An urban regeneration plan began in the 1980s, and the city is now a hub for commerce and industry. Mayor Nebot has played a key role in this transformation, focusing on infrastructure projects and economic development. Guayaquil is home to several international companies, including ICTSI, which operates in the port of Guayaquil.

ICTSI has been working on projects in Latin America since 2003, and the company has recently been awarded a $168 million contract to restructure the port. The port is set to grow, with new terminals and infrastructure being developed. Guayaquil is a modernizing city at the heart of Ecuador and the Americas.

The quality coffee grown in Ecuador is the specialty of Eljuri, founded in 1925 by Juan Eljuri. The company's coffee is considered one of the finest in the world, and it is known for its high quality and unique flavor.

The Juan Eljuri Group, led by Juan Eljuri China, has taken the coffee industry to new heights, with exports growing by 50% in the past five years. The company's coffee is now available in over 50 countries, and it is becoming an important player on the global market.

In conclusion, Guayaquil is a vibrant and dynamic city that is becoming an international hub for commerce and industry. Its location on the Pacific coast makes it an important gateway to Latin America, and its strategic location means that it is well positioned for future growth and development.
The Guayaquil to Galápagos Evolution

The city offers access to the famed islands, as well as the coast, the mountains and the Amazonian rain forests. Guayaquil is a city transformed, not only for its proud citizens, but for a growing number of tourist and business travelers alike.

As Ecuador’s foremost internal tourism destination and an increasingly important entry point for international arrivals, it may seem hard to believe that there was a time when the city had practically no tourists at all. Indeed, Guayaquil has given birth to a new, fully fledged sector, driven by the vision of Mayor Jaime Nebot and the experience of City Tourism Bureau Director Joseph Garzozi.

That tourism has always played a primary role in Mayor Nebot’s strategy is evident in his choice of the man to do the job. Garzozi explains that he was teaching tourism at the city’s university when the mayor called and told him he was the only professional capable of implementing the new tourism plans for the city. Garzozi took the challenge, and brought to the post a lifetime of experience in commerce, travel wholesaling and years as British Airways’ top man in Ecuador to work side-by-side with Nebot on the project.

“The city has changed radically. It is no longer an industrial city governed by politicians who are more worried about their career and prestige than about Guayaquil. Mayor Nebot knows how to manage this city like a business, with clear objectives and the determination to achieve them,” says Garzozi. “Now the citizens have a better city, with restored public spaces, parks and gardens, public transport, and new areas of commerce and leisure. The urban regeneration has not just been a face-lift, but a tool of social integration, something that was not done not only to make Guayaquil a tourist destination, but to improve the lives of its citizens, who are now very proud of their city.”

“Four Worlds of Ecuador”

The Tourism Bureau has been working hard to promote the city as a tourist, business and event destination, as well as the gateway to other destinations such as the Galápagos Islands. Garzozi explains the place Guayaquil holds in what he calls the “Four Worlds of Ecuador” equation.

“We want Guayaquil to become a tourist destination in itself, and to become permanently identified as the gateway to the Four Worlds of Ecuador, namely, the Guayaquil, the mountains, the coast and the Amazon. These four natural worlds can be easily reached from Guayaquil. This is the idea behind the ‘Guayaquil: Evolution’ campaign, which has been designed to strengthen the tourist route between Guayaquil and Galápagos.”

The best beaches in Ecuador are also easily accessible from here, he says. “On the other hand, we are working to make the city an international business center, creating the necessary infrastructure to make this happen.”

“Today Guayaquil has the best road system in Ecuador, one of Latin America’s most modern airports, an international convention center and a newly con-

Our first-class hotels. Guayaquil is Japan’s gateway to Ecuador, and the locals recommend the Playas de Guayaquil, a popular beachside resort for locals that is famous for its quaint fishing village, hotels, restaurants and bars.

Although only some 2,000 Japanese tourists visited Guayaquil last year, mainly on their way to the Galápagos, Garzozi is positive that more visitors from Japan will be arriving, as the city steps up its promotional work in this country.

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