

For fresh fruit and vegetable marketing and distribution in Asia



By Maura Maxwell

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ProEcuador launches online trading tool



E-Ecuador created to address demands for faster and more transparent ways to trade

ProEcuador has launched a new tool to help Ecuadorean suppliers connect with international buyers. Described as the Ecuadorean Alibaba, e-Ecuador is an online business-to-business platform giving buyers access to more than 1,000 suppliers of products ranging from fish to roses.

“We created e-Ecuador to address demands for faster and more transparent digital ways to meet the needs of buyers and accelerate trade,” explains ProEcuador’s UK Trade Commissioner Juan Carlos Yépez. “With

just a few clicks, exporters and importers will be able to easily communicate and negotiate.”

Yépez says Ecuador is the only country that has created its own online platform in Latin America.

While the tool has been operational worldwide for a few months, the official European launch of e-Ecuador took place at November’s Food Matters 2018.

“The event was chosen because the fair is all about innovation and trends in the food industry,

so it was the ideal launchpad for the new tool,” ProEcuador says.

E-commerce sales grew by 20 per cent last year to US\$1bn in Ecuador, according to Faculty of Electronic Commerce of the Espíritu Santo University (UEES).