

TRADEWATCH

Official E-Newsletter of the Caribbean Export Development Agency

VOL. 7 NO. 3 MAY-JUNE, 2013

Berlin Gets the Caribbean Essence Effect



The Caribbean Essence contingent at THE GALLERY BERLIN (l-r) Heather Jones, Arlene Martin, Andrea King, Meiling Esau, and Jorge Browne representing Oriett Domenech

Caribbean Essence - A Fashion Showcase, an initiative of Caribbean Export Development Agency (Caribbean Export), presented five of the region's designers at the international fashion trade event THE GALLERY BERLIN on July 2-4, 2013, which saw approximately 2,500 visitors from Germany and abroad.

THE GALLERY BERLIN was pitched as more of a creative lifestyle event this year at the new location – Opernwerkstätten, proving a special attraction for visitors. The varied programme of fashion shows went down extremely well with buyers and the heavily publicised Caribbean Essence runway show took place on the July 3 to an enthusiastic audience who were very receptive to the Caribbean Brands. The brands, The Fifth Element, drennaLUNA, Heather Jones International and MEILING each showed their spring/summer 2014 collection. What was apparent was the difference between each of the designers in the styles of their collections and their runway show, each coming with their own distinctly unique styles.

The Caribbean Essence runway show opened with the all white collection of drennaLUNA aptly named Montego Bay by Jamaican designer Arlene Martin. The 'simply elegant' range displayed structure and softness with a fluidity of movement. drennaLUNA was followed by Heather Jones International regularly attends and presents her collections at international trade show audiences 6 or 7 times a year.

Heather Jones of Trinidad & Tobago presented her Colours of the Ocean collection, a range of fresh, comfortable, exquisite clothing that can be worn from the 'beach to the alter'. Receiving excellent feedback from the runway show, Jones sees Germany as an emerging market and intends to go back again. Jones has already experienced great success in Milan and travelled directly to Elba, Italy after the event to launch Heather Jones International.

When the audience heard Rihanna's hit song Diamonds, it could only be proud Barbadian designer Andrea King's, The 5th Element presenting her SS/14 line, Layers of Beauty. To a thunderous round of applause and energetic crowd, a collection of versatile clothing was



Christopher McNair, Manager - Competitiveness and Innovation with designer Meiling Esau.

shown, which featured garments that can be worn in several ways. Also receiving great interest from the Berlin crowd, King stressed that this "should not be the last" time they come to Berlin as consistency is key to breaking in to a new market.

It was also a first time showing in Germany for Trinidad and Tobago's MEILING, who presented her Cocoon line, a predominantly black line of geometric shapes with soft round edges, hoods and high collars that are symbolic of a cocoon in shape and feel. MEILING participated in a Caribbean Export led study tour of Europe in 2012 along with King, which enabled them to take an initial look at the fashion landscape. With Berlin's fashion being edgy and out of the box MEILING designs would suit the German market quite well.

Continued on page 2

In this Issue

- Pg 3** COMPETITIVENESS & INNOVATION
CCL Launches Solar Carport
- Pg 6** TRADE AND EXPORT DEVELOPMENT
Caribbean Export Signs MOU with ITC
- Pg 8** SUCCESS STORY
Heating the World with Caribbean Flavour
- Pg 9** OPPORTUNITIES
Caribbean Export Career Opportunity
FCOR Consultancies
CARIFESTA XI Consultancy



Continued from page 1

Following the runway show, there was great interest in all the designers with a number of them receiving orders. Oriett Domenech was unable to attend the event and so did not participate in the runway show. Her line of clothing however was very well received at the stand by the visitors to the event.

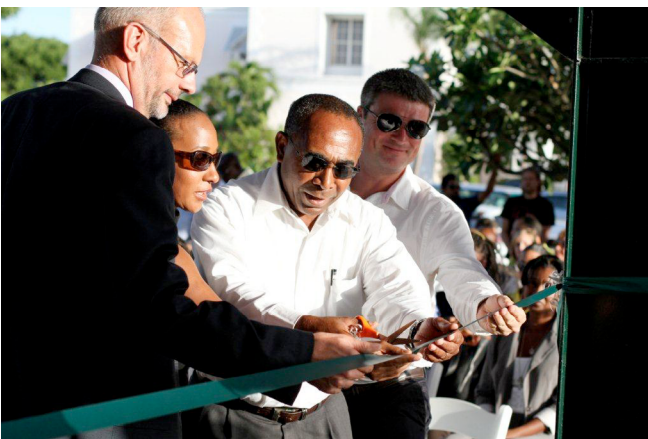
For the most part the presence of Caribbean brands at THE GALLERY BERLIN marks the start of a whole new relationship with Berlin fashion and come March 2014 Caribbean brands will be found in German stores and boutiques. "Fashion is a high potential niche sector within the region that can benefit from EPA provisions. Supporting designers to attend international trade fairs such as this is a key phase in penetrating new markets and the successes coming out of Berlin give us hope that we can compete" commented Chris McNair, Manager for Competitiveness and Innovation at Caribbean Export.

