"Work, and let work..." Guayaquil, the commercial centre and major port of Ecuador, is a haven of free enterprise, free trade and free expression.

In the struggle for survival, the fittest wins out at the expense of the weak because the environment is unforgiving and无情.

Charles Darwin

"You cannot ignore or prevent the economy from peaking, it is there, beyond good and beyond evil. It is an inevitable part of its growth..."

Mayor Nebot's and his administration are also responsible for the "future" Guayaquil airport, destined to be a major transport hub. Between 2017 and 2021, the airport, destined to be in operation, will reach the limits of its operational capacity. The new airport will have three simultaneous landing and take-offs to handle the world's largest aircraft (six times other airports in the world). All of them in the United States, it can boast this feature.

In the past, the city of Quayaquil in Ecuador, the capital of the country, faced numerous camouflages of its historical neighborhoods, have been carefully restored to preserve their charm; Las Penas, for example, has a rich artistic heritage. The Simon Bolivar Boardwalk, or Malecón, is a convivial daytime atmosphere and port. Since its historic neighborhoods, have been carefully restored to preserve their charm; Las Penas, for example, has a rich artistic heritage. The Simon Bolivar Boardwalk, or Malecón, is a convivial daytime atmosphere and port.

Mayor Nebot is a staunch supporter of free enterprise. He continues: "The State must guarantee legal certainty, and cannot change the rules of the game every day to its benefit and to the detriment of the investor. The state has the investor. The state has to guarantee access to markets."

Mayor Nebot has spearheaded many campaigns to attract tourists and encourage production. The state must abandon any restrictive practice to this competition. The state must guarantee access to markets. As an example of the strength, redness, and confidence of the business environment in Guayaquil is provided by the UK's Investment and Foreign Commerce Office for Latin America and the Caribbean. A major expansion and continued investment. Along with the airports, it is regarded as a catalyst for further growth. The transport link are natural points for the world's largest aircraft (six times other airports in the world). All of them in the United States, it can boast this feature.

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Successful urban regeneration schemes in Guayaquil symbolize the city’s energy, pride and can-do attitude.

Guayaquil—the city that has had more remarkable development in Latin America in the last decade according to the United Nations—was the city chosen by Machu Lote (Low Income Housing Program) in 2003. In 2006 the city was named “Model City of Human Development and Governance” by the United Nations.

This project was a novel development that aimed at attracting foreign investment, the work has also resulted in the upgrading of various informal and marginalized communities for disaster relief. For example, the Malecón 2000 resulted in the upgrading of Las Peñas for the simple reason that it has 70 facades of houses. When Las Peñas was abandoned, it was a place to buy and sell goods, and a beautifully renovated waterfront. This is the city’s pièce de résistance. The estimate that the new houses will be sold at prices ranging from $42,000 to $120,000.

Guayaquil’s need for affordable housing is being addressed by the launch of the second Machu Lote development

Over the past 12 years the Municipality of Guayaquil has initiated a number of urban renewal projects. These projects are the result of mass migration to the city, and the need for the provision of even more residential development. The last of these projects, Machu Lote I, was implemented in 2003 and included the construction of 1,250 houses—considered a resounding success—of which 1,000 were handed over to Daldry Construction, and the other 200 to two local entrepreneurs from standard central units of 78m2, and larger, corner units, standing at 85m2.

The most recent project, Machu Lote II, will consist of recreational areas that include a large park, a cycle path and a river embankment. The site includes a wide range of facilities, including some commercial units, as well as various commercial facilities. Machu Lote II is a key part of the ongoing development of Guayaquil, which includes the Malecón, a new public transport system, the Cerro Colorado (the Cerro Colorado between Guayaquil and the Port of Guayaquil), and the Malecón 2000.

There are approximately 3,000 new homes being built in the Malecón II development, all of which are two floors or two levels with two- or three-bedroom units, and are classified into standard central units of 78m2, and larger, corner units standing at 85m2. The project is expected to be completed in 2012.
A great place to do business

Through its 475 years old, Guayaquil is a thoroughly modern city with a businesslike atmosphere. It isn’t hard to see why Guayaquil is so key in the commercial capital of Ecuador. Geographically, Guayaquil is the country’s top 100 companies have been in the city for their entire lives. The city has a long tradition of being a hub for business throughout Latin America and the rest of the world. Guayaquil’s port system expanded throughout the 1900s, and continues to this day. This was a warning signal to the waterways that would eventually become the Panama Canal. Today, Guayaquil is known as the world’s premier exporter of bananas, and has a thriving seaport, Contecon, in the heart of the city.

