60	22/11/2001

							3.372,00	2.937,00	8.223,60	8.223,60		
42	21/08/2001	PLAVIMARS	PERU	3921.90.00	TENT	891247	4.469,00	4.657,00	9.314,00	9.314,00	90	22/11/2001
42	21/08/2001	PLAVIMARS	PERU	3921.12.00	LEATHER	891247	4.513,00	8.252,00	15.018,64	15.018,64	90	22/11/2001
43	22/11/2001	MARTHA VELEZ G.	COLOMBIA	3921.12.00	GRASO	891248	6.614,00	3.571,00	12.498,50	12.498,50	30	19/12/2001
44	22/11/2001	MARTHA VELEZ G.	COLOMBIA	3921.12.00	GRASO	891249	5.981,00	3.225,00	11.287,50	11.287,50	30	19/12/2001
45	26/11/2001	MAYASAL	GUATEMALA	3920.42.00	SHEET	891250	1.740,00	1.255,88	10.482,00	10.482,00	30	08/02/2002
45	26/11/2001	MAYASAL	GUATEMALA	3506.99.00	PEGA	891250	55,05	15 U	240,00	240,00	30	08/02/2002
45	26/11/2001	MAYASAL	GUATEMALA	3917.23.00	ACCESORIOS	891250	35,05	22 U	550,00	550,00	30	08/02/2002
46	05/12/2001	PLAVIMARS	PERU	3921.12.00	LEATHER	891251	16.746,00	16.568,00	35.653,43	35.653,43	90	15/03/2002
47	20/12/2001	POLIMERS	BOLIVIA	3921.12.00	TENT	1093273	12.343,00	14.261,00	30.615,48	31.315,48	90	20/05/2002
48	27/12/2001	DIVINO NIÑO JESUS	BOLIVIA	3921.12.00	PLANTILLA	1091048	12.668,00	13.748,00	30.061,81	30.061,81	90	20/05/2002
49	04/01/2002	MAYASAL	GUATEMALA	3917.23.00	ACCESORIES	1108123	34,80	22 U	550,00	550,00	0	20/05/2002
50	15/02/2002	POLYMERS	BOLIVIA	3921.12.00	PUBLIFEX	1091050	8.700,00	12.418,00	24.125,18	24.125,18	90	20/05/2002
51	15/02/2002	DIVINO NIÑO JESUS	BOLIVIA	3921.12.00	PLANTILLA	983401	9.188,00	12.697,00	25.116,65	25.116,65	90	20/05/2002
52	01/03/2002	PLAVIMARS	PERU	3921.12.00	TENT	1091049	31.345,66	16.551,00	31.345,66	31.345,66	120	09/07/2002
53	18/03/2002	MAYASAL	GUATEMALA	3920.42.00	SHEET	1015023	855,30	16 U	2.112,00	2.112,00	30	20/05/2002
54	21/05/2002	PLAVIMARS	PERU	3921.12.00	LEATHER	941280	938,00	1.326,00	2.280,72	2.280,72	120	20/09/2002
55	11/06/2002	PLAVIMARS	PERU	3920.49.00	CARPET	1015024	17.191,00	18.884,00	36.730,55	37.430,55	120	15/10/2002
56	25/06/2002	CIDELSA	PERU	3920.49.00	TENT	1015025	1.237,00	960,00	2.467,20	2.467,20	30	23/07/2002
57	09/07/2002	PLAVIMARS	PERU	3921.12.00	PLANTILLA	1015026	9.898,00	11.328,00	20.758,25	20.758,25	120	20/11/2002
58	29/07/2002	COMERCIAL DELTA	PERU	3921.90.00	TENT	1015027	2.077,00	1.715,00	4.544,75	4.544,75	60	15/10/2002
59	20/08/2002	MAYASAL	GUATEMALA	3920.42.00	SHEET	1015028			4135,46	4135,46	30	20/09/2002
59	20/08/2002	MAYASAL	GUATEMALA		PEGA	1173019			238,00	238,00	30	20/09/2002

60	29/08/2002	PLAVIMARS	PERU	3921.12.00	TENT	1015031	2.941,00	3.005,00	6.160,25	6.160,25	60	20/11/2002
61	20/09/2002	RENE APAZA	IQUIQUE	3921.12.00	EXPANDIBLE	1015032	8.771,00	13.811,00	24.420,64	24.420,64	75	10/02/2003
62	16/10/2002	PLAVIMARS	PERU	3921.12.00	LEATHER	1259942	8.562,00	8.343,00	18.384,24	18.384,24	120	10/02/2003
63	21/11/2002	PLAVIMARS	PERU	3921.12.00	LEATHER	1259943	12.796,00	15.243,00	29.195,34	29.195,34	120	07/05/2003
64	12/03/2003	PLAVIMARS	PERU	3921.90.00	TENT	1259945	3.266,00	4.001,00	7.601,90	7.601,90	120	24/10/2003
