

Ecuador

Key indicators

Population (millions)	16.5
GDP (\$ billions)	99.1
GDP per capita (\$)	5996.7
Share of world GDP (PPP\$, %)	0.2
Current account surplus/deficit, share of GDP (%)	-1.5
Tariff preference margin (percentage points)	3.6
Imports and exports (goods and services), share of GDP (%)	44.9
Services exports, share of total exports (%)	11.4
Geographic region	Americas
Country group	
Income group	Upper-middle income

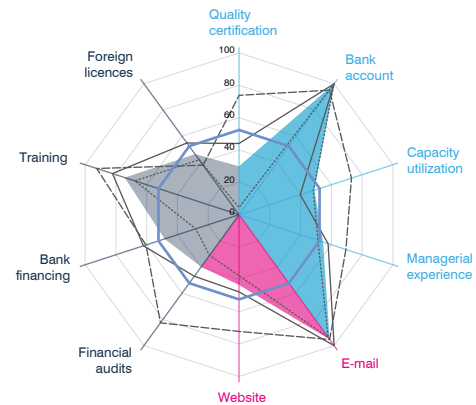
SME Competitiveness Grid Summary

Average scores [0-100]	Compete	Connect	Change
FIRM CAPABILITIES			
Small	51.0	65.7	42.2
Medium	60.4	73.8	61.5
Large	77.8	83.7	68.3
All	58.4	69.4	52.2
BUSINESS ECOSYSTEM	34.5	48.1	40.4
NATIONAL ENVIRONMENT	54.1	57.3	42.5
Reference level: 52.3 (a function of GDP per capita)			
Weaknesses are scores below: 26.2		Strengths are scores above: 78.5	

SME Competitiveness Grid

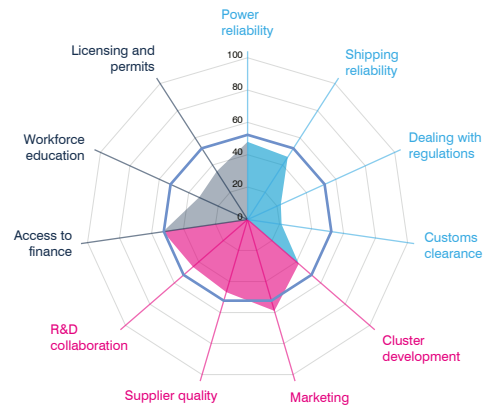
FIRM CAPABILITIES (Normalized scores)

Compete	Small	Medium	Large	All
International quality certificate	4.4	44.0	73.7	30.0
Bank account	100.0	100.0	95.1	100.0
Capacity utilization	48.3	39.8	73.1	49.1
Managerial experience	51.3	57.9	69.4	54.6
Connect				
E-mail	93.6	100.0	95.3	95.3
Firm website	37.7	47.7	72.2	43.4
Change				
Audited financial statement	31.0	47.0	82.6	39.8
Investment financed by banks	28.2	62.2	60.5	48.4
Formal training programme	67.7	82.3	92.5	74.3
Foreign technology licences	41.9	54.8	37.8	46.2



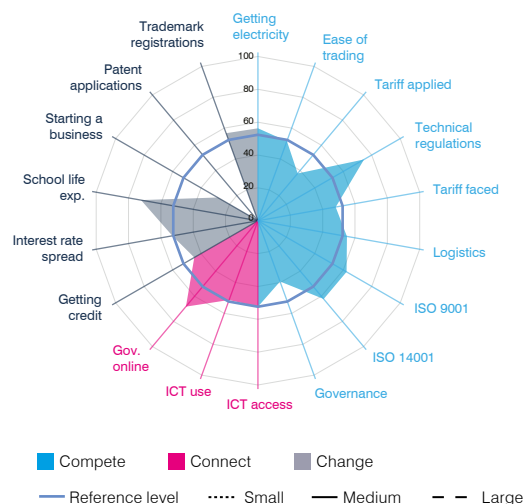
BUSINESS ECOSYSTEM (Normalized scores)