[Click here to watch the Caribbean Essence Showcase at The Gallery Berlin online \(Requires Internet connection\)](#)

CCL Launches Barbados' First Solar Carport



Model car on display during the CCL Megapower Launch



Pamela Coke Hamilton, Executive Director, Caribbean Export cuts the ribbon during the launch with Minister in the Prime Minister's Office, Senator Darcy Boyce, while Ambassador Mikael Barford, Head of the EU Delegation to Barbados and the Eastern Caribbean (closest to camera) and Richard Edghill, Managing Director, CCL look on.



A section of the audience during the CCL Megapower and Solar Carport Launch

Caribbean Export has facilitated the development of a groundbreaking project that saw the first of ten (10) Megapower solar carports being launched in Barbados on June 7, 2013.

The project, which is being implemented by Caribbean Consultant Limited (CCL), is one of many regional initiatives that have received support from the Agency under the Direct Assistance Grant Scheme (DAGS).

The DAGS, funded by the European Union (EU), is a reimbursement grant funding facility specifically designed to provide financial assistance to legally registered firms, individuals and Business Support Organisations who have the potential to export their products and services.

The Scheme is an initiative under the 10th European Development Fund (EDF), Regional Private Sector Development Programme (RPSDP), which has the specific objective of enhancing competitiveness and promoting innovation among CARIFORUM's private sector.

The Agency is pleased to have provided funding to CCL on this innovative project, as it is one that demonstrates how Caribbean Export can assist the private sector's vision to utilize alternate energy in innovative ways while reducing our carbon footprint and costs.

At the launch of their Megapower and Solar Carport, Executive Director, Pamela Coke Hamilton, expressed that "this project is one of many, which continues to demonstrate the private sector's efforts to introduce environmentally sustainable practices and alternative energy sources to fuel their businesses everyday needs."

Caribbean Export, has been instrumental in assisting small businesses with a variety of projects including those relating to the environment. For example, other DAGS beneficiaries include Ruth's Place in Antigua and Barbuda, and the Hotel Mocking Bird in Jamaica, who utilised their respective grants to install photo-voltaic systems which have resulted in them being able to convert sunlight into electricity, thereby reducing their overall electricity consumption and operational costs.

Recognition must be attributed to the European Union whose funding continues to support the private sector development across the 15 CARIFORUM States under the EU-funded 10th EDF RPSDP.

More information about The Direct Assistance Grant Scheme can be found at www.carib-export.com, or by contacting Kirk Brown, Senior Grant Advisor at kbrown@carib-export.com or Celestine Moe, Grant Advisor at cmoe@carib-export.com, Caribbean Export Development Agency, Tel: 246-436-0578, Fax: 246-436-9999.

[Click here to view Caribbean Export's remarks delivered by Pamela Coke Hamilton](#)

Dominican Firms Receive Grant Writing Proposal Training

About DAGS

The Direct Assistance Grant Scheme (DAGS) is a reimbursement grant funding facility specifically designed to provide financial assistance to legally registered firms, individuals and Business Support Organisations who have the potential to export their products and services. The Scheme is executed as a part of the Regional Private Sector Development Programme (RPSDP) funded by the European Union (EU) under the 10th European Development Fund (EDF).

Caribbean Export recently hosted a Grant Proposal Writing workshop at the Fort Young Hotel in Dominica. The objectives of the sessions, held from July 3-4, 2013, were to increase the awareness of the Direct Assistance Grant Scheme (DAGS) among the Dominican Private Sector as well as deliver hands-on assistance to Business Support Organisations (BSOs) as they facilitate the application process across the various sectors.

There was also an opportunity for one-on-one consultations with small and medium-sized enterprises interested in accessing the Direct Assistance Grant facility. To date, four firms have benefited from a Direct Assistance Grant in Dominica.

