

WTI Brown Bag Seminar



Title

Ecuador's Exportable Offer Potential in the Swiss Market

Speaker

Juan Teran Jurado, Commercial Attaché of Ecuador in Switzerland

When

Thursday
5 December 2019
12:30-13:30

Where

Anna Nussbaum Auditorium
World Trade Institute
Hallerstrasse 6, 3012 Bern

Abstract

A Convention on Friendship, Establishment, and Trade has existed between Switzerland and Ecuador since 1888, and it's considered by many to have been the start of a formal trade relationship between the two countries. Even though trade with Ecuador is relatively modest, there is a high potential in Switzerland for the Ecuadorian exportable offer. In 2018 Switzerland imported goods worth over CHF 70 million, mainly agricultural products, precious stones, and precious metals.

Ecuador is the largest exporter of bananas in the world but is the second largest banana provider to the Swiss market. Import tariffs and other market access barriers have affected Ecuadorian banana exports to the Swiss market. Even though Ecuador is not the largest world exporter of cocoa beans, it's the main exporter of "fine" or "flavour" beans. That explains why Ecuador is the second provider of cocoa beans to the Swiss market. Importers from around the world consider Ecuador as a top rose producer. Ecuadorian roses benefit from unique growing conditions which make them more attractive to Swiss buyers. Ecuador recently announced a new public mining plan. It aims to hugely expand mining exports from \$270 million in 2018 to more than \$2 billion by 2023. Copper, silver and gold will become Ecuador's main mining exports. Since Switzerland is the world's largest gold importer, commercial ties between the two countries are likely to deepen. Switzerland and Ecuador are complementary in trade, which means that export promotion efforts could increase the exchange of goods.

Biography of the speaker

Juan Terán Jurado was appointed as Commercial Attaché of Ecuador in Switzerland since June 2019. He was posted by the Viceministry for Export and Investment Promotion – PRO ECUADOR, to lead the Ecuadorian exportable offer and investment promotion in this European country.

He is an experienced Commercial Attaché with a demonstrated history of working in the international trade and development industry. Prior to his arrival to Switzerland, he served in the United Kingdom of Great Britain and Northern Ireland and Panama.

His career at PRO ECUADOR started in 2011. In the same year, he organized the first international trade show for coffee and cocoa in Ecuador, which included a business matchmaking between local producers/exporters and international buyers.

He was born in Guayaquil and now is based in Bern.

