



AROMAS del ECUADOR

COFFEE, COCOA AND CHOCOLATE FAIR
GUAYAQUIL 2013

Ecuador

Is located in the northwest part of South America and its capital is Quito. The country is traversed from north to south by the Andes Mountains, with more than 80 volcanoes, in which the tallest is Chimborazo at 6,310 meters above sea level. West of the Andes is the Pacific Ocean, and to the east the Amazon Rainforest. Ecuador has the highest concentration of rivers per km² in the world, including the Galapagos Islands, located 1,000 km west of the coast, placing Ecuador as the country with greatest biodiversity by km² in the planet. According to the National Institution of Statistics and Census (INEC) Ecuador's population is 15 million habitants.



Guayaquil

Is the biggest and most populated city in Ecuador with 2.6 million habitants, located in the coast of the Pacific Ocean. The city emerges among the Guayas riverside, 20 kilometers off the outskirts of the ocean. The urban area lines with the biggest cities in Latin America. It's an important center of commerce, with regional influence in finances, politics, culture and entertainment. The weather is regularly warm all year long. Its proximity to the Pacific Ocean allows the Humboldt cold stream and the Niño warm stream to mark two perfectly differentiated seasons. The first, from December to April is known as winter, it's a rainy and humid season; the second, from May to December is known as summer, temperatures range from 21 to 30°C in September.





Aromas del Ecuador is a specialized fair where Ecuador shows and promotes the best of its coffee, cocoa and chocolate production. PRO ECUADOR is organizing its 3rd edition in 2013 with an important expectation from national and international enterprises. This event will bring together national producers and exporters with importers from all over the world.

ACTIVITIES:

- Business Meetings
- Coffee Quality Contest “Taza Dorada”
- Cocoa Contest “El Gran Cacao”
- Chocolate Exhibition
- Barista Championship
- Conferences
- Gastronomic Shows

Place: Simón Bolívar Convention Center. Guayaquil, Ecuador.

Location: Avenue de Las Americas.

Dates: September 19th, 21th and 21th, 2013.

Time: 10H00 to 17H00.

FOREIGN MISSIONS: Argentina, Australia, Brazil, Chile, China, Colombia, Dubai, Germany, Italy, Mexico, Netherlands, Panama, Russia, South Korea, Sweden, Turkey and United States.

Suggested hotel: Sheraton & Hilton Colon (PRO ECUADOR Rate: \$115 + Taxes 22%).

Sign up: www.macrorruedaecuador.ec

Information: www.proecuador.gob.ec

ecuadorian cocoa

Although it has been sustained that cocoa origin is from Mesoamerica, latest studies have demonstrated that in Ecuador's Amazon Rainforest cocoa has been used around 5.300 years before present time. Archaeologists have found in Santa Ana-La Florida, province of Zamora Chinchipe, evidence of cocoa in cooking tools in ancient ruins. At the time of the Independence of Ecuador, there were many wealthy families engaged in the production of cocoa, these farmers were called "Gran Cacao", mostly located in the city of Vinces. During the 1890s, Ecuador became the world's largest exporter of fine flavor cocoa "**ARRIBA**", invigorating the economy, financing the creation of the first banks and the development of commerce. Cocoa is known in Ecuador as "Pepa de Oro", because it supported for centuries the generation of foreign income for the country, before the oil boom. Cocoa industry was the fifth largest export product in Ecuador in 2010, in the non-oil exports category, after bananas, fish / crustaceans, meat / fish preparations and flowers.