The workshop was held in collaboration with the Dominica Export Import Agency (DEXIA), the Organisation of Eastern Caribbean States Export Development Unit (OECS-EDU), the Dominica Coalition of Service Industries (DCSI) and the Dominica Employment and Small Business Agency.

More information about The Direct Assistance Grant Scheme can be found at www.carib-export.com or by contacting Kirk Brown, Senior Grant Advisor at kbrown@carib-export.com or Celestine Moe, Grant Advisor at cmoe@carib-export.com, Caribbean Export Development Agency, Tel: 246-436-0578, Fax: 246-436-9999.

Caribbean Export delivers ProNET Training in the Bahamas

Caribbean Export in partnership with the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) offers ProNET training to small and medium sized enterprises (SMEs) across the Caribbean region. In collaboration with the Ministry of Financial Services, the Agency delivered ProNET workshops in Nassau, the Bahamas for the first time.

ProNET is a training programme for SME owners who want to grow their businesses and become more competitive. SMEs are defined as enterprises with more than 5 but less than 25 employees. The programme is currently designed for manufacturing enterprises, with plans to expand to firms in the services sector.

The training facilitated some fifty (50) SMEs from the Bahamas at the Sheraton Nassau Beach Resort on June 18-21, 2013. Attending firms received training in areas such as Business Strategy, Resource Management and Cost/Financial Management. These topics are critical for businesses that want to increase their level of productivity and profitability by increasing efficiency and effectiveness. Included in these modules are topics that address a firm's competitive advantage, product strategy, production planning, procurement strategies, break-even analysis and cash flow planning.

For general queries about ProNET training, please contact Robertha Reid, Advisor - Competitiveness and Innovation at rreid@carib-export.com.



Participants during ProNET Training in Bahamas

Regional Manufacturers to Benefit from Branding Workshop

Caribbean Export is to further engage CARIFORUM manufacturers on ways of enhancing the branding and packaging of their products through facilitating a two day Brand Development & Packaging workshop at the Hilton Barbados Resort in Barbados on July 17-18, 2013.

Internationally recognised branding agencies Brand42 and Rhodes & Lauritsen, will deliver this workshop, the company specializes in strategic brand insight and design, and have worked with some of the most iconic brands in the world. Clients include CNN International, Louis Vuitton, Dupont, Teflon, Turner Broadcasting, Montblanc, Moët and Chandon, Puma, and Fritz Hansen, which is expected to give Caribbean firms the opportunity to elevate their brands through developing their visual identity.

Providing a platform for CARIFORUM firms to develop their brands to international standards is an important step towards increasing their competitiveness. According to Advisor - Competitiveness and Innovation at Caribbean Export, Damien Sorhaindo, "There needs to be more emphasis on the branding and packaging of products from the region and we must ensure that they meet international standards and provide maximum appeal to consumers."

Firms are encouraged to take part in the two-day workshop

as it aims to provide participants with powerful tools to enhance their offerings through examining how to brand their business and package their product for sale. The workshop will also cover how to find the right packaging supplier and how to achieve premium packaging at an affordable price. Meeting international standards and regulations for packaging with an emphasis on the European market will of course be a feature of the workshop together with understanding the consumer. Participants will leave the workshop having learnt winning strategies for launching a new product and an understanding of what the consumer looks for in a brand and will be provided with recommendations for the improvement of their current packaging. Full details are provided on Caribbean Export's website www.carib-export.com.

Firms in the food and beverage, agri-business, and light manufacturing sectors should take advantage of this incredible opportunity to work directly with international branding and packaging experts to gain or maintain a competitive edge

For those not located in Barbados who wish to participate in the workshop a live webinar will be provided. Caribbean Export is partnering with the following Business Support Organisations in CARIFORUM to host the live streaming of the workshop in their respective member states:

Country	Organisation/Agency	Contact Person
Antigua and Barbuda	Ministry of Trade Industry and Commerce	Ashaki Goodwin/Michelle Joseph/Jomica Carbon
Belize	Belize Trade and Investment Development Services	Jamil Loskot
Dominica	OECS Export Development Unit	Lloyd Pascal
Dominican Republic	Caribbean Export Sub Regional Office	Romily Thevenin
Grenada	Grenada Industrial Development Corporation	Jeanelle Murray-Noel
Guyana	Guyana Manufacturing & Services Association Ltd	Glysis Scott
Haiti	Chambre de Commerce et d'Industrie d'HAITI (CCIH)	Franck Robert
Jamaica	Jamaica Promotions Corporation (JAMPRO)	Natalie Wheatle
St. Kitts and Nevis	St. Kitts Investment Promotion Agency (SKIPPA)	Ambassador Rosalyn Hazelle
St. Lucia	Office of Private Sector Relations (OPSR)	Germaine Alexander
St. Vincent and the Grenadines	Invest SVG	Alan Alexamder
Suriname	Suriname Business Centre	Inez Redjosentoto
Trinidad & Tobago	Trinidad & Tobago Manufacturers' Association	Giselle Roberts

For more information on the workshop, please contact Damien Sorhaindo via e-mail at dsorhaindo@carib-export.com or Cora Lowe via e-mail at clowe@carib-export.com.

