

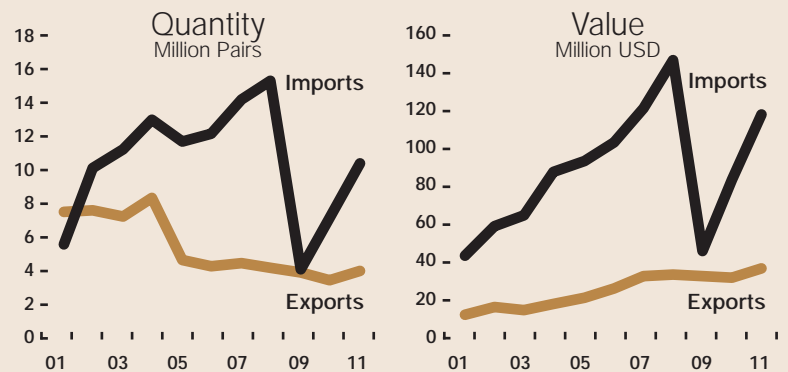
Location and main indicators

Capital	Quito
Language	Spanish
Area	256 370 km ²
Population	15 million
GDP 2011	66 billion USD
GDP per capita	4 424 USD
Δ GDP 2011	+7.8%
Δ GDP last 5 years	+22.6%
Currency	US Dollar (USD)



Footwear industry

2011	Value		Quantity		Prices
	Million USD	World Rank	Million Pairs	World Rank	USD
Exports	37	65	4	59	9.50
Imports	118	59	10	73	11.39
Production			30	38	
Consumption			36	58	

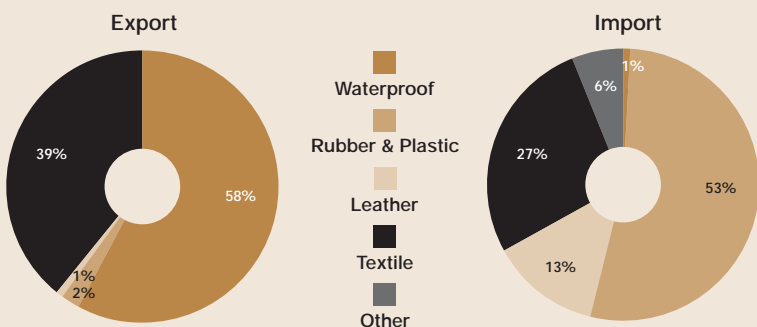


Main trading partners 2011

Export Markets	Million USD	Value Share	Million Pairs	Quantity Share	Last 5 years variation USD Million %
Colombia	23	73%	2	n.a.	+24% +125% -50%
Peru	7	21%	0	n.a.	
Venezuela	1	3%	2	n.a.	+5 +4 +1
Guatemala	0	1%	0	n.a.	-0.09
USA	0	1%	0	n.a.	

Import Origins	Million USD	Value Share	Million Pairs	Quantity Share	Last 5 years variation USD Million %
China	62	51%	5	47%	+88%
Vietnam	15	13%	1	11%	+14
Colombia	15	13%	2	16%	+7
Brazil	11	9%	1	13%	
Indonesia	8	7%	1	6%	-20

Types of footwear traded 2011 (quantity)



Recent developments

The Ecuadorian footwear industry, mostly located in the Tungurahua province, suffered a major crisis in 2008 but has since been growing fast. In 2011, Ecuadorian exports, most of which sent to Colombia, increased at double digit rates. Imports continued to recover from the 2009 slump, but have not yet attained 2008 levels. Imports from China have increased most significantly, being a serious concern for the local industry.

Sectorial organizations

CAMEC - Cámara Ecuatoriana del Calzado, Cuero y Conexos

Fairs & Events

n.a.