

# Open Minds

Internacional Journal

ISSN 2675-5157

vol. 1, n. 3, 2025

## ... ARTICLE 2

Acceptance date: 25/11/2025

# TARIFF AND NON-TARIFF BARRIERS IN INTERNATIONAL TRADE IN ECUADORIAN COFFEE: CASE STUDY OF KAWSANA COFFEE CÍA. LTDA.

**Mary Beatriz Maldonado Román**

PhD, National University of Loja  
National University of Loja

**Natalia Largo Sánchez**

National University of Loja

**Yolanda Celi Vivanco**

National University of Loja

**Verónica Cecilia Cabrera González**

National University of Loja



All content published in this journal is licensed under the Creative Commons Attribution 4.0 International License (CC BY 4.0).

**Abstract:** This study analyzes the impact of tariff and non-tariff barriers on the international trade of Ecuadorian coffee, focusing on the case of Kawsana Coffee Cía. Ltda., a coffee company located in Loja. Despite the country's productive potential, Ecuador faces limitations in positioning itself in global markets due to trade restrictions and poor use of international agreements. The objective was to identify how these barriers affect the profitability and competitiveness of Kawsana Coffee. The research used a mixed approach, with documentary analysis, statistical data, and direct interviews with key players in the company. The results show that although there are trade agreements that favor exports (such as with the European Union and China), logistical obstacles, regulatory uncertainty, and high certification costs persist. It is concluded that, although non-tariff barriers represent a challenge, they also offer opportunities if managed correctly.

**Keywords:** Tariff barriers; Non-tariff barriers; coffee; international trade.

## Introduction

In the current context of international trade, characterized by growing interdependence among countries, complex dynamics are emerging that directly affect strategic sectors such as coffee. Despite the efforts of the multilateral trading system and the General Agreement on Tariffs and Trade (GATT), protectionist measures, in the form of tariff and non-tariff barriers, continue to pose significant challenges. These measures, while seeking to protect domestic production, can limit the competitiveness of products in international markets,

especially in developing countries such as Ecuador (Baena and Fernández, 2016).

The case of Ecuadorian coffee is a clear example of this phenomenon. Despite having exceptional agroecological conditions for coffee production and a growing participation in international trade agreements, Ecuador still occupies a marginal position in the world ranking of exporters. Companies such as Kawsana Coffee Cía. Ltda., located in the province of Loja, face difficulties in expanding their presence in global markets, partly due to the costs and requirements arising from these barriers. This situation raises a knowledge problem, as it requires an in-depth and up-to-date analysis of how these barriers affect the profitability and competitiveness of Ecuadorian coffee exports.

Given this situation, the overall objective is to analyze the influence of tariff and non-tariff barriers on the commercial performance of Kawsana Coffee, identifying opportunities for improvement in the country's regulatory and commercial environment. Thus, this study seeks to contribute to the understanding of the factors that affect the competitiveness of Ecuadorian coffee and to propose a reflection on the role that foreign trade policies, international agreements, and business training should play in strengthening a sector that is strategic for the country's sustainable development.

## Methodological considerations

This study has a mixed research approach, i.e., it used qualitative and quantitative data, which helped to obtain a comprehen-

sive understanding of the tariff and non-tariff barriers to Ecuadorian coffee exports. The research approach is considered to be the point of view that allows us to carry out the analysis, research, and theory, bringing us even closer to the object or phenomenon under study (Finol & Vera, 2020). The quantitative approach provided data and statistics, while the qualitative approach facilitated the reception of information.

On the other hand, the type of research was exploratory-descriptive, exploratory because it identified and understood the tariff and non-tariff barriers affecting Ecuadorian coffee exports, for which an exhaustive review of the existing literature on this subject was carried out. In addition to this, a discussion was held with the main actors in coffee exports in the study company. On the other hand, it was descriptive because it described the current agreements that Ecuador has in place that most benefit the country and, above all, the coffee sector.

A non-experimental research design was used because the data and information already exist, having been taken from official sources such as the Central Bank, the WTO, Statista, among others. Therefore, the study variable was not changed at all and was limited to giving a professional opinion on it. The non-experimental research design is characterized by not having an independent variable, as it is limited to observing the environment where the phenomenon occurs in order to analyze the information found (Agudelo et al., 2008).

Research methods and techniques are the procedures used to obtain data, which are necessary for approaching the object of study (Gómez-Escalonilla, 2021). The methods adopted in this study are: the scientific method, which contributed to the

collection of information, where concepts were captured in order to achieve an objective understanding of reality, refining the knowledge acquired over time as a result of the evolution of this discipline (Barreras et al., 1991). The deductive method consists of the development and generation of general explanatory theories that will serve as a starting point for explaining and anticipating particular events through logic (Matas, 2023). This method contributed to the research through data analysis and the interpretation of results.