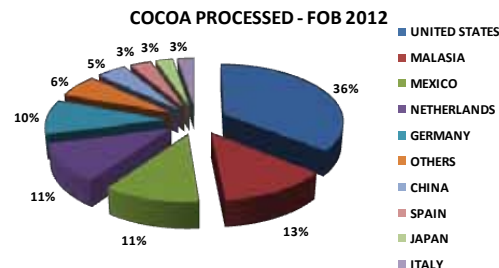
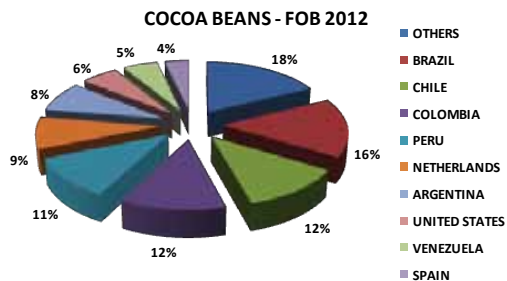


Description of products and elaborates

From cocoa beans, several products are obtained such as intermediate products (cocoa liquor, cocoa butter, cocoa cake, cocoa powder and nibs) and the well known chocolate, as finished products. The main market that absorbs the cocoa bean production worldwide is the chocolate industry.

Description of cocoa intermediate products:

- **Cocoa liquor:** Obtained from the cocoa grinding process. It is used as raw material in the production of chocolates and some alcoholic beverages.
- **Cocoa butter:** It's the fat of the cocoa beans. It is known as Theobroma oil. It is used in the production of cosmetics and pharmaceuticals.
- **Cocoa cake:** The solid remaining from butter extraction is known as cocoa cake, basically a 30cm circular disk and 10%–12% fat. Cocoa cake is used, after further processing, for coloring and flavoring in cocoa based products.
- **Cocoa Powder:** Is the cocoa cake pulverized. Cocoa powder is mainly used to flavor cookies, ice cream and in the production of coatings for bakery, confectionery products, frozen desserts and in the beverage industry.





Cocoa elaborates usually refers to confectionery and chocolate in various forms: bars, tablets, candies, toppings, powder, filling, and others. Other uses take place in traditional medicine for burns, cough, dry lips, fever, malaria, rheumatism and other injuries. The cosmetic industry uses cocoa for treatments because it contains powerful antioxidants.

Cocoa consumption is associated with a number of health benefits. Studies show that cocoa helps lower blood pressure and prevent heart diseases.

Other effects: Contributes to cancer prevention and as a brain stimulator. It is proved that cocoa induces the production of endorphins, producing well-being and happiness.

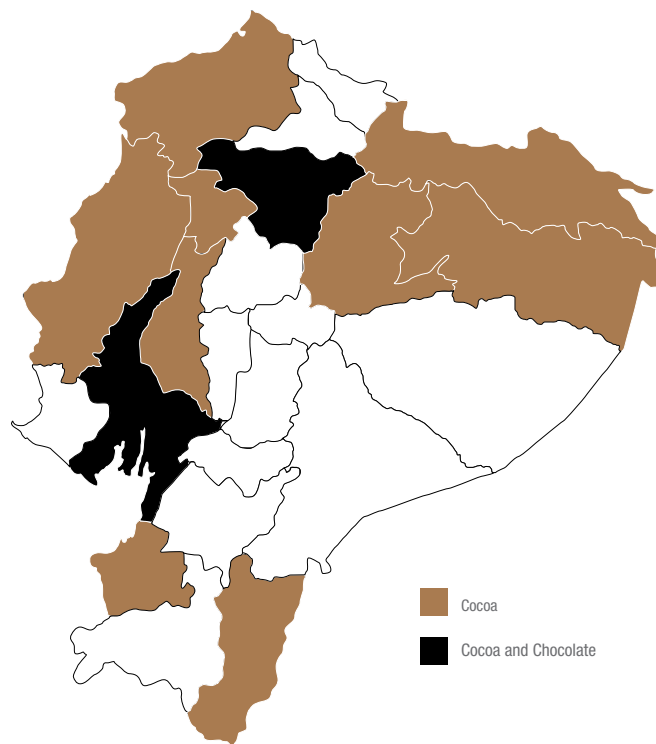
•**Cocoa Juice:** A sweet beverage obtained from the cocoa mucilage which covers the cocoa beans inside the cocoa pots.