Caribbean Export Signs MOU with ITC



Pamela Coke Hamilton, Executive Director, Caribbean Export, with Patricia R. Francis, Executive Director, International Trade Centre, Geneva.

Caribbean Export has signed a Memorandum of Understanding (MOU) with the International Trade Centre (ITC), Geneva. The MOU provides the framework for both agencies to cooperate on a series of technical areas including, amongst others, Export Strategy Development, Benchmarking of National Trade Promotion Organizations, Trade Information Services, and Regional Public-Private Dialogue.

The general aim of the MOU is geared towards the strengthening of Small and Medium Enterprises (SMEs) in the Caribbean region so that they may improve their export performance and diversify exports. More specifically, the partnership is meant to help build the capacity of Caribbean Export as the regional export development agency through the transfer of knowledge and tools while simultaneously delivering a suite of technical assistance that would allow for business support organisations (BSOs) and trade promotion organisations (TPOs) at the national level.

Caribbean Export and the ITC have a long history of cooperating on export development and related initiatives but this marks the first time that both agencies will do so within the framework of an MOU.

Recently Caribbean Export has partnered with the ITC on delivery of two regional Trade Information Training Programs, on the sourcing of trade data and information for Caribbean Export's soon to be launched Regional Trade and Market Intelligence Portal, and on conducting a Benchmarking Assessment of the agency using ITC's TPO Benchmarking Assessment tool.

Plans are also in place to extend the areas of cooperation to include delivery of a regional competitiveness intelligence training program (in September 2013), on articulation of regional export strategies, and the benchmarking national trade promotion organizations. The MOU is sufficiently flexible to allow for other areas to be added as required and depending on the identified needs of the regional private sector.

Caribbean Export Development Agency Priority Sectors

- Agro-Processing
- Alternative Energy
- Creative Industries
- Financial Services
- Health & Wellness
- Light Manufacturing
- Professional Services
- Specialised Tourism

Keep up to date with news, events and opportunities:

Caribbean Export Development Agency
1st Floor Baobab Tower
Warrens, St Michael
BARBADOS, BB22026

Email: info@carib-export.com

Web: www.carib-export.com

Facebook: www.facebook.com/Caribbean.Export

Twitter: www.twitter.com/CaribXport

Youtube: www.youtube.com/TheCaribbeanExport

Meeting on Trade and Investment Task Force

Caribbean Export as chair for the CARIFORUM, French Caribbean Outermost Regions (FCORs) and EU Overseas Countries and Territories (OCTs) Task Force on Trade and Investment, convened the 7th Meeting of the Task Force in Tortola, British Virgin Islands on May 30-31, 2013.

The mandate of the Task Force on Trade and Investment is to promote dialogue on issues related to trade and investment and to assist with the identification of projects between CARIFORUM States and the French Caribbean. This dialogue is important given the fact that the French Caribbean Regions through their political status with the French Republic is a party to the CARIFORUM-EU Economic Partnership Agreement (EPA).

Speaking at the opening of the meeting Caribbean Exports' Executive Director Pamela Coke Hamilton stressed that "It is also important to note that there are host of opportunities for enhanced trade and investment between CARIFORUM States, the French Caribbean and the OCTs. These opportunities range from

the traditional trade in goods (where CARIFORUM enjoys trade surpluses) but also with regard to trade in services where all parties have significant opportunities to gain from enhanced private sector involvement."

Dr. The Honourable D. Orlando Smith, OBE, Premier, British Virgin Islands echoed her sentiments and expressed that, "Although BVI has only observer status in the organisation we are proud to be part of a forward moving process and congratulate the region for being able to move forward with the EPA with the European Union (EU)."

The two day meeting allowed members of the task force to examine the key developments that have taken place in 2010-2012 as it relates to the CARIFORUM-EU relationship including an update on the CARIFORUM-EU Partnership Strategy, deliberations in the CARIFORUM-EU EPA Institutions and an update on European Development Fund (EDF) programming.



