We would like to continue working with designers and brands in India so that more people learn about Corozo



Ms. Cristina Chiriboga, the Acting Trade Commissioner of Ecuador in Mumbai :

1]What are the strengths of Ecuador Corozo?

It's a biodegradable product. It's an alternative to plastic, which is highly pollutant. It's use contributes to the protection of the rainforest.

Corozo is also used to make jewelry and recently it has been identified that when powdered it can also be used as a natural exfoliant (for scrub creams) that can replace plastic micro beads. Other uses of corozo are being researched.

Currently Ecuador is the only producer and exporter of corozo blanks in the world.

2]What are the reasons for successful position of Ecuador's Corozo in buttons and embellishments Manufacturing?

Clothing brands and fashion designers are becoming more conscious about the choices they make when selecting materials. Sustainable fashion has garnered attention in the last few years. This year the Government of Ecuador collaborated with the label Ka-Sha by the designer Karishma Shahani Khan. A collection by Ka-Sha was showcased at Lakme Fashion Week-Sustainable Fashion Day. The objective of this collaboration was to create awareness about corozo and its uses. Thanks to the participation in this event we were able to get in touch with various designers that would like to explore the possibility of incorporating corozo in their collections.

3]What does it take to achieve such a high quality of Corozo?

The corozo nut has to fall naturally from the tree in order to make sure that its ready to be used to make blanks. Skilled laborers cut and polish the nut to make the blanks that will be used to make buttons and embellishments.

4)Which are the most promising Present and future markets? What are your Future Plans for International Market?

At present, China, Italy and Turkey are the most important markets for Ecuadorian corozo. Ecuadorian exporters are keen on strengthening their presence in China and India. The main of objective will be to create awareness about the existence of this product and its benefits. We would like to continue working with designers and brands in India so that more people learn about this product. Our trade offices in U.S., Europe, China are working on similar collaborations for the creation of awareness.

6]How Ecuador Economy can benefits from Exports of Corozo to International Market?

Diversification of exports
Job creation: The production of blanks is a labour-intensive activity
Contribution to the protection of the environment: If local communities can work on the production of corozo blanks they become the guardians of the rainforest. They don't need to destroy the rainforest in other to plant new crops.