Market Information
Latin America and Caribbean

Market Brief
The Frozen Food Market in Ecuador

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Quick Facts[1]

Market Highlights

- Ecuador has a market of approximately 3 million potential consumers (740 000 households) of imported goods, which include frozen food products.
- Frozen foods represent a very small fraction of total Ecuadorian foreign trade. In 2003, the value of frozen food imports was $68.31 million. Compared against nearly $8.6-billion worth of imports, this sector represents a scant 0.79%.

Opportunities

- Fish comprise 52% of Ecuador's frozen food imports and holds great potential for Canadian exporters.
- The frozen vegetable market continues to represent very good opportunities for Canadians. Canada currently supplies potatoes, peas, sweet corn and mixed vegetables; beans and algae are also in demand.
- Ice cream imports grew four times since 2000 to comprise 2.9% of frozen food imports in 2003.

Key Players

- The United States, Chile, Colombia and Peru are Ecuador's principal suppliers of frozen food products.
- Canada is a key supplier of frozen vegetables, with a 21% import market share.

- Supermarkets, especially Supermaxi and Mi Comisariato (Importadora el Rosado), are significant food products distributors and represent an excellent gateway for entering the market.
- The food processing firm PRONACA is the top distributor of frozen food products.

Customers

- In general, frozen food imports are limited and depend on market price and inventory rotation.
- Importers prefer direct lines of credit but will accept flexible letters of credit payable through U.S. banks.

Export Checklist

- The lack of bilateral trade agreements between Canada and Ecuador can be considered a barrier to the access of Canadian products to Ecuador.
- Canadian exporters should ensure that products meet all the sanitary requirements and that all import permits are issued before shipping. This diligence will ease product movement through customs.

MARKET OVERVIEW

- Ecuador is a small country with an estimated population of 12.5 million inhabitants. The minimum wage in 2004 is US$166 ($200). Although this is low, the minimum wage increased dramatically from 1999, when it was US$46 ($55). As such, the buying power of the average Ecuadorian consumer has increased. Furthermore, since Ecuador dollarized its economy (in January 2000 Ecuador adopted the US dollar as it's national currency), inflation has decreased from 22.4% in December 2002 to 3.8% in December 2003. Despite this relative increase in buying power (i.e. as a result of the fact that inflation has stabilized), the low salary levels of the great majority of the population exclude many households from being regular consumers of imported products.
- According to the Ecuadorian Statistics Bureau (INEC), urban households expend about 41.3% of their income on food. However, only those households classified as "medium and upper class" (i.e., with a monthly income of US$700 / $850 or more) are consumers of imported food products. This segment represents an estimated 740 000 households or 3 million inhabitants. According to the United States Department of Agriculture, the market of consumers of imported food products has increased by 20% since 1999. Based on this information, the estimated monthly total imported food consumption of the medium and upper class was US$119 million ($145 million) for the third quarter of 2003.
- In Ecuador, frozen food products are classified into 10 groups: red meat (e.g. beef, pork, lamb, goat), fowl (e.g. chicken, turkey, duck, goose), fish, crustaceans (e.g. lobster, shrimp, crab), mollusks (e.g. oysters, mussels, octopus, squid, snails), frozen animal products (e.g. egg yolk, entrails and shelled eggs), frozen vegetables, pasta, bakery products, and ice cream products.
- In general, Ecuador's exports of frozen food products far exceed its imports. However, in 2002 and 2003 there was a decrease in the net volume of exports and an increase in the net volume of imports. This reflects the effects of the dollarization process which had the negative effect of increasing the prices of export goods but the positive effect of increasing consumer purchasing power. In 2004, growth rates seem to be stabilizing at 4% for exports and 12% for imports.