65	17/03/2003	PLAVIMARS	PERU	3921.90.00	TENT	1259944	17.261,00	22.819,00	42.404,38	42.404,38	120	24/10/2003
66	13/05/2003	RODOLFO ATOPEÑA	PERU	3921.12.00	EXPANDIBLE	1259946	2.828,00	4.237,00	8.050,30	8.050,30	30	24/10/2003
67	28/05/2003	PROSOLDES S.R.I.	PERU	3921.90.00	TENT	1259948	740,00	550,00	1.837,00	1.837,00	30	29/07/2003
68	02/06/2003	CIDELSA	PERU	3921.90.00	TENT	1259947	529,00	600,00	1.560,00	1.560,00	30	29/07/2003
69	11/06/2003	PLAVIMARS	PERU	3921.12.00	LEATHER	1259949	5.733,00	9.212,00	15.568,28	15.568,28	120	29/07/2003
70	29/07/2003	PROSOLDES S.R.I.	PERU	3921.90.00	TENT	1259950	365,00	400,00	1.040,00	1.040,00	30	30/09/2003
71	29/07/2003	PROSOLDES S.R.I.	PERU	3921.90.00	TENT	1259951	469,00	400,00	1.280,00	1.280,00	30	30/09/2003
72	01/08/2003	PLAVIMARS	PERU	3920.43.00	CARPET	1259953	9.699,00	12.288,00	22.757,68	22.757,68	120	30/09/2003
73	30/09/2003	COMERCIAL DELTA	PERU	3921.90.00	TENT	1259954	121,00	100,00	304,00	304,00	30	06/01/2004
74	27/10/2003	INDTRIAS EL TIGRE	PERU	3920.43.00	SHEET PVC	1259956	903,00	450,00	1.741,50	1.741,50	30	06/01/2004
75	04/11/2003	PLAVIMARS	PERU	3921.12.00	LEATHER	1259957	2.591,00	4.134,00	6.785,00	6.785,11	120	05/11/2003
76	07/11/2003	PLAVIMARS	PERU	3921.90.00	TENT	1337736	20.217,00	21.881,00	44.700,63	44.700,63	120	06/01/2004
77	03/12/2003	PLAVIMARS	PERU	3921.12.00	LEATHER	1337737	311,00	527,00	922,25	922,25	120	06/01/2004
78	07/01/2004	PLAVIMARS	PERU	3921.12.00	LEATHER	1337738	14.111,00	18.393,00	35.141,46	35.141,46	120	30/03/2004
79	10/02/2004	INDUTRIAS EL TIGRE	PERU	3921.90.00	TENT	1337739	2.685,00	3.000,00	7.050,00	7.050,00	60	30/03/2004
80	18/02/2004	PLAVIMARS	PERU	3920.10.00	STREtCH FILM	1337741	17.960,00	18.493,00	40.635,58	40.635,58	120	30/03/2004

81	26/03/2004	INDUTRIAS EL TIGRE	PERU	3921.90.00	TENT	1372952	1.476,00	1.242,00	3.747,89	3.747,89	60	30/03/2004
82	07/05/2004	INDUTRIAS EL TIGRE	PERU	3921.90.00	TENT	1372953	4.641,00	4.600,00	12.068,00	12.068,00	60	27/05/2004
83	16/05/2004	P.SILVATRIN DE C.	COLOMBIA	3920.49.00	SHEET S/S	1372954	93,70	50,00	567,50	567,50	30	21/05/2004
84	31/05/2004	PLAVIMARS	PERU	3921.12.00	LEATHER	1372955	8.464,00	13.139,00	22.898,48	22.898,48	120	17/09/2004
85	04/06/2004	INDUTRIAS EL TIGRE	PERU	3921.90.00	TENT	1372956	4.246,00	4.336,00	11.373,70	11.373,70	75	17/09/2004
86	12/07/2004	P.SILVATRIN DE C.	COLOMBIA	3920.49.00	SHEET S/S	1372957	67,00	30,00	375,00	375,00	30	16/06/2004
87	12/07/2004	PLAVIMARS	PERU	3921.90.00	CUERO PIEL	1372958	15.602,00	23.513,00	41.931,94	41.931,94	120	17/09/2004
88	30/09/2004	MAYASAL S.A.	GUATEMALA	3920.43.00	SHEETS	1372959	1857,15	1703,52	4633,57	4633,57	30	04/11/2004
89	30/09/2004	MAYASAL S.A.	GUATEMALA	3506.99.00	ADHESIVES	1372960	20,00	6 UNI	102,00	102,00	30	anulado
90	30/09/2004	INDUTRIAS EL TIGRE	PERU	3921.90.00	TENT	1372961	7.345,00	7.363,00	21.112,95	21.112,95	90	10/12/2004