The inductive method focuses on identifying phenomena, beginning with the observation of a specific event, which leads to the formulation of theories or patterns that can be generalized based on these observations (Arbulu, 2023). This method allowed us to discover patterns and trends from specific and detailed data, which contributed to reaching general conclusions that are applied to the company under study. The analytical method allowed for the corresponding analysis of Ecuador's foreign trade policies and trade agreements. Similarly, it allowed for the analysis of statistics and documents that were considered in the research topic. On the other hand, the synthetic method was used to synthesize and interpret the results obtained during the research, which contributed to the development of the conclusions.

Among the research techniques available in the world of inquiry, the following were used: observation was used as a technique to better understand the environment and conditions in which the company operates and how coffee exports work around the world. Bibliographic compilation was used to gather information, which clarified and defined key concepts of the topic under

investigation, allowing the current state of the information to be known, identifying previous studies and more recent findings.

The key instrument that contributed to the study in question was the survey, which allowed for a clear and concise conversation with the company's president. This instrument provided details and a clear context on the company's situation regarding the topic under investigation, as well as direct knowledge of Ecuador's agreements and policies on foreign trade.

Arredondo et al. (2020) pointed to the definition of Salazar and Del Castillo (2018) as "the science responsible for the collection, organization, representation, analysis, and interpretation of data generated in research on events, individuals, or groups of individuals, in order to draw accurate conclusions or future estimates" (p. 4). This allowed data to be collected, analyzed, interpreted, and presented in a structured and objective manner. Finally, the Excel software system allowed the creation of statistical graphs with information on international trade.

## International Trade

International trade is understood as an exchange of economic goods between individuals or companies in two or more countries, thus generating the outflow of goods from one country (exports) and the inflow of goods from other countries (imports) (Giménez et al., 2020). This trade allows countries to exchange goods and services, taking advantage of comparative advantages and thus gaining access to external markets.

## Tariff and non-tariff barriers

Free trade acts as an agile, prosperous, dynamic, and global tool for the production of goods and services from and to different parts of the world (Coppelli, 2019). Within international trade, there are protective measures that are used by each country to protect its domestic production from the entry of foreign goods, thereby valuing its local products.

Protective measures, better known as tariff and non-tariff barriers, are applied to imported products. On the one hand, tariff barriers seek to collect a tax in order to make the product more expensive and affect its competitiveness, while non-tariff barriers are measures such as quality certifications, health regulations, and labeling standards that seek to protect consumer health.

According to Sarquis (2002), tariff barriers are:

Taxes (tariffs) that importers and exporters must pay at customs when goods enter and leave the country... In this sense, tariffs or customs duties can be considered as instruments that provide transparency and certainty to exporters and importers. (p.1)

Tariffs are nothing more than a barrier to protect the entry and exit of goods into a country, generating income for the country, thus protecting domestic production and making it more competitive with a certain range of advantages.

In accordance with the provisions of the Organic Code of Production, Trade, and

Investment [COPCI] (2010) in its Article 76 entitled “Form of expression,” “Tariff rates may be expressed in mechanisms such as: percentage terms of the customs value of the goods (Ad Valorem), in monetary terms per unit of measure (specific), or as a combination of both (mixed)” (p. 29). These forms of expression are used worldwide, with the simple difference that other countries classify them in other ways.

Regalado and Torres (2020) define non-tariff barriers, also known as “barriers to tariffs,” as those “measures and/or restrictions that countries apply when a foreign product enters their national territory” (p.10). These barriers are different from tariffs, as they do not seek to collect a tax, but rather to enforce certain restrictions that seek to protect the health of the population, prevent unfair practices, etc.

Among the NTBs we can find are:

**Sustainability standard certifications.** These play an important role as governance strategies, as they seek to improve outcomes in terms of human well-being in agri-food value chains (Oberlack et al., 2023).

**Certificates of origin.** These are considered an instrument that corroborates the place of origin of the goods to be exported (Su-Jung and Dong-Hwa, 2022, as cited in Julio-Rospigliosi and Bernedo, 2024).

**Sanitary and phytosanitary measures.** These are standards and criteria that seek to safeguard health in international trade, ensuring that products to be exported or imported meet the required quality and safety requirements, preventing the spread of pests, diseases, and other contaminants (Vasyl, 2022).

For coffee, non-tariff barriers, such as sustainability certificates or phytosanitary requirements, involve greater investment; however, they also open up a wide range of opportunities by allowing it to be positioned in demanding markets.