Guayaquil Chamber of Commerce (CCC) is the heart of Guayaquil’s business community. It is a member of the United Nations Conference on Trade and Development (UNCTAD), of the 50 largest ports in the world, and the largest port in South America. Guayaquil is ranked third in the world, after Shanghai and the Port Cooper, Tanger, in terms of international cargo and the handling of ships with greater capacity. Grains, coal, oil and red ex are all the region’s main exports, which are shipped out through Guayaquil port.

According to the National Commission for Latin America Industrial Association (CEILAC), of the 50 largest ports in the world, Guayaquil is ranked third in the world, after Shanghai and the Port Cooper, Tanger, in terms of international cargo and the handling of ships with greater capacity.

Given that fishing plays such a major role in Ecuador’s economy, its increased dependency on grains and other food commodities is a concern. Ecuador’s major banana producers have faced increased competition from multinationals such as Dole. The company has been integrated with chemical industries, with its research into sustainable environmental practices. The joint research project aims for strong collaboration between the public and private sectors. Dole has engaged in sustainable environmental practices to provide consumers with a choice as to what they want to consume. They are aware of the impact of their actions on the environment and are committed to reduce their carbon footprint and minimize their impact on the environment.

Guayaquil offers what is most important in business: a location, a culture and an entrepreneurial spirit, plus a local authority that very openly and development. When you work in Guayaquil, you get a city that’s very quick to point forward,” said Mr. Pena. 42 per cent of the GDP is in the hands of farmers in the province of Guayas. The city is a major producer of agriculture products throughout Ecuador and the rest of Latin America, and is today the back- bone of the national industry.

Eduardo Peña, President of the Guayaquil Chamber of Commerce, remarks: “The rule is simple: either we have our future in Guayaquil, or we fail.”

These sentiments are echoed within the National Chamber of Industry and Commerce (CENAC), of the 50 largest ports in the world. Guayaquil is ranked third in the world, after Shanghai and the Port Cooper, Tanger, in terms of international cargo and the handling of ships with greater capacity.

finding a balance for our oceans’ ecosystems

Ecuador, the world’s leading producer of tuna, is improving its fishing practices in order to preserve and sustain the planet’s marine resources. The tuna catch in 2011 is likely to reach 20,000 tons, making it the biggest in the world. The country has an important role in the industry’s long-term viability. The tuna fishery is one of the most important from the Association of Tuna Commission (ATC) found that Ecuador’s tuna fishery is sustainable and has been certified by the United Nations as a World War II major export commodity. The country’s main tuna production is in the Pacific Ocean, which is home to some of the world’s largest tuna populations.

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During the 2005-2010 period, an average of 200,000 tons of tuna was caught in the Eastern Pacific, 16% down from the 2005-2010 period. This was a warning signal to the waterways that would eventually become the Panama Canal. Today, Guayaquil is known as the world’s premier exporter of bananas, and has a thriving seaport, Contecon, in the heart of the city.

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**Flight into the future**

The planned airport of Dauar can make Guayaquil the major transport hub for the whole of Latin America.

Guayaquil has the potential to become the major commercial/cargo hub for Latin America since the Dauar Airport project in Guayaquil was originally planned to be built, will benefit the originally planned intermode between 2017 and 2021. That's why the airport is a global airport with US-based MITRE, and other coastal towns.

The new airport will be built in the Dauar area, 12 miles outside the city, near the highway that connects Guayaquil to Salinas and other coastal towns. Once built, the Dauar Airport, designed in collaboration with US-based MITRE, and other coastal towns, will provide a high-quality airport with the capability to handle simultaneous landings — even those of aircraft as large as 747s — without requiring the use of a single runway. The airport will be one of the few airports capable of handling simultaneous landings — even those of aircraft as large as 747s — without requiring the use of a single runway.

**WE HAVE A FIRST CLASS PORT, AN AIRPORT INTERNATIONALLY RECOGNIZED AS ONE OF THE BEST IN LATIN AMERICA.**

**MICHEL ROMERO, general manager of Autoridad Aeroportuaria de Guayaquil, on the importance of airports:**

Why do you think Guayaquil is a good choice to become the main commercial/cargo hub of Latin America?

I believe that the airport in Guayaquil has the potential to become the best airport in Latin America, and is already one of the best airports in Latin America. The airport is designed to handle simultaneous landings, which is a significant advantage over other airports in the region. Additionally, the airport is located close to the city, which is important for connectivity and accessibility.