Pamela Coke Hamilton, Executive Director, Caribbean Export, with the Honorable Oliver Joseph, Deputy National Authorising Officer, Minister of Economic Development, Planning, Trade and Cooperatives, Grenada during the Task Force Meeting

Heating the World with Caribbean Flavour

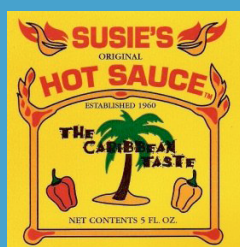
Pepper sauce is viewed in the Caribbean region as a secret weapon in culinary warfare. Even within each island, the recipe is a tightly guarded secret. This secret has brought success to Susie's Inc. for more than 50 years.

Susie's Inc. was established in 1960 as a small cottage industry by Susannah Tonge, (affectionately known as Susie). Rosemarie McMaster, Managing Director, took over the business in 1990, and it has now developed into an internationally sought pepper flavour enterprise, which can be used on all food types, in addition to serving as a seasoning complement. The company currently employs 15 persons and serves clients within the Caribbean, the United States and Europe.

Susie's Inc. participated in the Study Tour for the Manufacturing Sector, which was held during June 2012 in Manchester, Hamburg and Paris. The objectives of the Tour were to provide an opportunity for CARIFORUM manufacturers to engage potential clients, investors, distributors, and partners from Europe, as well as business representatives from Africa and the Pacific.

During the Study Tour, collaborative links were made with other regional agro-processors and European counterparts. Hamburg, Germany also proved to be the most beneficial destination during the Tour as Susie's Inc. was able to make a number of business contacts with companies and consultants. This led to the distribution of Susie's Hot Sauce in Berlin and Denmark with export opportunities to the Czech Republic. There has also been an approximate seven percent increase in business following Study Tour participation.

"Networking is critical, especially among smaller companies who are looking to establish themselves on a wider global scale", remarked Rosemarie McMaster. "I have also come to realize that marketing and brand development are just as critical as standards when it comes to penetrating the European Market", McMaster concluded.



Contact Details:

Susie's Inc.

Tel: 1-268-461-0365/4052

Email: info@susieshotsauce.com

Web: www.susieshotsauce.com

Facebook: <https://www.facebook.com/susieshotsauce>



Participants during the Manufacturing Study Tour to Europe 2012



Rosemarie McMaster, Managing Director of Susie's Inc.

Photo courtesy R. McMaster



A Sample of the product line from Susie's Inc.

Bank on Me



BANK on ME is a reality TV show created and produced by Blue Waters Productions and presented in association with Scotiabank with the support of Caribbean Export Development Agency, European Union, Fund Access, Barbados Entrepreneurship Foundation, CBC TV, Barbados Youth Business Trust, Caribvision and SFa Communications Inc.

This novel and exciting show invites entrepreneurs to take on challenges and make their pitch in front a panel of esteemed judges for various forms of available investment and support.

Interested entrepreneurs are invited to apply to participate on the show and contestants must be over 18 and have a business with a product or service already on the market or ready to go to market to apply.

For more information visit www.bankonme.tv

Closing date for applications is August 14, 2013

FCORs Consultancies

Caribbean Export Development Agency invites consultants and/ firms to submit proposals for the following consultancies:

Legal Opinion on the Imposition of the Octroi de Mer by the French Caribbean Outermost Regions (FCORs) on Products Originating from CARIFORUM States

Support to Improving the Collection of Information on Technical Requirements and Technical Barriers to Trade that Affect CARIFORUM States' Exports to the French Caribbean Outermost Regions (FCORs)

Feasibility Study on the Establishment of a Technical Management Unit in the French Caribbean Outermost Regions (FCORs)

All proposals are to be addressed to:

Executive Director
c/o: Mr. David Gomez – Manager, Trade and Export Development
Caribbean Export Development Agency
1st Floor Baobab Tower
Warrens, St. Michael
BARBADOS, BB22026

The deadline for all submissions is **July 22, 2013 at 4:30pm EST**. Further details available on www.carib-export.com/opportunities.

Consultant for CARIFESTA XI

The CARICOM Secretariat in partnership with the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) invited applicants to submit proposals for the following consultancy:

Consultant for Caribbean Marketplace for Arts at CARIFESTA

Interested persons should review the full terms of reference before submitting their proposal.