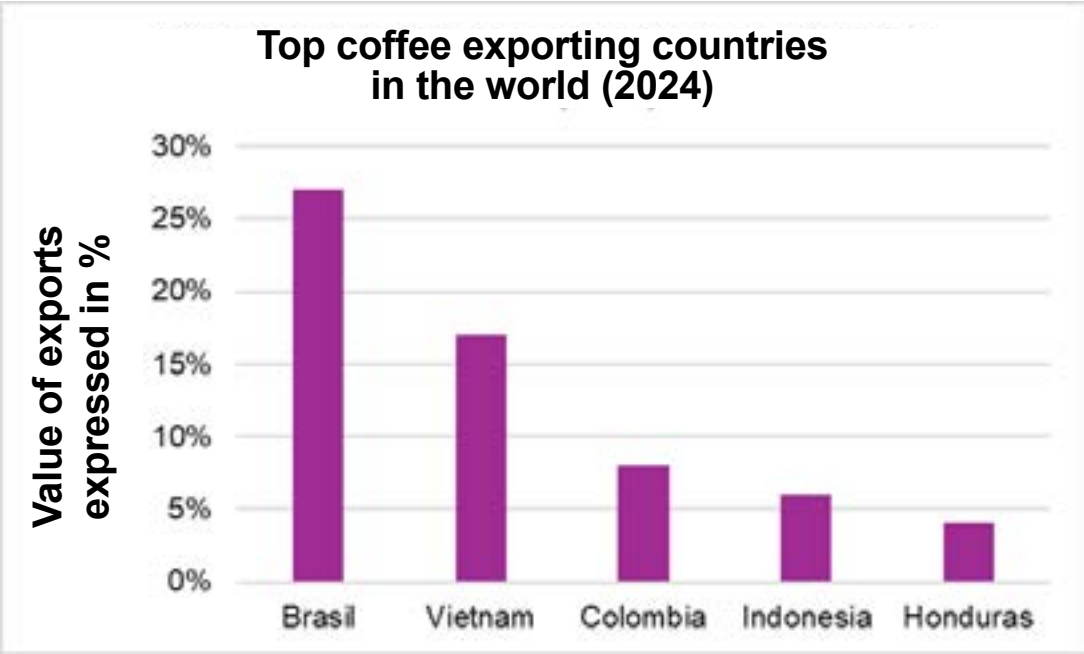
## International Coffee Trade

Coffee is one of the oldest beverages in the world and one of the most popular. It is one of the most traded products globally, with sustained demand in traditional and emerging markets. Approximately 60 countries located in tropical and subtropical regions grow coffee extensively. In many of these countries, coffee is the main agricultural product for export (Enríquez et al., 2020).

The International Coffee Organization (ICO) identifies Brazil, Vietnam, and Colombia as the main coffee exporting countries in 2024 (Figure 1).

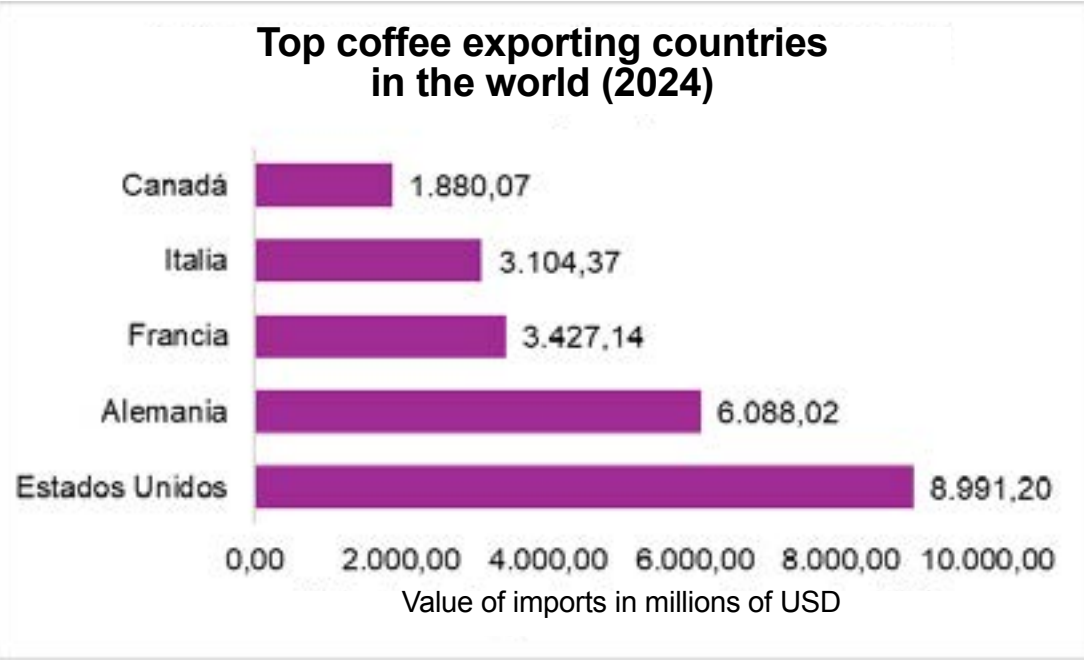
This data confirms that South America continues to lead the global coffee market, with Brazil and Colombia ranking first and third, respectively. However, it is important to note that in 2024, Vietnam surpassed Colombia, displacing it from the second place it occupied in 2023. On the other hand, the main market for this product is the United States, as the demand for coffee in this country is quite significant, followed by Germany, France, Italy, and Canada, thus completing the top 5 countries that imported the most coffee in 2024 (Figure 2).

In this context, coffee production not only represents an important source of employment, but also contributes significantly to the economic stability of the countries



**Figure 1.** *Top coffee exporting countries worldwide in 2024 (Percentage value).*

*Note:* Taken from AbuKaldi Coffee (2024) and FAOSTAT (2024).



