



## Booframe Partnership

Country	Ecuador - Santo Domingo de los Tsáchilas, Puerto Quito and Quito
PPP typology	Business development/advisory services
Subsector and commodity	Bamboo chain
Partnership duration	2010–2012
Overall objective	Support entrepreneurial projects with a high level of differentiation and personalization
Investments	Total: US\$13 000 (Public: 80%; Private: 20%)
Public partners	<b>Ministry of Production, Employment and Competition (MCPEC)</b> Role: Training; Technical assistance; Fund the launch of BOOFRAME business project
Private partners	<b>BOOFRAME</b> Role: Implementation
Intermediaries partners	<b>FOCUS-Q</b> Role: Technical assistance
Beneficiaries	Small-holder bamboo farmers; Bicycles artisans; BOOFRAME entrepreneurs (2)
Main driver of the PPP	BOOFRAME entrepreneurs
Activities	Assignment of a prize to BOOFRAME entrepreneurs to launch their business; Preparation of a business plan; Provision of technical assistance
Results to date/Impacts	<ul style="list-style-type: none"><li>• BOOFRAME set up;</li><li>• Sold more than 30 personalized bicycles.</li></ul>

FAO. 2013. *Alianzas público-privadas para el desarrollo de agronegocios – Informe de país: el Ecuador. Estudios de casos de países – América Latina*. Roma