Table 1. Trade Balance: Frozen Food, 2000-2003 ($ million)

Year	Exports	Imports	Trade Balance
2000	489.810	10.986	478.824
2001	567.234	25.265	541.969
2002	463.879	67.617	396.262
2003	432.236	68.030	364.206

Source: Central Bank of Ecuador (www.portal.bce.fin.ec/)

- Frozen foods represent a small fraction--less than 3%--of Ecuador's foreign trade. In 2003, Ecuador's exports of frozen food products added up to $432.2 million while imports reached only $68 million (see Table 1). Ecuador's total foreign trade comprises $8.5 billion in total exports and $8.6 billion in total imports.
- Canadian participation in the small Ecuadorian frozen food market is limited. The overall trade volume in dollars including exports to and imports from Canada did not exceed 2% of total trade for this market.
- Table 2 shows volumes and market share of Canadian frozen food products in the Ecuadorian market since 2000. Although there has been an increase in absolute sales, Canada's export market share averaged 2.6% during those four years.

Table 2. Canadian Frozen Food Exports to Ecuador,2000-2003		
Year	**Value ($ '000)**	**Market Share**
2000	401.25	3.65%
2001	170.18	0.67%
2002	1899.87	2.81%
2003	1524.15	2.24%

Source: Central Bank of Ecuador

- An initial explanation for Canada's low participation might be the lack of trade agreements between Ecuador and Canada. All major Ecuadorian trade partners in the frozen food category--the United States, Colombia, Peru, Chile and Venezuela--have special trade agreements with Ecuador. Canadian products, therefore, may not be cost-competitive vis-à-vis those of Ecuador's free trade partners. A trade agreement with Canada would certainly increase market participation.
- An agreement of preferred tariffs between Canada and Ecuador does include certain meat and agricultural products, but this seems to favor Ecuadorian exporters more than their Canadian counterparts.

OPPORTUNITIES

- Of all frozen food products consumed in Ecuador, fish represents by far the most significant sector. In 2003, fish accounted for 53% of all frozen food imports, followed by bakery products with a 20% share. The remaining 28% of frozen food imports were shared by fowl, 6.3%; red meats, 6%; frozen vegetables, 5.7%; ice cream, 2.9%; pasta, 2%; frozen animal products, 1.1%; crustaceans, 0.8%; and mollusks, 0.2%.
- The following sections describe the markets for each of the frozen food categories, including the principal competitors and Canada's share in each market, and identifies the products in demand that represent potential opportunities for Canadian exporters.

Red Meats

- In 2003, Ecuador imported $4-million worth of frozen red meat products, which amounted to 6% of all frozen food imports.[(2)]

Table 3. Frozen Products: Red Meats, 2000-2003 ($ thousand)				
	2000	**2001**	**2002**	**2003**
Exports	347.0	42.5	---	---
Imports	2 012.9	5 484.1	6 407.5	4031.0
Exports to Canada	0.0	0.0	0.0	0.0
Imports from Canada	41.1	127.4	762.8	358.1

Source: Central Bank of Ecuador

- Although Canada's share of the frozen red meats market increased from 2% in 2000 to 9% in 2003, the market is dominated by Chile, with a 67% share, and the United States, with 19%.
- Beef, pork and lamb are the products in greatest demand, in order of preference.

Fowl

- Ecuadorian imports of fowl amounted to $4.3 million in 2003, accounting for 6.34% of total frozen food imports.
- In 2003, Canadian fowl exports to Ecuador added up to only $163 000, which corresponded to a 3.75% share. Nevertheless, Canadian products in this category have increased in total sales volume as well as market share and there appears to be a lot of room for growth for Canadian products. This is a very competitive market and market share changes from year to year are big depending on production levels and a multitude of other factors.
- Two countries once again dominate this segment: the United States with 72.5% and Chile with 23.5%. Canada ranks a distant third.
- The fowl products in highest demand are primarily chicken, and turkey, with a recent increase in demand for ducks and geese.