91	30/09/2004	PROSOLDES S.R.I.	PERU	3921.90.00	TENT	1372962	694,00	494,00	2.050,10	2.050,10	30	10/12/2004
92	13/10/2004	PLAVIMARS	PERU	3921.90.00	TENT	1372963	14.412,00	17.825,00	38.985,55	38.985,55	120	10/12/2004
93	11/11/2004	PLAVIMARS	PERU	3921.90.00	LEATHER SKIN	1372964	12.353,00	15.633,00	28.946,71	28.946,71	120	21/02/2005
94	06/01/2005	PLAVIMARS	PERU	3921.90.00	LEATHER SKIN	1372965	11.291,00	15.245,00	29.338,00	29.988,00	120	21/02/2005
95	21/03/2005	PLAVIMARS	PERU	3920.43.00	CARPET T	1372967	15.550,00	21.867,00	42.617,42	43.267,42	120	17/05/2005
96	07/04/2005	INDUTRIAS EL TIGRE	PERU	3921.90.00	PUBLIMAT	1372969	1.525,00	1.475,00	4.425,00	4.825,00	0	17/05/2005
97	21/04/2005	PLAVIMARS	PERU	3921.90.00	LEATHER SKIN	1372968	13.107,00	16.404,00	35.640,89	36.190,89	120	17/05/2005
98	20/05/2005	INDUTRIAS EL TIGRE	PERU	3921.90.00	PUBLIMAT	1372970	3.962,00	4.002,00	12.006,00	12.556,00	30	17/06/2005
99	31/05/2005	PLAVIMARS	PERU	3920.43.00	SHEET S	1372971	10.151,00	13.059,00	30.189,94	30.739,94	120	17/06/2005
100	17/06/2005	INDUTRIAS EL TIGRE	PERU	3921.90.00	PUBLIMAT	1253302	4.072,00	4.114,00	12.342,00	12.892,00	75	26/07/2005
101	27/07/2005	INDUTRIAS EL TIGRE	PERU	3921.90.00	TENT	1253303	1.161,00	1.166,00	3.582,00	3.882,00	60	06/09/2005
102	27/07/2005	PLAVIMARS	PERU	3921.90.00	TENT	1253304	14.627,00	22.933,00	46.028,75	46.678,75	120	06/09/2005
103	07/09/2005	PLAVIMARS	PERU	3920.43.00	CARPET T	1253305					120	28/11/2005

							17.092,50	25.250,00	52.582,66	53.232,66		
104	20/09/2005	INDUTRIAS EL TIGRE	PERU	3921.90.00	PUBLIMAT	1253306	2.603,00	2.567,00	7.988,83	8.488,83	45	28/11/2005
105	12/10/2005	PLAVIMARS	PERU	3921.90.00	TENT	1253308	6.766,00	800,00	1.856,00	2.156,00	120	28/11/2005
106	18/10/2005	INDUTRIAS EL TIGRE	PERU	3921.90.00	PUBLIMAT	1253311	2.855,00	2.951,00	8.853,00	9.153,00	45	28/11/2005
107	28/10/2005	PLAVIMARS	PERU	3920.43.00	CARPET T	1253315	16.466,00	24.724,00	50.284,32	50.934,32	120	28/11/2005
108	26/10/2005	MAYASAL S.A.	GUATEMALA	3920.43.00	SHEETS	1253313	1.147,40	28,00	3.400,08	3.400,08	0	28/11/2005
109	14/11/2005	PLAVIMARS	PERU	3921.90.00	LEATHER SKIN	1253317	2.057,00	3.676,00	7.293,12	7.473,12	120	28/11/2005
110	01/12/2005	PLAVIMARS	PERU	3921.90.00	LEATHER SKIN	1253318	14.843,00	23.154,00	48.147,62	48.797,62	120	28/11/2005
111	20/12/2005	PLAVIMARS	PERU	3921.90.00	LEATHER SKIN	1605401	2.831,00	5.180,00	10.485,76	10.665,76	120	
112	17/02/2006	PLAVIMARS	PERU	3921.90.00	LEATHER SKIN	1253319	7.394,00	13.177,00	25.826,92	26.376,92	120	17/06/2006
113	02/03/2006	INDUSTRIAS EL TIGRE	PERU	3921.90.00	PUBLIMAT	1605402	3.127,00	3.911,00	12.202,32	12.502,32	45	16/04/2006
114	20/03/2006	PLAVIMARS	PERU	3921.90.00	LEATHER SKIN	1605403	21.095,00	29.821,00	62.365,73	63.015,73	120	18/07/2006
115	27/03/2006	INDUSTRIAS EL TIGRE	PERU	3921.90.00	TENT	1605404	4.153,00	4.387,00	14.817,30	15.117,30	75	10/06/2006
116	26/04/2006	PLAVIMARS	PERU	3921.90.00	LEATHER SKIN	1605406	9.231,00	10.987,00	25.859,55	26.409,55	120	24/08/2006