Proposals should be submitted by **July 17th, 2013** to Ms. Ginelle Greene, GIZ Private Sector Officer:

Mailing Address:

GIZ/Caribbean Export Development Agency,
1st Floor Baobab Tower,
Warrens,
St. Michael
BB 22026, Barbados.
Tel: +1 (246) 436-0578; Fax: +1(246) 436-9999

Proposals may also be submitted electronically to Ms. Ginelle Greene, GIZ Private Sector Officer at email ginelle.greene@giz.de; copied Ms. Riane de Haas-Bledoeg, CARICOM Secretariat Deputy Programme Manager Culture Directorate Human and Social Development at email rianehb@caricom.org.

TRADEWATCH UPCOMING EVENTS

JULY 2013		
Caribbean Export Brand Development and Packaging Workshop	Barbados	July 17-18
Small Business Development Centre (SBDC) Training - Module 1	Dominica	July 17-19
Direct Assistance Grant Scheme Workshop	St Kitts & Nevis	July 18
2nd Meeting of the Steering Committee 10th EDF	Barbados	July 22
27th Meeting of the Board of Directors	Barbados	July 23
Preliminary Discussions on National Trade Information Networks (NTIN)	Jamaica	July 25-26
Direct Assistance Grant Scheme Workshop	St Vincent & the Grenadines	July 30
AUGUST 2013		
SBDC Training - Module 1	Barbados	August 21-23
SBDC Training - Module 2	Dominica	August 22-23
SEPTEMBER 2013		
SBDC Training - Module 2	Barbados	September 4-5
5th Management Consulting Business Symposium	Trinidad & Tobago	September 10-12
NTIN Launch	Trinidad & Tobago	September 10-12
Market Intelligence Advance Training	Belize	September 23-28
SBDC Training - Module 3	Dominica	September 24-26
NTIN Launch	Belize	September 27

Dates subject to change.

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Website: www.carib-export.com



www.facebook.com/Caribbean.Export



www.twitter.com/CaribXport



www.youtube.com/TheCaribbeanExport

Caribbean Export's Key Result Areas And Goals

- Fostering an enabling environment – for trade and investment within the region through regional integration, cooperation and advocacy initiatives designed to position the region more effectively in the world economy.
- Enhancing Competitiveness – Increase the competitiveness of firms in CARIFORUM countries in selected sectors through investment, management and product development, market expansion and export diversification.
- Promoting Investment - Promote the Caribbean region as a prime destination for intra and extra-regional investment.
- Strengthening Institutional Capacity and Networking - Enhance the capacity of public and private sector BSOs, particularly sector associations, trade promotion organisations and investment promotion agencies, and support the development of vibrant Caribbean business networks to improve services to clients.

We are very interested in your feedback.

Please email your comments to: tradewatch@carib-export.com.
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TRADEWATCH

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VOL. 7 NO. 5 SEP-OCT, 2013

Caribbean Kitchen Cooks Up A Storm at ANUGA



Caribbean Export's Caribbean Kitchen delegates during the final day of ANUGA 2013



Special Advisor, Export Development Samuel Kruiner (centre) with Caribbean Kitchen Pavilion participants

The Caribbean Export Development Agency (Caribbean Export) in partnership with the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) presented the Caribbean Kitchen Pavilion at the ANUGA 2013 Food Show in Germany, from October 5-9, 2013 and was a huge success.

This was the first time Caribbean Export has taken a collective of food and beverage producers to ANUGA as part of Caribbean Kitchen. The 212sqm space showcased a variety of food and beverage products from across the region, including Taste13 award winners Banana Ketchup from Baron Foods, Tiger Malt from Beverages Caribbean Inc. and Marie Sharp's Fruit Flavours from Belize.

ANUGA is the world's leading food fair for retail trade and the food service and catering market, impressively attracting over 150 thousand trade visitors from 185 countries. Visitors to the vibrant Caribbean Kitchen Pavilion stepped into a Caribbean beach bar setting, where they could taste a range of foods complemented with Caribbean produced condiments or sauces and wash them down with a choice of Caribbean alcoholic and non-alcoholic beverages, with rhythmic Caribbean music playing in the background. The stand was a hive of activity with many visitors coming to try new flavours such as

Banana Ketchup from both Baron Foods and Viking Trading. Marketing Director of Viking Traders, Gizelle Fleischhacker found the "most interesting part of ANUGA was the opportunity to interact with business contacts from around the world".