Table 4. Frozen Products: Fowl, 2000-2003 ($ thousand)				
	2000	**2001**	**2002**	**2003**
Exports	8292.02	9433.88	5804.38	277.91
Imports	1581.51	2327.06	2765.86	4343.06
Exports to Canada	0	0	0	0
Imports from Canada	21.72	0.02	7.33	162.86

Source: Central Bank of Ecuador

Fish

- Frozen fish is by far the most important category of frozen food products in the Ecuadorian market, representing 52% of all frozen food imports in 2003. Despite the great importance of this category--in which imports totaled $32.5 billion--Canada has almost no participation in this market segment.

Table 5. Frozen Products: Fish, 2000-2003 ($ thousand)

	2000	2001	2002	2003
Exports	46 038.31	108 335.55	46 097.51	32 995.46
Imports	1 188.47	4 844.96	34 106.90	32 517.42
Exports to Canada	36.54	113.84	258.32	125.81
Imports from Canada	0	0	0	0

Source: Central Bank of Ecuador

- The main exporter of frozen fish to Ecuador is Colombia, with a 68.2% share, mainly sea bass and others.
- This large market should hold potential for Canadian exporters of such products as salmon and cod. It is important to note that competition within the frozen salmon import market, a market in which Canada typically excels, is stiff due to the Chilean Free Trade Agreement with Ecuador. Chile is the largest exporter of frozen salmon to Ecuador.

Crustaceans

- Crustaceans represent only a small fraction (0.8%) of the total volume of frozen food imports, with no Canadian participation in this market. Ecuador is a major exporter of frozen shrimp, which accounts for the large trade imbalance in this sector (see Table 6).

Table 6. Frozen Products: Crustaceans, 2000-2003 ($ thousand)

	2000	2001	2002	2003
Exports	424 928.97	437 467.74	398 298.39	386 711.75
Imports	64.62	19.83	312.34	518.36
Exports to Canada	4 556.59	7 499.23	8 244.34	6 736.09
Imports from Canada	0	0	0	0

Source: Central Bank of Ecuador

- Peru is Ecuador's primary source of shrimp, lobster and crab imports.
- There may be some limited opportunities for Canadian suppliers, particularly of some gourmet products such as lobster and crab. To understand the limitations of this market segment, one must note that Ecuador is one of the world's main exporters of shrimp and that Ecuadorians prefer to consume fresh local seafood.

Mollusks

- Frozen mollusks are also a relatively small market, since for the most part Ecuadorians prefer to consume these products fresh.

Table 7. Frozen Products: Mollusks, 2000-2003 ($ thousand)

	2000	2001	2002	2003
Exports	2310.31	1689.28	3555.59	2462.87
Imports	104.43	59.63	62.34	113.48
Exports to Canada	0.89	0	0	0
Imports from Canada	0	0	0	0

Source: Central Bank of Ecuador

- Ecuador's main suppliers in this segment are Peru, with a 65.53% share, followed by Chile, 18.24% and Panama, 15.73%.
- There are limited opportunities for Canadian exporters in this segment. For instance, there is a high end and extremely niche market in Ecuador for frozen scallops.

Animal Products

- Frozen animal products represent only 1% of all frozen food imports. Although not of major importance at present, it is an expanding market and should be watched with interest. Canada had a good showing in 2002 (34% share) but experienced a fast drop in 2003 to a 7% share, due to the discovery of BSE in Canada and the ensuing imposure of import bans on most Canadian beef products in the Andean region, including Ecuador.

Table 8. Frozen Products: Animal Products, 2000-2003 ($ thousand)

	2000	**2001**	**2002**	**2003**
Exports	0	0	0	0
Imports	309.57	502.32	623.12	720.23
Exports to Canada	0	0	0	0
Imports from Canada	0	26.80	211.24	53.66

Source: Central Bank of Ecuador

- The main frozen animal products imported from Canada were animal entrails.
- Aside from entrails, there is also demand for frozen egg yolk in Ecuador.