**Figure 2.** *Main coffee importing countries based on the value of global imports in 2024 (in millions of dollars)*

*Note:* Data taken from Statista (2025).



that export it, consolidating their influence in the global market.

Ecuador, despite having optimal conditions for coffee cultivation and a large capacity for producing various varieties, is not among the top ten exporting and producing countries worldwide. This highlights an underutilized potential that could be exploited by implementing appropriate strategies and overcoming existing trade barriers.

### International trade in Ecuadorian coffee

Coffee represents a significant portion of Ecuador's non-oil exports. In the first quarter of 2024, coffee and coffee products from this recorded total exports of USD 32.4 million and 3.5 thousand MT, representing a positive quarterly variation of 4.4% in value (Central Bank of Ecuador [BCE], 2024). Ecuadorian coffee has managed to conquer European and North American countries, strengthening its competitive position. However, it faces price volatility determined by the supply of the largest coffee producers. Fortunately, Ecuador and Colombia have a comparative advantage thanks to their favorable climate and soil (Chango, 2021).

Coffee exports have been boosted by trade agreements such as the Multiparty Agreement with the European Union. Despite this, logistical challenges and challenges in complying with international standards remain.

### Case Study: Kawsana Coffee Cía. Ltda.

Kawsana Coffee Cía. Ltda. is a coffee company based in Loja, specifically in the canton of Quilanga, parish of San Antonio

de las Aradas, which was created by a group of artisans dedicated to coffee farming practices. The company is managed and controlled entirely by its members, who ensure the quality with which the coffee is planted, harvested, and processed. Edgar Jaramillo, president of the company, and Ángel Aguilar, its general manager, emphasize that one of their main goals is to operate in a sustainable and responsible manner, both with the community and the environment. They also seek to establish a direct connection between farmers and consumers.

Kawsana Coffee offers a variety of coffee products, including special, homemade, premium, Italian, bourbon, and espresso. Its coffee, renowned for its excellent quality, is available in a range of options. Currently, its largest export market is the United States, where it exports the raw material in the form of high-quality coffee bags, roasted, whole bean, and ground, with different unique and special blends. It offers a variety of roast profiles, from medium to dark, to satisfy different taste preferences. However, motivated by the spirit of growth, Kawsana Coffee has set its sights on the European and South American markets in the last year (Kawsana Coffee, n.d.). Therefore, information on tariff barriers, existing agreements, and how they affect exports is quite significant.

### Ecuador's Trade Policies and Agreements

Ecuador's current foreign trade policies regarding coffee are those that were established under the previous administration of Mr. Guillermo Lasso, as the current president, Mr. Daniel Noboa, has decided to continue with them without adding or making any changes. The most notable policies are as follows.

| Policy/Plan   | Objective  | Actions implemented   | Impact on the coffee sector   |
|---|--|---|---|
| National Development Plan “Toda una Vida” (2017–2021)                                       | Promote non-oil exports and sustainability   | <ul style="list-style-type: none"> <li>- Creation of credit lines</li> <li>- Incentives to improve coffee quality</li> </ul>  | Increase in specialty coffee exports and expansion of financing for small coffee growers.   |
| Strengthening trade links with partners and countries with potential markets                | Diversify markets and attract investment   | <ul style="list-style-type: none"> <li>- Negotiation and signing of trade agreements</li> <li>- Diversification of markets</li> </ul>   | Access to new markets with lower tariffs, increasing competitiveness.   |
| Incentives (loans, assistance programs and certifications, international trade fairs, etc.) | <ul style="list-style-type: none"> <li>- Increase coffee production and quality</li> <li>- Improving the sustainability and quality of coffee to enter markets with high purchasing power</li> </ul> | <ul style="list-style-type: none"> <li>- Implementation of certification programs such as organic and Fairtrade</li> <li>- Participation in international trade fairs</li> <li>- Support for agricultural innovation</li> </ul> | <ul style="list-style-type: none"> <li>- Higher quality, visibility, and favorable prices</li> <li>- Improved productivity</li> <li>- Efficient production processes</li> </ul> |

**Table 1.** *Analysis of Foreign Trade Policies in Ecuador.*

*Note:* Information taken from the Ministry of Production, Foreign Trade, Investment, and Fisheries (2024); National Development Plan “Toda una vida” (2017–2019).

Incentives such as tariff exemptions facilitate Ecuadorian coffee’s access to international markets, reducing costs and improving competitiveness. Credit lines have encouraged small and medium-sized coffee growers to invest in technology and improve the quality of their production. Likewise, training, international certifications, and participation in trade fairs increase the visibility of Ecuadorian coffee and open up opportunities in more profitable markets.

All these policies seek to encourage small coffee growers to export their product, which means that they should try to deliver a high-quality, value-added product that has already been processed, thus making the most of the raw material and showing the world innovative Ecuadorian merchandise.