117	02/05/2006	INDUSTRIAS EL TIGRE	PERU	3921.90.00	PUBLIMAT	1605405	3.579,00	4.070,00	13.431,00	13.731,00	45	16/06/2006
118	17/05/2006	INDUSTRIAS EL TIGRE	PERU	3921.90.00	PUBLIMAT	1605407	3.183,00	3.977,00	13.124,10	13.424,10	45	01/07/2006
119	12/06/2006	PROSOLDES SRI.	PERU	3921.90.00	TENT P.	1605408	714,00	740,00	3.709,30	4.009,30	0	12/06/2006
120	12/06/2006	INDUSTRIAS EL TIGRE	PERU	3921.90.00	PUBLIMAT	1605409	3.262,00	4.078,00	13.457,40	13.757,40	45	27/07/2006
121	28/06/2006	PLAVIMARS	PERU	3920.43.00	CARPET T	1605410	13.437,00	21.729,00	42.951,63	43.601,63	120	26/10/2006
122	30/06/2006	PLAVIMARS	PERU	3921.90.00	LEATHER SKIN	1605411	6.151,00	10.986,00	20.835,70	21.385,70	120	28/10/2006
123	07/08/2006	INDUSTRIAS EL TIGRE	PERU	3921.90.00	PUBLIMAT	1605413	3.807,00	4.006,00	13.219,80	13.519,80	45	21/09/2006
124	07/08/2006	SION PUBLICIDAD	PERU	3921.90.00	LONAZUAY	1605414	262,00	400,00	1.120,00	1.330,00	30	06/09/2006
125	18/08/2006	PLAVIMARS	PERU	3921.90.00	LEATHER SKIN	1605415					120	16/12/2006

							14.704,00	24.264,00	48.380,08	49.030,08		
126	01/09/2006	PLAVIMARS	PERU	3921.90.00	PLAVILONA	1605416	8.858,00	14.127,00	27.460,38	28.010,38	120	30/12/2006
127	29/09/2006	INDUSTRIAS EL TIGRE	PERU	3921.90.00	PUBLIMAT	1605417	4.189,00	4.033,00	13.891,70	14.191,70	45	13/11/2006
128	11/10/2006	INDUSTRIAS EL TIGRE	PERU	3921.90.00	LONA JUMBO	1605418	3.989,00	2.709,00	16.254,00	16.554,00	45	25/11/2006
129	12/10/2006	PROSOLDES SRI.	PERU	3921.90.00	TENT P.	1605419	434,00	350,00	1.431,50	1.643,50	45	26/11/2006
130	23/10/2006	PLAVIMARS	PERU	3921.90.00	TENT INT	1605420	22.348,00	23.035,00	72.361,52	73.561,52	120	20/02/2007
131	23/11/2006	ACUAMAYA	GUATEMALA	3920.43.00	PERMAX	1655852	1.922,00	8,00	7.215,12	9.715,12	0	23/11/2006
132	28/11/2006	PLAVIMARS	PERU	3920.43.00	CARPET T	1655854	17.797,00	25.055,00	53.811,81	54.461,81	120	28/03/2007
133	31/01/2007	PLAVIMARS	PERU	3921.90.00	LEATHER SKIN	1655855	10.778,00	18.267,00	36.168,66	36.818,66	120	31/05/2007
134	16/02/2007	PLAVIMARS	PERU	3920.43.00	CARPET	1655856	17.345,00	17.887,00	53.028,74	53.678,74	120	16/06/2007
135	07/03/2007	PLAVIMARS	PERU	3921.90.00	TENT INT	1655857	720,00	800,00	1.920,00	2.120,00	120	05/07/2007
136	30/03/2007	PLAVIMARS	PERU	3920.43.00	LONA JUMBO	1655858	13.331,00	14.543,00	37.298,81	37.848,81	120	28/07/2007
137	16/04/2007	PLAVIMARS	PERU	3921.90.00	PLAVILONA	1655859	8.226,00	12.765,00	25.147,05	25.697,05	120	14/08/2007
138	28/05/2007	PLAVIMARS	PERU	3921.90.00	LEATHER SKIN	1655860	7.177,00	11.962,00	23.565,14	24.215,14	120	25/09/2007
139	05/06/2007	PROSOLDES	PERU	3921.90.00	TENT PES	1655861	851,00	608,00	2.845,00	2.845,00	0	05/06/2007
140	25/06/2007	PLAVIMARS	PERU	3921.90.00	LEATHER SKIN	1655862	11.008,00	14.410,00	31.957,10	32.507,10	120	23/10/2007
141	04/07/2007	PLAVIMARS	PERU	3920.43.00	CARPET	1655863	10.701,00	14.476,00	29.591,62	30.241,62	120	01/11/2007