•**Cosmeceutic:** Cocoa benefits are unlimited, developing a cosmeceutical industry, offering beauty care products under high tech techniques that enable a high value of antioxidants (flavonoids).

•**Chocolate:** Ecuador industry produces one of the finest chocolate in the world. Our offer includes: Dark Chocolate, Milk chocolate, and Chocolate mixes with fruits, we are constantly innovating with new flavors in order to share a unique experience.



Geographical location of the sector in Ecuador



As it appears in the map, the region that concentrates the most harvested cocoa surface is the Coast, which in 2009 registered 81% of the total national surface.

The provinces that have a major harvested cocoa surface are: Manabí, Los Ríos, Guayas and Esmeraldas. El Oro has also an important participation.

Because of the variety of microclimates we can also find provinces of the Andes where cocoa can be cultivated such as: Bolívar, Pichincha and Cotopaxi, but in minor participation.

Ecuador's Amazon Rainforest is home of very ancient cocoa trees, provinces such as Napo, Sucumbíos, Orellana and Zamora Chinchipe have interesting cocoa profiles.

There are different cocoa flavors among Ecuador's territory due to the different characteristics of every soil and the hydration of diverse types of cocoa. The aromas and flavors of the fruit present variations according to where it is cultivated.

Map of flavors according to the National Association of Cocoa Exporters (ANECACAO):

- **North and east of Esmeraldas (mountain area):** Soft touch of verbena-like flowers, jasmine and roses, and light fruit flavors. Medium body.
- **West, central and south of Esmeraldas:** Flat profile and mild spice flavor, flowers, nuts and almonds. Body of low intensity.
- **North of Manabí and Santo Domingo de los Tsáchilas:** Strong almond and walnut flavor, and fresh fruit. Good body.
- **Western Pichincha, La Concordia and north of Santo Domingo:** Presence of mild notes of flowers and fruits. Strong smell of peanuts.
- **East and south of Manabí, Los Ríos, north of Guayas y foothills of the Western Cordillera:** Strong floral profile such as roses, jasmine, orange blossom, verbena, bergamont and citrus. Intense body.
- **Amazon Rainforest:** Strong tropical fruit profile. Its scent fades quickly on the palate.
- **South of Guayas, El Oro, west of Cañar and Azuay:** Light flower fragrance. Medium fruit taste (sweet spices).

According to the statistics of National Customs Service of Ecuador (SENAE), in 2012 there were 100 exporters registered (companies, individuals, foundations, associations, etc.), corresponding to cocoa beans and processed products. Likewise, internal actors in the chain of value of cocoa, such as: collectors, internal traders and industries of semi-processed and finished products for local consumption.



ecuadorian coffee

Coffee is cultivated in Ecuador since 1860. The zone of Jipijapa, in the province of Manabí, has been one of the most important places in which this product is cultivated.

Characteristics and Benefits (Differentiation)

Ecuador has a significant productive capacity; it is one of the few countries in the world that exports two types of coffee: Arabica and Robusta. Ecuador's different ecosystems allow coffee to be grown in the 4 regions of Ecuador: Coast, Highland, Andean Amazon and even in the Galapagos Islands. Due to its geographical location, Ecuadorian coffee presents different organoleptic qualities making it one of the best of South America. Coffee production will depend on the region, although Arabic coffee has its harvest period from July through October, while Robusta coffee from June until October.

Sector Potential:

- Coffee reactivation plan which will renovate 135,000 hectares to increase productivity.
- Ecuador exported \$260 million dollars in 2012 (71% industrial coffee and 29% green coffee).
- Strong associability between all the industry actors.
- Ecuadorian coffee has international certifications such as: Organic, Fair Trade, Rainforest Alliance, UTZ-certified, 4C and Bird Friendly.