Ecuador has several trade agreements that benefit coffee exports, among which the following are noteworthy. (Table 2)

Agreements with the European Union and the United Kingdom are key to improving the competitiveness of Ecuadorian coffee, as these markets value sustainable and certified products, which allows for greater added value to coffee. The elimination of tariffs makes it easier for Ecuador to focus on offering high-quality and specialty coffee, boosting exports of processed coffee and improving its positioning as a premium product. In addition, recent agreements such as the one signed with China open up opportunities in the Asian market, where coffee consumption is growing and progressive tariff relief will strengthen competitiveness. Overall, the agreements in force expand markets and strengthen the coffee sector in terms of both volume and added value, especially for differentiated products.

Through the application of the information gathering tool (survey), it was de-



| Agreement in force   | Year of commitment                            | Objectives  | Coffee sector  |
|--|---|---|--|
| Trade Agreement between the Government of Ecuador and the European Union   | Entered into force on January 1, 2017         | <ul style="list-style-type: none"> <li>- Strengthen trade</li> <li>- Elimination of tariffs on Ecuadorian industrial and fishery products</li> <li>- Elimination of technical barriers or unnecessary procedures</li> <li>- Promote foreign investment</li> <li>- Guarantee the protection of intellectual property rights</li> </ul> | <ul style="list-style-type: none"> <li>- Elimination of tariffs</li> <li>- Preferential access to the European market</li> <li>- Increase in coffee exports</li> <li>- Market diversification</li> <li>- Entry into markets with high purchasing power.</li> </ul> |
| Trade Agreement between Ecuador and the European Free Trade Association (EFTA) (Switzerland, Norway, and Iceland)                                  | Signed in 2018 and entered into force in 2020 | <ul style="list-style-type: none"> <li>- Establish a free trade area</li> <li>- Expand Ecuadorian exports</li> <li>- Improve competitiveness</li> <li>- Promote sustainable development</li> </ul>  | <ul style="list-style-type: none"> <li>- It is tariff-free (0% tariff)</li> <li>- Reduction in import costs</li> <li>- Access to new markets</li> <li>- Quality and sustainability certifications.</li> </ul>  |
| Trade Agreement between the United Kingdom of Great Britain and Northern Ireland, on the one hand, and the Republic of Colombia, Ecuador, and Peru | Entered into force in 2021                    | <ul style="list-style-type: none"> <li>- Preserving rights and obligations between the parties</li> <li>- Maintain and strengthen preferential access</li> <li>- Promote export diversification</li> <li>- Encourage the exchange of services</li> <li>- Strengthen competitiveness and innovation</li> </ul>                         | <ul style="list-style-type: none"> <li>- Duty-free access (0% tariff)</li> <li>- Recognition of designations of origin</li> <li>- Access to a market with high purchasing power.</li> </ul>  |
| Ecuador-China Trade Agreement  | Entered into force on May 1, 2024             | <ul style="list-style-type: none"> <li>- Promote the expansion and diversification of trade between the parties</li> <li>- Eliminate barriers to trade</li> <li>- Promote fair competition conditions</li> <li>- Establish understandable rules to ensure a regulated environment</li> </ul>  | <ul style="list-style-type: none"> <li>- Tariff relief (Year 10: 0% tariff)</li> <li>- Enter the Asian market</li> <li>- Facilities for importing products into China.</li> </ul>  |

Table 2. Analysis of the most relevant agreements between Ecuador and the rest of the world.

*Note:* Information taken from the website of the Ministry of Production, Foreign Trade, Investment, and Fisheries (2024). Prepared by the author.

termed that the company is familiar with all these aspects, and therefore observes that there is no positive impact on the company's competitiveness, as it does not perceive a significant reduction in tariff barriers or an improvement in terms of access to new markets, thus classifying foreign trade policies as inefficient. It is therefore suggested that more facilities should be provided in the export process. However, a certain lack of knowledge and training was noted with regard to the topics studied.

Impact of Tariff and Non-Tariff Barriers

The analysis of macroeconomic variables such as the respective trade balance for coffee, global consumption of Ecuadorian coffee, and the exchange rate helped determine that tariff barriers do not currently pose a significant threat to Kawsana Coffee. In recent years, the trade balance has remained positive; however, in the last year there have been variations due to natural disasters and instability in the Ecuadorian government (Table 3; Figure 3; Figure 4).

Exports have been positive in recent years, with the exception of last year (2024), when there was a deficit in the coffee trade balance due to various natural disasters, climate change, a lack of financing to enable producers to supply the domestic and international markets, macroeconomic instabili-

ty, and price fluctuations in the European market (González, 2024). To this we can add the political instability that the country has experienced.

Despite this, the data shows that the coffee business, despite crises and less positive years, will always have its margin of profitability, since it is a product that is already considered necessary and basic within the family basket. Internationally, Ecuadorian coffee is gaining a large market share because of its unique flavor and environmental friendliness. While it is true that tariff barriers are considered an obstacle, thanks to the agreements Ecuador has established with other countries, Ecuadorian coffee has been able to venture into European and Asian markets, partially or totally reducing its tariffs, thus benefiting its export.