142	02/08/2007	INDUSTRIAS EL TIGRE	PERU	3921,90,00	TENT PESA	1655864	3.732,00	2.943,00	13.259,72	13.609,27	60	01/10/2007
143	19/09/2007	PLAVIMARS	PERU	3920,43,00	LEATHER SKIN	1655865	8.330,00	12.317,00	26.278,07	26.828,07	120	17/01/2008
144	25/09/2007	PROSOLDES	PERU	3921,90,00	TENT PES	1655867	1.135,00	805,00	3.678,85	3.678,85	0	25/09/2007
145	08/10/2007	INDUSTRIAS EL TIGRE	PERU	3921,90,00	TENT PESA	1655868	6.545,00	5.205,00	23.992,35	24.392,25	60	07/12/2007

146	15/10/2007	PLAVIMARS	PERU	3921,90,00	TENT INTER	1655869	12.761,00	20.616,00	42.951,00	43.601,00	120	12/02/2008
147	31/10/2007	PLAVIMARS	PERU	3921,90,10	LEATHER SKIN	1655870	11.857,00	19.505,00	38.841,69	39.541,69	120	28/02/2008
148	26/11/2007	PLAVIMARS	PERU	3921,90,10	LEATHER SKIN	1655871	11.080,00	19.744,00	40.436,16	41.086,16	120	25/03/2008
149	03/12/2007	SANTIAGO QUIÑONEZ	PERU	3921,12,00	EXPANDIBLE		321,00	402,00	934,56	934,56	0	03/12/2007
150	17/12/2007	PLAVIMARS	PERU	3921,90,10	LEATHER SKIN	13160332	17.974,00	24.895,00	61.491,20	62.176,20	120	15/04/2008
151	07/01/2008	PLAVIMARS	PERU	3921,90,10	LEATHER SKIN		18.879,00	26.916,00	59.398,68	60.083,68	120	06/05/2008
152	21/01/2008	IMAPAR	COLOMBIA	3921,12,00	EXPANDIBLE	13231493	738,00	1.031,00	3.196,10	3.196,10	0	21/01/2008
153	17/03/2008	PLAVIMARS	PERU	3921,90,10	TENT		11.395,00	12.681,00	33.477,84	34.027,84	120	15/07/2008
154	26/03/2008	PLAVIMARS	PERU	3921,90,10	LEATHER	1336515	11.117,00	17.933,00	37.533,07	38.183,07	120	24/07/2008
155	10/04/2008	A & R CONSTRUCCIONES	TUMBES	3920,49,00	PERMAX	13415026	1.127,00		4.158,00	4.408,00	0	10/04/2008
156	11/04/2008	ACUAMAYA S.A.	GUATEMALA	3917,23,90	BRACES		42,00		871,00	1.456,24	0	11/04/2008
157	14/04/2008	CIA MINERA ANDREA	PERU	3920,49,00	PERMAX		3.161,00	3.132,00	8.769,60	9.039,60	0	14/04/2008
158	05/05/2008	JOSE ORTIZ VARGAS	IPIALES	3920,43,00	SHEET FIBRA		2.428,58	474,00	5.413,08	5.688,08	0	05/05/2008
159	26/05/2008	PLAVIMARS	PERU	3920,43,00	CARPET		12.805,00	14.860,00	39.504,34	40.054,34	120	23/09/2008
160	07/07/2008	PLAVIMARS	PERU	3921,90,10	LEATHER SKIN		13.384,00	21.381,00	45.291,09	45.941,09	120	04/11/2008
161	01/08/2008	PLAVIMARS	PERU	3921,90,10	PLAVILONA		21.206,00	29.848,00	70.303,43	71.503,43	120	29/11/2008
162	14/08/2008	IMAPAR	COLOMBIA	3921,12,00	EXPANDIBLE		3.356,00	4.666,00	14.604,58	14.854,58	120	12/12/2008
163	04/09/2008	PLAVIMARS	PERU	3920,43,00	CARPET	13907215	8.834,00	11.592,00	30.982,68	31.532,68	120	02/01/2009
164	08/09/2008	SANTIAGO QUIÑONEZ	PERU	3921,12,00	EXPANDIBLE		2.975,00	4.024,00	10.703,84	10.703,84	0	07/10/2008
165	26/10/2008	PLAVIMARS	PERU	3921,90,10	LEATHER SKIN		12.352,00	19.923,00	43.377,10	44.062,10	120	23/02/2009
166	12/11/2008	PLAVIMARS	PERU	3921,90,10	LEATHER		8.105,00	13.072,00	26.203,07	26.753,07	120	12/03/2009

167	14/12/2008	PLAVIMARS	PERU	3921.90.10	TENT	34618	11.818,00	14.587,00	38.551,59	39.101,59	120	13/04/2009
EXPORT PERMITS OF 2009												