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**THE PORT OF CALL**

Guayaquil is home to one of Latin America’s busiest port, and Contecon, who maintain the facility, have won awards for their efficient management.

As Mr. Romero states, the airport is a window to the world and the finance to build an airport as far from the city as possible so as not to disturb people by noisy aircraft. Now people have real access to the city, and that the airport is not only recognized globally but has been awarded several times as the best airport in Latin America as well.

In the next few years, the airport will reach its capacity, which will be one of the few airports in Latin America, and will be a major transport hub for the whole of Latin America once the Daular canal permits safe access to Europe, the eastern coast of the United States, the Middle East and the rest of Asia. As Mr. Romero states, the airport is a window to the world and the finance to build an airport as far from the city as possible so as not to disturb people by noisy aircraft. Now people have real access to the city, and that the airport is not only recognized globally but has been awarded several times as the best airport in Latin America as well.

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Bringing Hollywood glamour to Ecuador

The country’s movie-goers have been well served by SuperCines, which under the guidance of Martín Schwartz Rivelis has made Ecuador’s cinemas the most modern in the world.

Headquartered in Guayaquil and owned by Corporación El Rosado S.A., SuperCines is one of the region’s most important industrial groups, with diverse commercial activities ranging from supermarkets, toy stores, hardware stores as well as the entertainment division with its cinemas, shopping malls and radio stations.

In 2004, El Rosado was appointed as the Disney theatrical and home-video distributor in Ecuador, and has since incorporated Radio Disney, Walt Disney Records, Disney Consumer Products and Disney Media Distribution for Warner Bros, and home-entertainment distribution for premium brands including Apple and Bose Audio.

Eight years ago, SuperCines was the third largest cinema chain with just 10% of the market in Ecuador, but thanks to the guidance and vision of Martin Schwartz Rivelis, General Manager of the Entertainment Division for Corporación El Rosado S.A., SuperCines has been catapulted to the position of market leader.

It was the first cinema chain in the top exhibitors in Latin America, occupying 66% of the market, operating 200 screens (60 of them digital) in 15 theaters across 10 cities, and opening an average 25 screens per year. By 2013, SuperCines will reach 200 screens in Ecuador, a No mean feat.

To celebrate his ongoing achievements, Mr. Schwartz Rivelis will be honored with the International Achievement Award in Exhibition at this year’s ShowEast Convention and Exhibition at Miami/Hollywood, Florida.

Explaining in more detail, Mr. Schwartz Rivelis added “During the last 8 years we have introduced projects lined up for SuperCines, has a number of new projects in the pipeline, including the introduction of alternative content and special school programs which will increase the theater’s usage during off-peak times.

Mr Schwartz Rivelis has steadily expanded and developed the business portfolio under his control which now includes the theatrical and home-entertainment distribution for Warner Bros, Chili’s and Carl’s Jr franchises, Metropolis audio and video stores, and the Eurocentro and Parque shopping malls. Notably, Metropolis has exclusive distribution rights for premium brands including Apple and Bose Audio.

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CineMax: the GT-MAX. This concept arrived in Latin America, also initiated by Schwartz Rivelis, in 2006. It is the largest non-IMAX cinema in the region, with 340 square meters and more than 400 seats per screen. SuperCines was also a pioneer in introducing the first digital screens in Ecuador and, in the last 3 years, digital screens are now totally digi- tal, and it is estimated that the digital screen will represent a worldwide average of 10-12%.

Today, we can say that Mr. Schwartz Rivelis has a number of new projects in the pipeline, including the introduction of alternative content and special school programs which will increase the theater’s usage during off-peak times.

AND THE SHOWEAST, ‘INTERNATIONAL ACHIEVEMENT AWARD IN EXHIBITION’ GOES TO...

MARTIN SCHWARTZ, EXECUTIVE MANAGER, ENTERTAINMENT DIVISION, CORP. EL ROSADO S.A.
Guayaquil is the perfect starting point to explore the natural wonders of the Galapagos, and cultural heritage of Ecuador. 

The Galapagos archipelago, the jewel in the crown of the Ecuadorian tourism, is located 600 miles off the coast of Guayaquil. The legendary islands are one of the planet’s most pristine natural paradises. 

Guayaquil is also home to a wide variety of land and sea-birds, iguanas, whales, sharks, sea lions and tortoise, the Galapagos Islands are home to many unique species: Pinguinus, whales, sharks, sea lions and tortoise, the Galapagos Islands are home to many unique species:

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