



JOIN ENTERPRISE FLORIDA ON AN EXPORT SALES MISSION TO  
**QUITO, ECUADOR | APRIL 4 - 7, 2022**



Ecuador, with a population of 17 million inhabitants, is a small-to-medium market for U.S. exports. In 2020, U.S. exports to Ecuador accounted for \$4.2 billion, which constituted a 25 percent share of the country's total imports. Ecuador has made recent advances in its trade relationship with the United States, signing a Protocol on Trade Rules and Transparency in December 2020. The United States is Ecuador's top trade partner.

Ecuador's real annual GDP growth was 0.1% in 2019, with nominal GDP totaling \$107.4 billion. While the economy shrank by nearly nine percent in 2020 due to the COVID-19 induced economic downturn, it is projected to grow by three percent in 2021. Despite the current challenges, Ecuador remains a market with significant potential for U.S. and Florida firms. Ecuadorian consumers view American products as attractive and of high-quality.



### BEST EXPORT OPPORTUNITIES FOR FLORIDA COMPANIES:

- Education
- Franchising & Brand Licensing
- Consumer Products
- Health & Beauty
- Digital Economy/eCommerce
- Telecommunications Equipment & Services
- Medical Supplies and Small/Innovative Medical or Laboratory Equipment
- Oil and Gas Equipment
- Mining Equipment
- Power Generation Equipment
- Solid Waste & Recycling
- Equipment
- Construction Equipment
- Hotel & Restaurant Equipment
- Packaging & Printing Supplies



## WAYS TO PARTICIPATE:

### OPTION 1: GOLD KEY PACKAGE\* – 2 DAYS

The U.S. Embassy in Ecuador will schedule one-on-one appointments with pre-screened Ecuadorian companies that have expressed an interest in your product or service.

- First company representative ..... \$1,200\*  
(fee does not include interpretation service. Limited to 12 companies)
- Additional company representative ..... \$500  
(non-refundable)
  - Deadline: December 30, 2021

\*Gold Key participation will be limited to Florida manufacturers, and service companies that best meet the participation criteria. Final selection will be determined by the U.S. Embassy to ensure market suitability.

### OPTION 2: DELEGATE PACKAGE\*

- Delegate ..... \$500, per person

Delegate package does not include any one-on-one appointments.

#### Package includes the following:

- Admission to all mission events.
- Airport transfers in country when traveling on official mission flights.
- Ground transportation to all mission events.

\*This option encourages delegates to schedule their own individual appointments and activities during their free time.

**Delegate Registration Deadline: February 15, 2022**

### GRANTS

EFI will offer a limited number of Gold Key Matchmaking one-on-one appointments for participating Florida companies. The price of this service is \$1,200. However, small and mid-sized Florida manufacturers and professional service providers may qualify for a Gold Key Grant, which will offset 100 percent of the Matchmaking Registration fee for the first company representative. A separate application process will be required for this grant. Additional company representatives will be charged a non-reimbursable \$500 fee.

### For Delegates

The Delegate Package does not require a review and, therefore, registration and payment will be processed upon receipt of registration forms. The registration fee is \$500 per person. EFI Grants do not apply for Delegates.

### Estimated Travel Costs

Standard Single or Double Accommodation.....US \$150  
(per night), including breakfast, taxes and internet.

Roundtrip Airfare .....US \$365  
departing nonstop from Miami to Quito, via American Airlines.

### Cancellations

Cancellations prior to February 4, 2022 must be made in writing and sent to Alejandra Henao at [ahenao@enterprise-florida.com](mailto:ahenao@enterprise-florida.com). No VERBAL cancellations will be accepted. For a full refund, cancellations must be received by February 4, 2022.

**Contact Alejandra Henao for further details.  
305-808-3670 or [ahenao@enterprise-florida.com](mailto:ahenao@enterprise-florida.com)**



## MISSION ITINERARY\*

### Monday, April 4

- Delegation departs Florida
- Transfer to hotel for check-in
- Welcome reception

### Tuesday, April 5

- Country Commercial Breakfast  
Briefing by the U.S. Embassy staff.
- All day: Gold Key one-on-one appointments
- Networking reception hosted by the U.S. Ambassador to Ecuador.

### Wednesday, April 6

- Half day: Gold Key one-on-one appointments

### Thursday, April 7

- Delegation returns to Florida
- \*Subject to Change



**MISSION REGISTRATION: 305-808-3670**

**GOLD KEY REGISTRATION DEADLINE: THURSDAY, DECEMBER 30, 2021**

**DELEGATE PACKAGE REGISTRATION DEADLINE: TUESDAY, FEBRUARY 22, 2022**

For registration forms, contact  
**Alejandra Henao** at [ahenao@enterpriseflorida.com](mailto:ahenao@enterpriseflorida.com).

Registration will not be considered final until ALL event & travel registration forms and payment have been received.