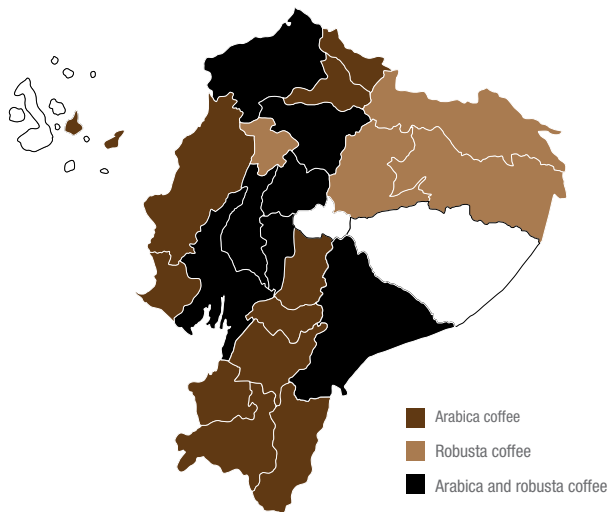




Growing regions and coffee varieties

Ecuador exports green coffee, toasted and instant coffee. Its varieties are: typical, bourbon and caturra.

The main coffee growing zones by type are:



Productive Zones

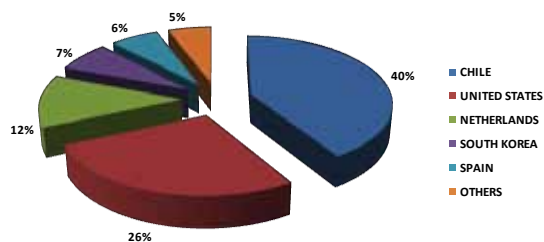
- Washed Arabic: Galápagos, Manabí, El Oro, Loja, Imbabura, Zamora and Carchi.
- Natural Arabic: Galápagos, Manabí, El Oro, Loja, Imbabura, Carchi and Zamora Chinchipe.
- Robusta: Guayas, Los Ríos, Pichincha, Napo, Orellana and Sucumbios.
- Industrialized (instant): Guayas and Manabí



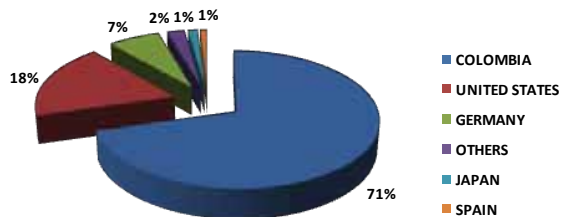
Statistical Information:

Ecuadorian's coffee industry exports increased 19% FOB and 18% MT during 2008-2013. In 2012 exports reached USD 260 million and 51,515 MT.

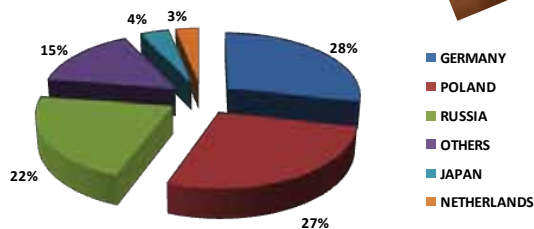
ROASTED COFFEE - FOB 2012



GREEN COFFEE - FOB 2012



INSTANT COFFEE - FOB 2012



Social and Ecological Relevance

The social relevance is related to:

- The direct employment for more than 105,000 producer's families.
- The indirect source of work for thousands of families that work in the trade, agro-industrial crafts, instant coffee industry, transport and export.
- Diverse ethnics participate in the productive processes such as: Kichwas, Shuaras, Tzáchilas and African-Ecuadorians.
- Supports the organization of an important coffee market segment, which creates a wide social network and contributes actively in Ecuador's economic reality.

The ecological relevance is expressed in:

- Adaptability of coffee plantations to the different ecosystems of Ecuador (Coast, Andes, Amazon and the Galapagos Islands).
- Coffee plantations are commonly cultivated with trees that contribute to ecological sustainability, a diverse agro-forest habitat for many native species, and contribute to carbon capture similar to secondary forests.
- Supports the regulation of surroundings ecosystem's water balance.
- The technical handling doesn't require a high dependence on chemicals






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LA R=VOLUCIÓN
CIUDADANA
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