

Support for the Development of Nontraditional Exports

ECUADOR

SECTOR: Industry

PROJECT NAME: Program of Support for the Development of Nontraditional Exports
(ATN/JF-4374-EC)

TOTAL COST: \$974,000

FINANCING:

IDB	\$800,000 (Japanese Fund)
LOCAL	\$174,000

DATE OF APPROVAL: October 13, 1993

GENERAL DESCRIPTION: The objective of this nonreimbursable technical cooperation is to bring about medium- and long-term growth in nontraditional exports in order to promote development in the country and strengthen its balance of trade. Specifically, the project will support the government's efforts to: (a) strengthen public and private institutions which promote nontraditional exports, especially the National Coordination Committee for the Promotion of Exports and Investments (CONAPEI); (b) examine existing constraints on the development of foreign trade so as to intensify government measures already in progress; (c) develop a medium-term plan for the promotion of nontraditional exports; (d) identify new export products and sectors that should be given medium- and long-term support; and (e) increase competitiveness in the flower and wood manufactures industries.

CONSULTANTS: The following consulting services will be hired: (a) one consultant with experience in export promotion for 30 months to act as a senior technical coordinator to

oversee implementation of the program; (b) one international expert for two months to conduct an analysis of CONAPEI and participating institutions; (c) one international and one local consultant for five months each to develop a medium-term export plan; (d) one international and two local consultants for one month each to conduct motivational courses in three cities; (e) two international and one local consultant for two months each to undertake studies to determine export strategies for various products; (f) one international consultant and two local consultants for one month each to support Association of International Transport Cargo Users (CEUTICAR); (g) nine international experts and four local experts for two months each to support CONAPEI; and (h) three international experts and three local experts for two months each to identify and develop new export products.

For the subprogram to increase competitiveness in the flower and wood manufactures industries, local consultants will be hired for two years each in the following positions: (a) project manager; (b) agricultural engineer; (c) psychologist-trainer; (d) laboratory worker; and (e) surveyor. In addition, international experts will be hired for flower industry support (one consultant for two months), to conduct a study of the wood manufactures sector (one consultant for two months), and to assist in preparing for export promotion and in promoting foreign investment (two consultants for one month each).

GOODS AND EQUIPMENT: The program will fund the purchase of fuel, publications and other materials for the flower sector support subcomponent.

CIVIL WORKS: Not applicable.

EXECUTING AGENCY: Ministry of Industry, Trade, Integration and Fisheries

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