Vegetables

- In 2003, Ecuadorian imports of frozen vegetables added up to $3.8 million, which represented 5.7% of all frozen food imports. Canada was Ecuador's second-largest supplier of frozen vegetables in 2003, with a 20.3% share.
- The Netherlands is the largest supplier in this segment, with a share of 47.9% in 2003, followed by Canada and the United States, which has a 16% market share. Eight other countries share the remaining 15.8% of the market.
- This sector represents good opportunities for Canadian producers. Not only do Canadian companies already have a good position, but it is a growing market in which Canada's share is also growing.
- The frozen vegetable products in highest demand are potatoes, peas, sweet corn and mixed vegetables--all of which Canada already exports to Ecuador. Also in demand are beans and algae.

Table 9. Frozen Products: Vegetables, 2000-2003 ($ thousand)

	2000	2001	2002	2003
Exports	4808.67	7094.95	7832.44	6840.71
Imports	1401.96	2004.80	3881.12	3861.03
Exports to Canada	0	0	0	0
Imports from Canada	182.56	442.97	632.52	839.83

Source: Central Bank of Ecuador

Pasta

- Frozen pasta represents only 2% of all frozen food Ecuadorian imports. Canada's share of this small market is 0.04%. Although small, the frozen pasta sector has shown steady growth and opportunities for Canadian products do exist. The market for pre-packaged fresh/frozen pasta products is increasing in Ecuador.

Table 10. Frozen Products: Pasta, 2000-2003 ($ thousand)

	2000	**2001**	**2002**	**2003**
Exports	594.18	728.00	1,554.02	962.47
Imports	799.17	1,649.63	7,882.22	1,969.88
Exports to Canada	0	0	0	0
Imports from Canada	2.94	15.99	3.62	8.57

Source: Central Bank of Ecuador

- Fifteen countries supply Ecuador's frozen pasta market. Italy leads the market with a 62.4% share, followed by Chile, 13.9% and Colombia, 8.7%. Peru, the United States, Spain and Mexico also have significant shares of this market, while Canada holds ninth place.

Bakery Products

- Frozen bakery products represent the second-largest frozen food segment in Ecuador, worth $15 million in 2003 and accounting for 20% of total frozen food imports. Currently, there is no Canadian participation in this market.
- Principal suppliers are Peru, with a 49.6% share, Colombia, 27.2% and Chile, 11%.

Table 11. Frozen Products: Bakery Products, 2000-2003 ($ thousand)

	2000	**2001**	**2002**	**2003**
Exports	2 467.68	2 160.00	1 554.02	2 064.44
Imports	2 788.77	7 166.20	8 727.90	15 009.67
Exports to Canada	0	0	0	0
Imports from Canada	0	0	0	0

Source: Central Bank of Ecuador

- The frozen bakery products market has been growing and presents good prospects for Canadian exporters.

Ice Cream

- Ice cream, with a market volume of $1.97 million in 2003, represented 2.9% of total frozen food imports. Although small, this market has increased steadily, although erratically, since 2000 and the market share of international brands keeps growing.

Table 12. Frozen Products: Ice Cream, 2000-2003 ($ thousand)

	2000	**2001**	**2002**	**2003**

Exports	1.49	278.81	736.02	26.62
Imports	734.55	1206.94	2849.72	1970.02
Exports to Canada	0	0	0	0
Imports from Canada	152.91	264.28	282.36	158.08

Source: Central Bank of Ecuador

- Canada had a relatively good position in the ice cream market with a 20% share in 2000, but lost ground--mostly to U.S. products--to reach an 8% share in 2003.
- The main suppliers in the ice cream market in 2003 were Chile, with a 60% share, the United States, 17.5% and Canada; other suppliers were Brazil, Argentina and Peru.