Compete	Small	Medium	Large	All
Power reliability	45.7	50.7	58.2	48.0
Domestic shipping reliability	42.7	52.4	55.1	46.0
Dealing with regulations	19.2	29.1	33.4	22.6
Customs clearance efficiency	-	13.4	20.3	21.3
Connect				
State of cluster development				41.9
Extent of marketing				58.9
Local supplier quality				46.8
University-industry collaboration in R&D				44.7
Change				
Access to finance	52.3	52.3	56.9	52.8
Access to educated workforce	29.8	41.2	31.9	33.0
Business licensing and permits	37.1	28.8	50.5	35.3



NATIONAL ENVIRONMENT (Normalized scores)

Compete	All
Getting electricity	56.3
Ease of trading across borders	51.5
Applied tariff, trade-weighted average	37.6
Prevalence of technical regulations	74.6
Faced tariff, trade-weighted average	48.0
Logistics performance index	55.1
ISO 9001 quality certificates	62.3
ISO 14001 environmental certificates	62.2
Governance index	39.4
Connect	
ICT access	52.4
ICT use	51.4
Government's online service	68.2
Change	
Ease of getting credit	44.8
Interest rate spread	52.9
School life expectancy	72.3
Ease of starting a business	28.3
Patent applications	0.0
Trademark registrations	56.7



Note: Scores range from 0 to 100, a higher score indicates a better outcome. Series with missing data are indicated as (-) in the tables and omitted from the radar charts.

Source: World Bank Enterprise Survey (2010) for firm level data; for other sources and methodology see Annex.

SME Export Potential

Ecuador is an upper-middle income country with a population of 16.5 million and GDP of \$99.1 billion. Goods and services account for 88.6% and 11.4% of exports, respectively.

The country's unrealized potential to increase existing exports lies within its home region and to Asia and Europe (see table below). *Bananas* have an unrealized export potential of \$469 million to Europe. Other products with unrealized export potential include *gold* to Asia and *appliances for baking* in the home region.

Regarding new export products, Ecuador has diversification opportunities in meat, metals, as well as fruits with products such as *frozen boneless meat of bovine animals* and *wire of non-alloy aluminium*. The production of the latter good scores relatively well on the price stability indicator. Other products for diversification include *zinc dust* and *prepared or preserved pineapples*.

Small firms in Ecuador perform well in having bank accounts and using e-mails. They underperform, however, in owning internationally recognized quality certificates and dealing with regulations. The largest performance gap between small and large firms lies in attaining international quality certificates. The country's national environment performs well in the prevalence of technical regulations and school life expectancy.

Unrealized potential: Existing export products

Product description	Product code	Exports (\$ million)	Value of unrealized potential exports by destination (\$ million)					Development indicators						
			Africa	Americas	Asia	Europe	Oceania	Price stability	SME presence	Women employed	Technology			
			0	0	0	0	0	0	0	0	0			
Bananas, incl. plantains, fresh or dried	0803	3154				500					Green	Red	Red	Red
Prepared or preserved tunas, skipjack and Atlantic bonito, whole or in pieces (excluding minced)	160414	949	50	100	50	50	50				Green	Red	Green	Red
Shrimps and prawns, frozen	0306Xb	1691		50	50	100					Green	Red	Green	Red
Fresh cut flowers and buds, of a kind suitable for bouquets or for ornamental purposes	0603XX	775		50	50	50					Green	Red	Red	Red
Flours, meals and pellets of fish or crustaceans, molluscs or other aquatic invertebrates, unfit for...	230120	126			50	50					Red	Red	Green	Red
Extracts, essences and concentrates, of coffee	210111	183		50	50	50					Green	Red	Green	Red
Gold, incl. gold plated with platinum, unwrought, for non-monetary purposes (excluding gold in...	710812	453			50	50					Red	Red	Red	Red
Cocoa beans, whole or broken, raw or roasted	180100	523		50	50	50					Red	Red	Red	Red
Appliances for baking, frying, grilling and cooking and plate warmers, for domestic use, of iron or...	7321Xa	93		50		50					Red	Red	Red	Red
Crude palm oil	151110	175			50	50		50			Green	Red	Green	Red

Notes: Unrealized potential table: Top 10 products in decreasing order of unrealized export potential to the world. **Exports:** Average value over 2011-2015. **Price stability, SME presence, and Women employed:** Green - performance above a country's trade-weighted mean. Red - the opposite. **Technology:** Green - transformed products exported by countries at least matching the country's per capita GDP. Red - the opposite. Blank spaces - data not available.

Source: ITC Export Potential Map, <http://exportpotential.intracen.org>