	DATE	IMPORTER	COUNTRY	ITEM	PRODUCT	BILL	NET WEIGHT	TOTAL	VALUE	TOTAL	TERM	DUE DATE
#						#	KG	MTS				
168	15/01/2009	PLAVIMARS	PERU	3921.90.10	LEATHER SKIN	34892	6.987,00	10.420,00	22.870,00	23.420,00	120	15/05/2009
169	18/02/2009	CUEROTEC	PERU	3921.90.10	EXPANDIBLE	35276	7.923,00	9.608,00	21.433,95		0	18/02/2009
170	04/04/2009	PLAVIMARS	PERU	3921.90.10	LEATHER SKIN	35815	7.256,00	10.911,00	24.588,78	25.188,78	120	02/08/2009
171	28/04/2009	PLAVIMARS	PERU	3921.90.10	TENT INTER	36081	6.312,00	7.013,00	19.426,91	20.023,01	120	26/08/2009
172	20/07/2009	PLAVIMARS	PERU	3921.90.10	TENT INTER	37050	13.904,00	16.322,00	40.417,83	41.067,83	120	17/11/2009
173	27/09/2009	PLAVIMARS	PERU	3921.90.10	LONA JUMBO	37920	20.379,00	24.716,00	59.157,09	59.807,09	120	25/01/2010
174	23/11/2009	PLAVIMARS	PERU	3921.90.10	LEATHER SKIN		14.315,00	14.961,00	40.993,37	41.643,37	120	23/03/2010
175	04/12/2009	ING MANUEL AZCANIO	VENEZUELA	3921.90.10	LEATHER	38734	3.845,00	6.200,00	13.330,00	15.130,00	0	04/12/2009
176	04/12/2009	SR.FERNANDO ORTIZ	IPIALES	3920.43.00	SHEET FIBRA	38746	5.227,10	1.000,00	8.500,00	8.775,00	0	04/12/2009
177	15/12/2009	EMPRESA MINERA	PERU	3920.49.00	PERMAX	38911	3.716,00	3.917,06	13.861,91	14.136,91	0	04/12/2009
										249.191,99		

EXPORT PERMITS OF 2010												
	DATE	IMPORTER	COUNTRY	ITEM	PRODUCT	BILL	NET WEIHT	TOTAL	VALUE	TOTAL	TERM	DUE
#						#	KG	MTS	FOB	CFR		DATE
178	06/01/2010	NEGOCIACIONES CBS	PERU	3921,90,10	EXPANDIBLE	39201	4.005,90	5.878,00	12.111,00		0	06/01/2010
179	24/01/2010	PLAVIMARS	PERU	3921.90.10	LEATHER SKIN	39357	17.402,00	19.409,00	49.358,53	49.908,53	120	24/05/2010
180	10/03/2010	PLAVIMARS	PERU	3921.90.10	LEATHER SKIN	40028	16.847,00	22.396,00	55.528,62	56.178,62	120	08/07/2010
181	29/03/2010	PLAVIMARS	PERU	3921,90,10	LEATHER SKIN	40234	8.341,00	13.893,00	30.147,81	30.797,81	120	27/07/2010
182	12/05/2010	EL TIGRE S.A.	PERU	3921,90,10	TENT PESA	41001	3.858,00	2.968,00	12.910,80	13.160,80	0	12/05/2010
183	20/05/2010	PLAVIMARS	PERU	3921,90,90	LEATHER SKIN	41102	20.578,00	29.782,00	69.735,24	70.935,24	120	17/09/2010
184	31/05/2010	JORGE SUAREZ	CARTAGENA	3921,12,00	TENT CONF	41184	2.969,00		13.533,25	15.633,25	0	31/05/2010
185	11/06/2010	NEGOCIACIONES CBS	PERU	3921,12,00	EXPANDIBLE	41488	4.896,00	5.271,00	11.859,75	12.059,75	30	11/07/2010
186	27/07/2010	PLAVIMARS	PERU	3921,90,90	LEATHER SKIN	42111	14.029,00	17.067,00	44.133,39	44.683,39	120	24/11/2010
187	29/09/2010	PLAVIMARS	PERU	3921,90,10	TENT INTER	42893	14.704,00	18.464,00	46.900,00	47.450,00	120	27/01/2011
188	28/10/2010	PLAVIMARS	PERU	3921.90.90	TENT INTER	43310	16.692,00	17.139,00	53.824,69	54.399,69	120	25/02/2011
189	09/11/2010	SR. BARREIRO	PERU	3921,12,00	EXPANDIBLE	43573	3.416,00	4.880,00	10.980,00	11.180,00	0	09/11/2010
190	10/11/2010	ISLA BELLA	PERU	3921,12,00	INVERNADERO	43581	97,00		612,00	862,00	0	10/11/2010