KEY PLAYERS

- The main suppliers of Ecuador's frozen food market (in sales volume) are Colombia (the import market leader in fish), Chile (red meats, ice cream), the United States (fowl) and Peru (crustaceans, mollusks, bakery products).
- Canada is not a large player in Ecuador's frozen food market, though Canada's one-fifth share of the frozen vegetables market in 2003 is significant. Of note are the increases in Canadian exports of red meat and fowl. In 2003, for example, Canadian red meat exports reached 9% of the import market, up from 2% in 2000.
- In Ecuador, the country's main producer and distributor of food products is PRONACA (Procesadora Nacional de Alimentos), a food processing enterprise with a nationwide distribution system. PRONACA is the leading domestic distributor of red meat, fowl and fish. The country's two main supermarket chains, Supermercados La Favorita (Supermaxi) and Mi Comisariato (Importadora el Rosado), are Ecuador's other two major distributors. Supermaxi and Mi Comisariato also have nationwide distribution capacity.
- In the fowl sector, other local players include ECUADASA (Empacadora Ecuatoriana Danesa), La Europea and Fábrica Juris.
- The frozen fish market, the biggest frozen foods market in Ecuador, has so far not been exploited by Canada. The number of players in this market has increased from 7 countries in 2000 to 18 in 2004, with a drop in the market leader's (Colombia's) share of 94% to 68.2% during the same period. This seems to indicate that the market is open to new participants and thus great opportunities exist for Canadian products. Importers in this market must not only compete among themselves but also with strong local producers. PRONACA, with its brand name Mr. Fish, offers a great variety of frozen fish products.
- The growing market for frozen vegetables in Ecuador is dominated by the Netherlands, which has nearly a 48% market share, and Canada and the United States. Ecuador's growing fast-food industry creates a constant demand for frozen potatoes. There have been some attempts to restrict the import of potatoes products to protect local producers. The major brands in Ecuador are Facundo (Veconsa) and McCain and Valley Farms, both Canadian. Another growing category in this market segment are frozen mixed vegetables. Although there are local producers who supply the local market, at the present they cannot cover all the demand.
- Among the main importers and distributors of ice cream is Unilever Andina Ecuador S.A., which owns Pingüino, one of the main ice cream brands in Ecuador. Another key importer is Supermaxi.

CUSTOMERS

- Canadian exporters must consider that Ecuador is a relatively small market, compared to other players in the Andean Community (Colombia, Ecuador, Peru, Venezuela). Therefore, import levels for certain consumer products, including frozen food, may be small.
- As with other imported goods, the demand for frozen food depends mainly on market price. Therefore. large importers such as Supermaxi and Mi Comisariato (Importadora el Rosado), will space out their orders to avoid accumulating stock. This means that imported consumer products may not be regularly available on the supermarket shelves and that Canadian suppliers should expect irregular orders.
- Due to relatively slow inventory rotation and general importation practices, major importers prefer to deal with direct lines of credit from importers or, when this option is not available, through flexible letters of credit payable through U.S. banks.

MARKET-ENTRY CONSIDERATIONS

- A major barrier for market access of Canadian products to Ecuador might be the lack of trade agreements between both countries. Although both countries belong to the Pacific Basin Economic Council, there will be no trade benefits derived from this association until 2010 at the very earliest. An agreement for preferences, signed in 1974 and valid until 2004, helped Ecuadorian exports but was of little or no help for Canadian exports.
- Ecuador has bilateral trade agreements with Peru, Chile, Mexico, Cuba, Paraguay and Uruguay. As a member of the Andean Community of Nations (CAN), it has preferential tariffs with fellow member countries (Peru, Bolivia, Venezuela and Colombia) and has a trade agreement with MERCOSUR, the Southern Cone market. Ecuador is also a member of the Latin American Integration Association (ALADI) and the World Trade Organization, and is negotiating a free trade agreement with the United States.
- Canadian products, therefore, are often too expensive compared to those of Equador's free trade partners.
- Canadian exporters should be aware that Ecuador requires a series of legal and sanitary permits before a product can be imported. Import permits for the food sector must be filed with the Ministerio de Agricultura y Ganadería (Ministry of Agriculture and Livestock) offices in Quito or Guayaquil, depending on the product. From time to time the Ministry of Agriculture of Ecuador issues protectionist policies. For instance, there have been some attempts to restrict the import of potatoes products (mainly frozen potatoes) and pork products to protect local producers. Canadian exporters should check with the Canadian Embassy in Quito to verify whether any restrictions are in place on their product before exporting to Ecuador.
- With respect to sanitary requirements, all food imports must meet the requirements of Ecuador's Agri-Food Inspection Agency, the Ecuadorian Agrifood Safety Service[Servicio Ecuatoriano de Sanidad Agropecuaria] (SESA) in accordance with the current Ley de Sanidad Vegetal (Law of Vegetable Sanitation) and its regulations, Decison 328 under the Sistema Andino de Sanidad Agropecuaria (Andean System of Farm and Animal Sanitation), the International Convention for Phytosanitary Protection signed in Rome, Resolution 347 on Andean Sanitary Norms for Intra-regional Trade in Animals and Animal Products and World Health Organization standards.
- SESA, after analyzing all pertinent information, determines whether to approve an importation. In the case of a positive verdict, SESA will issue a Permiso Fitosanitario o Zoosanitario (sanitary permit). In case of a negative verdict, all documentation is returned to the Subsecretary's Office for Sectoral Policies and