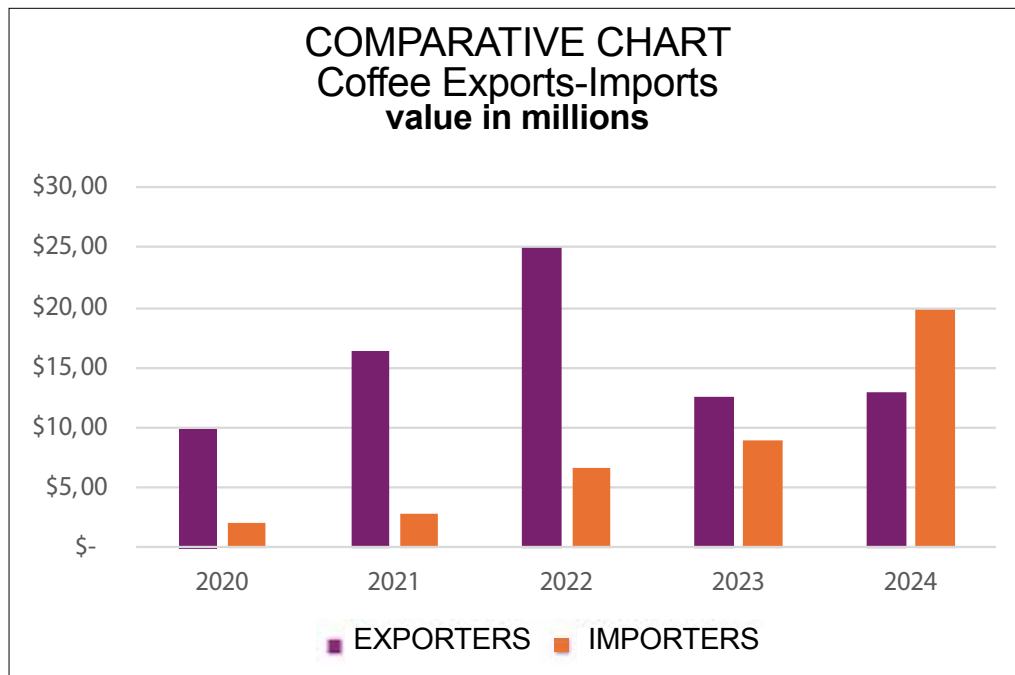
Coffee consumption worldwide is extraordinary. This beverage is consumed globally, both hot and cold, which has increased its popularity. According to González (2024) in the newspaper Primicias, annual consumption is 300,000 bags of coffee per year, representing a per capita intake of 1 kilogram. In recent years, consumption has grown between 5% and 10%, reaching around 173 million bags in 2022 and 2023.

The main destinations for Ecuadorian coffee exports in 2024 were countries such as Germany, which tops the list, followed by Colombia, the Netherlands, the United

| YEAR          | 2020 | 2021  | 2022  | 2023  | 2024  |
|---------------|------|-------|-------|-------|-------|
| FOB exports   | 9.91 | 16.48 | 25.01 | 12.61 | 12.89 |
| FOB imports   | 2.12 | 2.81  | 6.68  | 8.87  | 19.8  |
| Trade balance | 7.79 | 13.67 | 18.33 | 3.74  | -6.91 |

Table 3. Coffee trade balance (2020-2024) in Ecuador, expressed in millions of dollars.

Note: Data taken from the Central Bank of Ecuador.



**Figure 3.** Comparative table of coffee exports and imports in Ecuador, expressed in millions of dollars.

*Note:* The figure shows the values obtained for coffee exports and imports (2020-2024). Own elaboration. Source: Central Bank of Ecuador.



**Figure 4.** Trade balance for coffee in Ecuador over the last five years.

*Note:* The figure shows the result of the difference between coffee exports and imports, known as the trade balance (2020-2024).

States, Russia, and other countries, most of which have trade agreements with Ecuador, with the exception of the United States, which, despite not having such an agreement, provides various forms of assistance between governments (Figure 5).



**Figure 5.** *Main es Destinations of Ecuadorian coffee exports in 2024.*

*Note:* Data taken from ANECAFE.

With regard to the exchange rate, Ecuador adopted the US dollar as its official currency in 2000, replacing the sucre. The dollar, one of the most important currencies globally, ranks sixth among the world’s strongest currencies. In international trade, along with the euro, yen, pound sterling, and Australian dollar, it is one of the most widely used currencies. Dollarization has generated benefits such as the elimination of currency speculation. However, in the context of coffee exports, the exchange rate remains a key factor: a refund in importing countries makes Ecuadorian coffee more expensive ( ), affecting its competitiveness,

while economies with weaker currencies can offer lower prices, giving advantages to their exporters.

Analysis of certain macroeconomic variables suggests that, despite presenting challenges, tariff and non-tariff barriers have a positive impact on Kawsana Coffee, as they largely depend on whether countries maintain agreements, thereby reducing the costs generated when the product enters the market. Non-tariff barriers would be those that directly affect profitability, as the cost of obtaining the relevant certificates depends on each country to which exports are intended. Kawsana Coffee’s ability to take advantage of the benefits of trade agreements and manage the costs associated with them will be key to maximizing its profitability in global markets.

