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**IMPLEMENTATION OF ICT FOR THE EXPORT
OF THE ETERNAL ROSE, WITH THE OBJECTIVE
OF CULTURAL DIVERSIFICATION
AND ECONOMIC GROWTH OF ECUADOR AND UKRAINE**

The eternal rose is nothing more than a preserved rose, this means that it is a 100% natural rose that has undergone a freeze-drying procedure (fig. 1). This process lengthens its life and keeps it in perfect condition for several years.

Although it may seem strange, it is totally true, preserved flowers last in perfect condition for a long time, and this makes them an excellent gift especially at times such as Birthdays, Valentine's Day or Mother's Day.

Ecuador is in third place, with 9%, in the participation of the world flower market and that the United States is the main export destination. During the pandemic all markets closed, which generated a drop in exports, in cultivated hectares, jobs and transportation. Between March and June, floriculture losses reached \$ 130 million.



Fig. 1. Preserved rose from Ecuador

However, the United States supermarkets were the «valve of salvation» for Ecuadorian floriculture during the pandemic.

Then e-commerce in florists with home delivery services soared, which has allowed the sustainability of the industry, thanks to the prompt reaction of Ecuadorian entrepreneurs.

By investing in human development, the adoption of technological advances, the proper management of pests and diseases and the sustainable use of natural resources, we can continue to grow globally by opening new markets such as Ukraine, providing greater job opportunities to thousands of people from the two countries.

With the help of ICT we can be more flexible in the markets because they restructure to market changes.

It allows creating new possibilities of market communication.

They are interactive, which implies the participation of the user in the information processing process and the adaptation of the available resources to their needs.

We can think that the flower market, especially the flowers of eternity, is a market that is not yet known, but thanks to new technological tools we can take the product to other borders and thus we can make our cultures, traditions and traditions known. the potential that we have in each of the countries when exposing the whole world.

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VAR MODEL PARAMETER ESTIMATION OF THE RELATIONSHIP BETWEEN SPORTS INDUSTRY DEVELOPMENT AND ECONOMIC GROWTH

With the development of economy, people's pursuit of quality of life is increasing day by day, which lays a foundation for the development of the sports industry in China. For example, in some western developed countries, the contribution of the sports industry to economy has far exceeded that of traditional industry and become a new growth point of economic development. Although China's sports industry has made certain development, it is still in its infancy. Compared with the western developed countries, the development of China's sports industry is still relatively slow, and there are still some problems to be solved in the development of sports industry. This paper mainly studies the relationship between the sports industry and economic development in China. Based on the statistical index data of the national economy and the sports industry development from 2011 to 2020, the relationship between the sports industry development and national economic growth in China is empirically analyzed by using mathematical statistics and the VAR model.