Investments (Subsecretaría de Política e Inversión Sectorial) with a note stating that such a product cannot be imported into Ecuador.

- On the sanitary permit, SESA will state the treatment and conditions that the product must meet in order to be allowed to enter Ecuador.
- Meeting such standards makes it difficult for foreign agricultural and animal products to enter the Ecuadorian market. According to the American Frozen Food Institute, Ecuador puts significant certification requirements and implements unrealistic microbiological standards and custom inspections that dissuade foreign companies, we assume to protect local industries.
- Information about fairs and trade shows related to food products can be found at (www.corpei.org). The key international show concerning the food, drink and food processing industry is World Food Ecuador, held annually in the spring.

Promotional Events

World Food Ecuador
May 12-14, 2004;
April 18-20, 2005 (Annual)
Quito, Ecuador
International show for the food, drink and food processing industry
Organizer :
HPP Ecuador Cia. Ltda.
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Ministerio de Agricultura y Ganadería (Ministry of Agriculture and Livestock)
Contact: Carlos Romero, Director Comercio Interno y Externo
Tel./Fax: (593-2) 222-8011
Internet: **www.mag.gov.ec** (In Spanish)
Ministerio de Comercio Exterior, Industrialización, Pesca y Competitividad (Ministry of Foreign Trade)
Contact: Fabián Andrade, Director de Comercio Exterior (Foreign Trade)
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E-mail: **fandrade@micip.gov.ec**
Internet: **www.micip.gov.ec** (In Spanish)
Ministerio de Salud Pública del Ecuador (Ministry of Public Health)
Dirección de Registro Sanitario (Sanitary Registry Office)
Contact: Dr. Freddy Sanchez, Director
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Fax: (593-2) 2228-448
E-mail: **regsesa@mag.gov.ec**
Internet: **www.sesa.mag.gov.ec** (In Spanish)

Ecuadorean Industry Association Contacts

Cámara de Comercio Ecuatoriano Canadiense (Canadian-Ecuadorean Chamber of Commerce in Guayaquil, Ecuador)
Contact: Marc Heuston, Executive Director
Tel.: (593-4) 2288-797
Fax: (593-4) 2390-016
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Cámara de Comercio Ecuatoriano Canadiense (Canadian-Ecuadorean Chamber of Commerce in Quito, Ecuador)
Contact: Patricia Bustamante, Executive Director
Tel.: (593-2) 2468-598
E-mail: **executive.director@ecucanchamber.com**
Internet: **www.ecucanchamber.org**
Cámara de Comercio de Guayaquil (Chamber of Commerce of Guayaquil)
Contact: Eduardo Maruri, Executive President
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Fax: (593-4) 2280-761
E-mail: **emaruri@lacamara.org**
Internet: **www.lacamara.org** (In Spanish)