## Conclusions

The foreign trade policies established by the Ecuadorian government have greatly benefited the coffee sector. They have increased specialty coffee exports, provided training, credit lines for small coffee growers, etc. However, the reconstruction and improvement of these policies would allow this sector to be much more exploited, thus increasing the country’s coffee export revenues. The trade agreements that Ecuador has with the rest of the world have been super important for the growth of this sector, since the total reduction of tariffs and, in some cases, tariff relief, have helped Ecuadorian coffee enter high-purchasing-power and competitive markets, such as Europe and, in the last year, Asia. This gives Kawsana Coffee the opportunity to expand into international markets, taking advantage of

tariff benefits and promotion programs, among other things. In this way, the company would increase its sales and reduce several of its weaknesses.

The analysis of tariff and non-tariff barriers revealed the influence they have on the profitability of an exporting company. When considering macroeconomic variables such as the trade balance, consumption, and exchange rate, it became clear that high tariffs and restrictive regulations can limit a company's competitiveness and, as a result, reduce its profit margin. On the other hand, if trade conditions are favorable and there are agreements with low tariffs, balanced regulatory requirements, and a competitive exchange rate, Kawsana Coffee will be able to increase its export volume and, therefore, its profitability, as well as its market position.

## References

Agudelo, G., Aigner, M., & Restrepo, J.R. (2008). Experimental y no-experimental. *La sociología en sus escenarios*, (18). <https://revistas.udea.edu.co/index.php/ceo/article/view/6545>

Anecafé. (s. f.). <https://anecafe-ecuador.com/estadisticas/>

Arbulu, C. (2023). *Definición de método de investigación inductivo*. ResearchGate. [https://www.researchgate.net/publication/374900049\\_Definicion\\_de\\_metodo\\_de\\_investigacion\\_inductivo](https://www.researchgate.net/publication/374900049_Definicion_de_metodo_de_investigacion_inductivo)

Arredondo, E., Gómez, R., Lalama, R., & Chóez, L. (2020). Investigación científica y estadística para el análisis de datos. *Revista Dilemas Contemporáneos: Educación, Política y Valores*, 22(1), 1-19.

Baena, Jose Jaime y Fernández, Xavier (2016),

Aproximaciones a la inserción de Colombia en el sistema multilateral de comercio en 1995-2015. *Análisis Político*, Vol 29, No. 87, pp. 114-131

Banco Central del Ecuador. (2022). *Evolución de la Balanza Comercial por Productos*. <https://contenido.bce.fin.ec/documentos/Estadisticas/SectorExterno/BalanzaPagos/balanzaComercial/ebc202205.pdf>

Banco Central del Ecuador. (2023). *Monedas Fraccionarias Nacionales*. <https://www.bce.fin.ec/serie-monedas-fraccionarias-nacionales-2023-2025>

Banco Central del Ecuador. (2024). *Boletín analítico trimestral de comercio exterior*. [https://contenido.bce.fin.ec/documentos/Estadisticas/SectorExterno/ComercioExterior/informes/ResultCE\\_022024.pdf](https://contenido.bce.fin.ec/documentos/Estadisticas/SectorExterno/ComercioExterior/informes/ResultCE_022024.pdf)

Banco Central del Ecuador. (2024). *Evolución de la Balanza Comercial por productos Enero 2024*. <https://contenido.bce.fin.ec/documentos/Estadisticas/SectorExterno/BalanzaPagos/balanzaComercial/ebc202403.pdf>

Barreras, A., Dujarric, R., Loren, J. (1991). *Filosofía y ciencia de la salud*. Pueblo y Educación. La Habana.

Chango, M. y García, J. (2021). Análisis de la competitividad de las exportaciones de café de Ecuador versus Colombia y Brasil hacia el mercado de USA. *X-Pendientes Económicas*, 5(12). [https://ojs.supercias.gob.ec/index.php/X-pendientes\\_Economicos/article/view/63/61](https://ojs.supercias.gob.ec/index.php/X-pendientes_Economicos/article/view/63/61)

Código Orgánico de la Producción, Comercio e Inversiones [COPCI]. (2010). Asamblea Nacional. Registro Oficial 351.

Coppelli, G. (2019). Entre el libre comercio y el proteccionismo. Impacto de los obstáculos sobre la equidad en el comercio en el marco de la Agenda 2030. *Anuario español de derecho internacional*, 35, 333-371.