191	30/11/2010	PLAVIMARS	PERU	3921,90,90	LEATHER SKIN	43792	12.676,00	18.816,00	43.471,42	44.121,42	120	30/03/2011
										451.370,50		

EXPORT PERMITS OF 2011												
	DATE	IMPORTER	COUNTRY	ITEM	PRODUCT	BILL	NET WEIGHT	TOTAL	VALUE	TOTAL	TERM	DUE
#						#	KG	MTS	FOB	CFR		DATE
192	11/03/2011	ASO PRODUCTORES AGRARIOS	PERU	3921,12,00	EXPANDIBLE	45255	3.255,00	2.771,00	10.175,55	10.175,55		
193	18/03/2011	PLAVIMARS	PERU	3921.90.90	TENT	45323	19.686,00	28.456,00	71.790,38	72.990,38	120	16/07/2011
194	29/09/2011	ING MANUEL AZCANIO	VENEZUELA	3921,90,10	EXPANDIBLE VLA	47958	5.575,00		21.788,39	23.588,39	0	21/09/2011
195	25/05/2011	PLAVIMARS	PERU	3921.90.90	TENT	46170	17.406,00	25.702,00	64.564,00	65.214,00	120	22/09/2011
196	05/07/2011	PLAVIMARS	PERU	3920.10.00	STRECH	46808	16.965,00	23.843,00	60.620,18	61.270,18	120	02/11/2011
197	20/07/2011	SAJAMI MENDOZA	PERU	3921.12.00	CARPET	47136	5.849,28	8.300,00	21.702,00	21.902,00		20/07/2011
198	31/10/2011	INDUSTRIAS EL TIGRE	PERU	3921,90,90	LONA JUMBO	48632	4.556,00	3.961,00	21.270,00	21.670,57		31/10/2011
199	21/11/2011	PLAVIMARS	PERU	3920.43.00	FIBRA CINTURON	48875	13.353,00	17.639,00	49.685,45	50.335,45	120	20/03/2012
200	21/11/2011	INDUSTRIAS EL TIGRE	PERU	3921.90.90	TENT	48925	12.787,00	10.882,00	54.000,20	54.600,20		21/11/2011
201	19/12/2011	MATO GROSSO	PERU	3921.12.00	CARPET	49507	6.910,00	6.064,00	24.718,00	24.918,40		19/12/2011
202	06/01/2012	ING MANUEL AZCANIO	VENEZUELA	3921,90,10	EXPANDIBLE VLA	49562	7.301,00	9.734,00	27.936,58	29.736,58	0	06/01/2012
									428.250,73	436.401,70		

EXPORT PERMITS OF 2012												
	DATE	IMPORTER	COUNTRY	ITEM	PRODUCT	BILL	NET WEIGHT	TOTAL	VALUE	TOTAL	TERM	DUE
#						#	KG	MTS	FOB	CFR		DATE
203	10/02/2012	PLAVIMARS	PERU	3921.90.90	LEATHER SKIN	50001	12.165,00	16.737,00	46.191,20	46.841,20	120	09/06/2012
204	26/03/2012	PLAVIMARS	PERU	3921,90,90	LEATHER SKIN	50726	8.362,00	13.597,00	32.661,15	33.211,15	120	
205	12/04/2012	LIZBETH CESPEDES	BOLIVIA	3921,12,00	CIRCUS TENT	50787	2.971,00		18.010,00	21.410,48		12/04/2012
206	08/05/2012	PLAVIMARS	PERU	3921.90.90	TENT INT	51336	10.492,00	10.813,00	40.191,30	40.841,30	120	05/09/2012
207	28/06/2012	ING-MANUEL AZCANIO	VENEZUELA	3921,90,10	EXPANDIBLE VLA	52207	7.599,00	10.209,00	29.596,07	31.396,07	0	28/06/2012
208	07/09/2012	PLAVIMARS	PERU	3921.90.90	TENT INT	53104	8.247,00	8.239,00	27.679,71	28.229,71	120	05/01/2013
									194.329,43	201.929,91		

EXPORT PERMITS OF 2013												
	DATE	IMPORTER	COUNTRY	ITEM	PRODUCT	BILL	NET WEIGHT	TOTAL	VALUE	TOTAL	TERM	DUE
#						#	KG	MTS	FOB	CFR		VENCIMIENTO
209	06/02/2013	MINERA SUDAMERICANA	IPIALES	3920,49,00	PERMAX 750	55508	3.459,20	3.627,40	12.380,76	13.380,76	30	08/03/2013
210	21/02/2013	PLAVIMARS	PERU	3921,90,90	TENT INT	55645	15.645,00	17.055,00	53.723,25	54.273,00	120	21/06/2013
211	20/03/2013	PLAVIMARS	PERU	3921,90,90	TENT INT	56103	138,00	150,00	472,50	522,50	120	18/07/2013