Cámara de Comercio de Quito (Chamber of Commerce of Quito)
Contact: Miguel Brito, Executive Director
Tel.: (593-2) 2456-364
Fax: (593-2) 2456-541
E-mail: **xsoria@ccq.org.ec**
Internet: **www.ccq.org.ec** (In Spanish)
Corporación de Promoción de Exportaciones e Inversiones (Export and Investment Promotion Corporation of Ecuador)
Contact: Ricardo Estrada, Executive President
Tel.: (593-4) 2681-550
Fax: (593-4) 2681-551
E-mail: **restrada@corpei.org.ec**
Internet: **www.corpei.org** or **www.ecuador.investway.org**

Selected Ecuadorian Importers of Frozen Foods

Alimentos Ecuatorianos ALIMEC
Quito, Ecuador
Contact: Juan Carlos Larrea
Tel.: (593-2) 2360-393 or 2361-844
E-mail: **jcl.alimec@clasecuador.com**
ECARNI S.A.
EMBUTIDOS DON DIEGO
Contact: Jose Viniegra, General Manager
Tel.: (593-2) 2453-408 or 2240-322
Fax: (593-2) 2254-367
E-mail: **jviniegra@embutidosdondiego.com**
Fábrica Juris
Quito, Ecuador
Contact: Ruth Siguencia
Tel.: (593-2) 2598-921 ext. 112
Fax: (593-2) 2590-860
E-mail: **juris@impsat.net.ec**
Industria Ecuatoriana Productora de Alimentos (INEPACA)
Manta, Ecuador
Tel.: (593) 05 2624-584
Fax: (593) 05 2624-870
Importadora el Rosado (Mi Comisariato)
Guayaquil, Ecuador
Contact: Henry Luna Córdova
Tel.: (593-4) 2322-000 ext. 244
E-mail: **hluna@elrosado.com.ec**
ECUADASA Empacadora Ecuatoriano-Danesa
Contact: Alex Salguero
Tel: (593-4) 2285-500
Fax: (593-4) 2280-951
Procesadora Nacional de Alimentos (PRONACA)
Quito, Ecuador
Contact: Nínive Rivadeneira
Departamento de importaciones (Imports Department)
Tel.: (593-2) 2263-651 ext. 144
Fax: (593-2) 2463-667
E-mail: **importaciones@pronaca.com**
Internet: **www.pronaca.com** (In Spanish)
Promarisco
Guayaquil, Ecuador
Tel.: (593-4) 2801-910
Fax: (593-4) 2800-052

PLUMROSE-ECUADASA
Quito, Ecuador
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Departamento de importaciones (Imports Department)
Quito, Ecuador
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E-mail: **nsalgado@supermaxi.com**
Internet: **www.supermaxi.com** (In Spanish)
Unilever
Guayaquil, Ecuador
Tel.: (593-4) 2417-025
Fax: (593-4) 2414-507
Internet: **www.unilever.com**
La Europea
Quito, Ecuador
Tel: (593) 2258-002
Fax: (593) 2468-315 / 316

REFERENCE MATERIAL

Useful Internet Sites

Banco Central del Ecuador. (Economic information on foreign trade): **www.bce.fin.ec** (in Spanish)
Ecuador. Instituto Nacional de Estadísticas y Censos (INEC): **www.inec.gov.ec** (In Spanish)
Ecuador. Servicio de Información y Censo Agropecuario del Ministerio de Agricultura y Ganadería del Ecuador: **www.sica.gov.ec** (In Spanish)
InfoExport. **www.infoexport.gc.ca**
Exportsource. **www.exportsource.gc.ca**

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1. All monetary amounts are expressed in Canadian dollars, unless otherwise indicated. The conversion rate to Canadian dollars is based upon Statistics Canada's "Exchange rates, interest rates, money supply and stock prices," September 2004, accessed from www.statcan.ca/english/Pgdb/econ07.htm.
2. After a sustained increase in sales from 2000 to 2002, Ecuadorian imports of red meat decreased in 2003 as a consequence of the bovine spongiform encephalopathy (BSE) disease epidemic. Restrictions on imports by many countries caused a decrease in prices and Ecuador's own import restrictions caused a decrease in volume.