Enríquez, J. P., Retes-Cálix, R. F., & Vásquez-Reyes, E. F. (2020). Importancia, genética y evolución del café en Honduras y el mundo. *Innovare: Revista de ciencia y tecnología*, 9(3), 149-155. <https://camjol.info/index.php/INNOVARE/article/view/10649/12396>

Finol, M., & Vera, J. (2020). Paradigmas, enfoques y métodos de investigación: análisis teórico. *Revista Mundo Recursivo*, 3(1), 1-24. <https://www.atlantic.edu.ec/ojs/index.php/mundor/article/view/38>

Giménez, A., Ferrer, J. y Bonet, A. (2020). *Organización y gestión del comercio internacional* (2nd ed.). Editorial Universidad Politécnica de Valencia. [https://riunet.upv.es/bitstream/handle/10251/136694/TOC\\_0689\\_04\\_02.pdf?sequence=1&isAllowed=y](https://riunet.upv.es/bitstream/handle/10251/136694/TOC_0689_04_02.pdf?sequence=1&isAllowed=y)

Gómez-Escalonilla, G. (2021). Métodos y técnicas de investigación utilizados en los estudios sobre comunicación en España. *Revista Mediterránea de Comunicación: Mediterranean Journal of Communication*, 12(1), 115. <https://www.mediterranea-comunicacion.org/article/view/2021-v12-n1-metodos-tecnicas-de-investigacion>

González, P. (2024, 7 abril). La producción de café está en declive y abastece el 50% del consumo nacional. *Primicias*. <https://www.primicias.ec/noticias/economia/cafe-produccion-starbucks-sweet-coffee/#:~:text=Precios%20al%20alza,de%20exportaciones%20de%20la%20actualidad>

Julio-Rospigliosi, V., y Bernedo, D. (2024). *Influencia de las barreras para arancelarias en las exportaciones de café sin tostar ni descafeinar a Suiza en el marco del Tratado de libre Comercio entre Perú y la Asociación Europea de Libre Comercio (EFTA) entre los años 2011 y 2023* [Tesis de Licenciatura, Universidad Peruana de Ciencias Aplicadas]. Repositorio Académico. <https://repositorioacademico.upc.edu.pe/handle/10757/673757?locale-attribute=es>

Kawsana Coffee. (s.f). <https://kawsanacoffee.com/>

*LOS PRINCIPALES PAÍSES EXPORTADORES DE CAFÉ* (2024). (s. f.). AbuKaldi Café. <https://www.abukaldicafe.cl/los-principales-paises-exportadores-de-cafe-noviembre-de-2024?srsltid=AfmBOoouIx3SgphT9mGWmSyY2NnKB-d7TyEGGU4Cl77muzC1wFt6GuAFk>

Matas, A. (2023). El Método Científico: una breve introducción. *Bases metodológicas de la investigación educativa*. Universidad de Málaga. [https://riuma.uma.es/xmlui/bitstream/handle/10630/27649/Zenodo\\_UD\\_Metodo\\_Cientifico.pdf?sequence=1&isAllowed=y](https://riuma.uma.es/xmlui/bitstream/handle/10630/27649/Zenodo_UD_Metodo_Cientifico.pdf?sequence=1&isAllowed=y)

Ministerio de Producción, Comercio Exterior, Inversiones y Pesca. (s.f). *COMEX*. <https://www.produccion.gob.ec/comex/>

Oberlack, C., Blare, T., Zambrino, L., Bruelisauer, S., Solae, J., Villar, G., Thomas, E., & Ramirez, M. (2023). Whith and beyond sustainability certification: Exploring inclusive business and solidarity economy strategies in Peru and Switzerland. *World Development*, 165, 106187. <https://www.sciencedirect.com/science/article/pii/S0305750X23000050?via%3Dihub>

*Organización de las Naciones Unidas para la Alimentación y la Agricultura (FAOSTAT)*. (s. f.). FAOHome. <https://www.fao.org/home/es>

Regalado, N. y Torres, O. (2020). “Estudio de las barreras para arancelarias impuestas por la Unión Europea para el ingreso de mandarinas peruanas a Alemania” [Bachiller en Administración de Negocios Internacionales, Universidad Tecnológica del Perú]. Archivo digital. [https://repositorio.utp.edu.pe/bitstream/handle/20.500.12867/3524/Noemi%20Regalado\\_Oscar%20Torres\\_Trabajo%20de%20Investigacion\\_Bachiller\\_2020.pdf?sequence=1&isAllowed=y](https://repositorio.utp.edu.pe/bitstream/handle/20.500.12867/3524/Noemi%20Regalado_Oscar%20Torres_Trabajo%20de%20Investigacion_Bachiller_2020.pdf?sequence=1&isAllowed=y)

Sarquis, M. A. (2002). Barreras arancelarias y no arancelarias. Repositorio Institucional de la Universidad Nacional de la Plata. <https://www.>



iri.edu.ar/images/Documentos/primercongreso/economia/sarquis.pdf

Statista. (2025). *Principales países importadores de café del mundo en 2024*. <https://es.statista.com/estadisticas/1287719/principales-paises-importadores-de-cafe-a-nivel-mundial/>

Vasyl, C. (2022). Rules of Origin in the EU-UK Trade and Cooperation Agreement: Conceptual and Practical Challenges. *Legal Issues of Economic Integration*, 49(3), 293-310. <https://kluwerlawonline.com/journalarticle/Legal+Issues+of+Economic+Integration/49.3/LEIE2022014>