



## Christmas Handmade Project

Country	Ecuador
PPP typology	Business development/advisory services
Subsector and commodity	Handy craft
Partnership duration	December 2010
Overall objective	Support the organization of a Christmas handmade fair
Investments	Total: US\$200 000 (Public: 100%; Private: in kind)
Public partners	<b>Ministry of Social Development (MCDS); Ministry of Agriculture, Livestock, Aquaculture and Fisheries (MAGAP); Ministry of Industry and Production (MIPRO); Ministry of Social and Economic Inclusion (MIES)</b> Role: Finance; Fair organization; Equipment
Private partners	<b>Community Network of Latin America commercialization (RELACC); Maquita Cushunchic (MCCH)</b> Role: Provide food and accommodation to rural producers; Fair organization <b>Electricity and Potable Water Distribution Companies</b> Role: Provide services
Intermediaries partners	N/A
Beneficiaries	200 Medium and small-farmers/rural and urban artisans
Main driver of the PPP	MCDS
Activities	Organization of a Christmas fair
Results to date/Impacts	<ul style="list-style-type: none"><li>• &gt; US\$1 000 per organization earned in three days</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