

Technical Support to SMEs in the Export Sector, Ecuador

Assignment	Strengthening the capacity of the Ecuadorian Export and Investment Promotion Agency (CORPEI) in promoting and representing the export potential of the country
Client	Government of Ecuador
Financing Agency	European Union (EU)
Partners	CIFESAL (Spain), Eurolatina, UFPL (Ecuador)
Composition of Team	<i>BMB Mott MacDonald</i> : none <i>Partner(s)</i> : Team Leader, Quality Control Specialist
Period of Assignment	From January 2007 to December 2009 Staff months: <i>BMB Mott MacDonald</i> : 0; <i>Partner(s)</i> : 75
Contract value	<i>BMB Mott MacDonald</i> : € 30,000 <i>Partner(s)</i> : € 1,374,000
Background	As part of its efforts to increase the competitiveness of SMEs from Ecuador abroad (especially on the European market), the Government of Ecuador decided that strengthening of the export promotion agency was necessary. Therefore the present project was developed, targeting specific economic sectors such as tropical fruits (bananas) and wood and food processing. It is expected that by having a better equipped and prepared representative institution (CORPEI), the national companies will benefit in the future. The contract is part of the ALA programme "Cooperación Económica CE- Ecuador, EXPOECUADOR", financed by the European Commission.
Description of project	<p>The project aims at strengthening the capacities of the Export and Investment Promotion Agency (CORPEI) in Ecuador, by offering on-the-job-training to CORPEI staff and supporting them in their core business. The project is composed of two parts:</p> <p>LOT 1 Supporting SMEs from Ecuador which have export potential in accessing new markets and upgrading their quality systems by means of: (i) "Export Audits" (around 100) and export strategies and plans (another 50), and (ii) Implementation of quality control systems such as ISO 9001, ISO 14001, HACCP, EUREPGAP, OHSAS, SA 8000, BPM (around 85 companies).</p> <p>LOT 2 Providing technical assistance and specialized in-company training to selected companies in strategic economic sectors.</p>
Services provided	The services provided by the consultants include:

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- (i) Assisting CORPEI in defining and implementing a new export strategy more in line with new requirements of the market in the region as well as outside the Latin American continent.
 - (ii) Analysing the current marketing strategy of CORPEI as well as their operational systems and service delivery mechanisms towards clients and on this basis develop feasible marketing and sales plans.
 - (iii) Developing Export Strategy Plans for selected businesses (in the fruit and timber industries).
 - (iv) Training representatives of CORPEI in carrying out Export Audits.
 - (v) Monitoring the work of these newly trained staff.