212	25/04/2013	ING-MANUEL AZCANIO	VENEZUELA	3921,12,00	EXPANDIBLE ULT	56331	6.829,00	9.105,00	26.131,36	27.931,35	0	25/04/2013
213	09/05/2013	PLAVIMARS	PERU	3920,10,00	STRECH FILM	57011	6.502,00	10.727,00	30.923,51	31.473,51	120	06/09/2013
214	20/05/2013	MINERA SUDAMERICANA	IPIALES	3920,49,00	PERMAX 750	57311	900,00	856,80	2.913,12	3.413,12	0	20/05/2013
215	19/06/2013	ISLA BELLA S.A.C.	PERU	3920,43,00	SHEET INV	57708	40,50		715,44	965,44	0	18/06/2013
216	02/08/2013	GENEMYSLTDA	IPIALES	3921,12,00	GUAYO	58342	3.227,00	2.683,00	13.786,27	14.106,27	0	05/08/2013
217	06/08/2013	LEO ARTE SAC	PERU	3921,12,00	TENT INT	58410	460,00	500,00	1.750,00	2.050,00		06/08/2013
218	20/08/2013	PLAVIMARS	PERU	3921,90,90	TENT INT	58470	9.042,00	9.628,00	30.958,20	31.508,20	120	18/12/2013
219	23/12/2013	FILM PLAST CA RIF	VENEZUELA	3921,12,00	EXPANDIBLE ULT	60587	7.452,00	9.936,00	28.516,32	30.433,32	0	23/12/2013

EXPORT PERMITS OF 2014												
	DATE	IMPORTER	COUNTRY	ITEM	PRODUCT	BILL	NET WEIGHT	TOTAL	VALUE	TOTAL	TERM	DUE
#						#	KG	MTS	FOB	CFR		DATE
220	28/01/2014	PLAVIMARS S.A.C.	PERU	3921,10,00	STRECH FILM	60886	7.412,00	10.678,00	28.491,20	29.041,20	120	28/05/2014
221	31/01/2014	INDUSTRIAS EL TIGRE	PERU	3921,90,90	TENT	61101	3.375,00	3.000,00	16.200,00	16.200,00	0	31/01/2014
222	19/03/2014	INDUSTRIAS EL TIGRE	PERU	3921.90.90	TENT	61587	4.184,00	3.783,00	17.780,00	17.780,00	0	17/03/2014
223	21/03/2014	GENEMYSLTDA	IPIALES	3921.12.00	GUAYO	61894	1.754,00	1.299,00	8.053,80	8.373,80	0	21/03/2014
224	26/03/2014	INDUSTRIAS EL TIGRE	PERU	3921,90,90	TENT	61945	5.384,00	4.692,00	24.704,00	24.704,00	0	26/03/2014
225	12/05/2014	RAY VALDERRAMA N	PERU	3921,90,90	TENT	62700	2.294,00	1.700,00	10.130,00	10.530,42	0	12/05/2014
226	08/07/2014	INDUSTRIAS EL TIGRE	PERU	3921.90.90	TENT	63599	6.000,00	5.317,00	26.623,10	26.623,10	0	08/07/2014
227	09/09/2014	INDUSTRIAS EL TIGRE	PERU	3921,90,90	TENT PESADA	64583	3.650,00	3.300,00	14.850,00	14.850,00	0	17/09/2014
228	27/10/2014	ACUAMAYA S.A.	GUATEMALA	3920,43,00	PERMAX 750 MC	65271	808,00	755,35	3.248,01	4.248,01	0	27/10/2014
229	25/11/2014	PLAVIMARS S.A.C.	PERU	3921.90.90	CUEROPIEL	65762	3.044,00	5.074,00	12.431,30	12.981,30	120	25/03/2015
230	15/12/2014	INDUSTRIAS EL TIGRE	PERU	3921,90,90	TENT PESADA	66101	11.403,00	10.310,00	46.395,00	46.395,00	0	15/12/2014
231	29/12/2014	INDUSTRIAS EL TIGRE	PERU	3921.90.90	TENT PESADA	66236	6.393,00	5.780,00	26.010,00	26.010,00	0	30/12/2014

EXPORT PERMITS OF 2015												
	DATE	IMPORTER	COUNTRY	ITEM	PRODUCT	BILL	NET WEIGHT	TOTAL	VALUE	TOTAL	TERM	DUE
#						#	KG	MTS	FOB	CFR		DATE
232	27/01/2015	ACUAMAYA S.A.	GUATEMALA	3920,43,00	PERMAX 750 MC	66510	122,50	129,31	600,00	1.200,00	0	27/01/2015
233	24/02/2015	LEO ARTE S.A.C.	PERU	3921.90.90	TENT INTER	67049	940,00	1.000,00	3.980,00	4.260,00	0	24/02/2015
234	28/05/2015	LEO ARTE S.A.C.	PERU	3921,90,90	TENT INTER	68490	1.649,00	2.000,00	7.380,00	7.380,00	0	28/05/2015
										12.840,00		