It is a key objective of Caribbean Export to put the right firms, in front of the right decision makers, at the right time, to maximize the export potential for the region. The participation of Caribbean Kitchen at ANUGA has done just that. A few participating firms were able to capitalize whilst at the event, taking orders for their products such as Barbados' 10 Saints who "received definite orders from four (4) European markets" and have since closed an order with an African distributor. Director Glyn Partridge expressed that "In one week [we] have gained access to at least 5 EU markets which is a dream come true".

Caribbean Export in partnership with GIZ supported a total of 11 firms from 7 different countries. Other participants included: The West India Biscuit Company, Barbados; Parry W. Bellot & Co. Ltd, Dominica; Country Traders Limited, Honey Bun and Tijule of Jamaica; and SMAKS, Trinidad & Tobago. Mardi SRL from the Dominican Republic unfortunately was unable to attend.

The Caribbean contingent was headed up by Caribbean Exports' Special Advisor – Export Development, Sam Kruiner who expressed that "Caribbean Export can continue to provide market access opportunities such as this, but it is down

to the firms to do their work to penetrate the market. We are pleased that many of the participating firms have managed to do that on this occasion" Given the excitement at the presence of Caribbean firms at ANUGA and the media attention awarded to Caribbean Kitchen by international food press, industry bloggers and German television, it is evident that there is a strong thirst for Caribbean foods and beverages within Europe and Caribbean firms must invest in utilizing the benefits of the Economic Partnership Agreement (EPA) with the EU.

continued on page 4

[Click here to view the Caribbean Kitchen Page on Facebook](#)

In this Issue

- Pg 2** COMPETITIVENESS & INNOVATION
Seven Regional Designers Showcased at Dominican Moda 2013
- Pg 4** EDITORIAL
Crafting a New Private Sector Advocacy Model
- Pg 6** TRADE AND EXPORT DEVELOPMENT
Caribbean Export Launches NTIN in Belize
- Pg 9** OPPORTUNITIES
Caribbean Export Career Opportunities

Promoting Regional Integration via the Caribbean Fashion Industry

The Caribbean Export supported the attendance of seven designers to the recently held Dominicana Moda (DM2013) in Santo Domingo, Dominican Republic, during October 21-26, 2013. The Fashion Week attracted the talent and passion of a great number of designers, delighted audiences and industry professionals alike.

Each year Dominicana Moda grows in strength, so much so, that it has become a vehicle for promoting the integration of the Dominican Republic and the countries of CARICOM. Among the countries that came to exhibit their talent on Dominican soil was a very diverse delegation of leading designers and new talents from 7 countries of CARIFORUM; ILashan Apparel & Handmade Jewelry from The Bahamas; the Andrew Harris Collection of Barbados; Odanis Valdez Polonia from the Dominican Republic; MARSAE of Guyana; Mag Art from Haiti; Patwa Apparel Ltd from Jamaica and MEILING Inc. from Trinidad and Tobago.

The joint exhibition of these 7 countries sought to promote intra-Caribbean relations by forging strategic alliances that allow them to attack the international and regional markets with greater momentum. In addition to the runway shows, the designers visited textile factories in the DR such as Group M and Blue Country to explore manufacturing opportunities for their clothing lines, thus ensuring the origin "Caribbean" for products and guaranteeing the preferential access to major markets.

This incentive is part of the joint strategy for private sector development of Caribbean Export, the European Union and the Multilateral Cooperation Directorate (DIGECO) which aims to help Caribbean countries to take a greater advantage of Trade Agreements signed by CARIFORUM countries including the Economic Partnership Agreement EU - CARIFORUM (EPA).

As expressed by Escipion Oliveira, Deputy Executive Director at Caribbean Export, "it is hoped that more regionally designed clothing could be manufactured in the Dominican Republic and exported to Europe under major trade preferences thus reinforcing the integration of our countries".

continued on page 3



*Regional Designers during press Conference at Dominicana Moda. Top row from left: Marcie De Santos, Andrew Harris, Anthony Reid, Odanis Valdez Polonia
Front row from left: Indira Lashan Moss, Heneka Watkis Porter, Meiling Esau*



Designers during a textile factory tour accompanied by Escipion Oliveira, Deputy Executive Director, Caribbean Export (third from right)

Keep up to date with news, events and opportunities on the following social media outlets:

Email: info@carib-export.com

Web: www.carib-export.com

Facebook: www.facebook.com/Caribbean.Export

Twitter: www.twitter.com/CaribXport

Youtube: www.youtube.com/TheCaribbeanExport

Runway Show - Dominicana Moda 2013



Patwa-Apparel



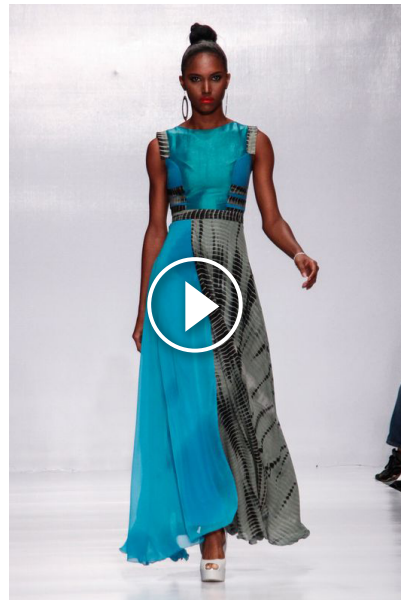
Andrew Harris Collection



ILasham Apparel



MEILING



MARSAE

Internet Access Required to View Videos

CARIFORUM Firms Selected for ANUGA 2013

COUNTRY	FIRM
Barbados	10 Saints Brewery Company Limited
Barbados	Beverages Caribbean Inc
Barbados	The West Indies Biscuit Company Limited
Belize	Marie Sharp's Fine Foods Limited
Dominica	Parry W. Bellot & Co. Ltd.
Dominican Republic	Mardi SRL
Jamaica	Country Traders Limited
Jamaica	Honey Bun (1982) Ltd.
Saint Lucia	Tijule Company Ltd
Saint Lucia	Viking Traders Ltd
Saint Lucia	Baron Foods Ltd
Trinidad & Tobago	SMAKS Luxury Group

continued from page 1

"It is through the facilitated presence of the Caribbean at this event, that a crucial service is provided to Caribbean firms to seize market access opportunities arising from the Economic Partnership Agreement (EPA), ultimately leading to market penetration into the EU by Caribbean firms. The long term goal is to enhance the ability of these companies to be able to shoulder the responsibility of preparing for and attending such forums on their own in future" stated Ginelle Greene, GIZ Private Sector Officer, with one approach being as a collective Caribbean contingent, as was successfully demonstrated with Caribbean Kitchen at the ANUGA trade fair.

Caribbean Export's Executive Director Pamela Coke Hamilton reiterates this, stating that "We are committed to facilitating opportunities for the Private Sector, that support the long-term growth of our regions export market, however it would be cognizant of the private sector to make the necessary investment to penetrate the European market and utilize the EPA."

Caribbean Export participates in JAMPRO Business Linkages Event

Caribbean Export supported the Jamaica Promotions Corporations' (JAMPRO) two-day business linkages event 'Opportunities Jamaica 2013' at the Montego Bay Convention Centre, Rose Hall, St James from September 30-October 1, 2013.

It is the signature event of JAMPRO's Business Linkages Programme, which has performed creditably over the past five years, by facilitating contracts valued at over JAM\$2 Billion.

Opportunities Jamaica 2013, which was held under the theme: 'Establishing Partnerships for Success', sought to promote opportunities for mutually beneficial partnerships between local suppliers of goods and services and targeted local and overseas buyers.

Approximately 140 local buyers and some 20 buyers from across the region converged on the Montego Bay Convention Centre for targeted business matchmaking, particularly in the tourism and hospitality sector.

Caribbean Export mounted a booth at the event and promoted the services offered by the Agency to the 50 exhibiting private sector firms and buyers. Participating firms were matched in pre-arranged business meetings with overseas buyers, including purchasing managers, gift shop operators, chefs and buyers in the retail and distribution sectors.



From L-R: Diane Edwards, President, JAMPRO, Pamela Coke Hamilton, Executive Director, Caribbean Export Hon. Sharon Ffolkes Abraham, Minister of State in the Ministry of Industry, Investment and Commerce and Cleveland Charles, Political and Economic Counselor, United States Embassy

Crafting a New Private Sector Advocacy Model

My good friend and colleague David Jessop, wrote in his recent column titled 'Wanted: An aggressive regional private sector voice', on an issue which has been at the forefront of recent deliberations within CARICOM and which both the Secretary General of CARICOM, Ambassador Irwin Larocque as well as the Prime Minister of Trinidad and Tobago, the Hon Kamla Persad Bissessar have indicated are critical to driving the regional integration process. The issue of a strong, credible, vocal private sector voice at the regional level.

While it is conceded that there currently exists a lacuna in the regional space, of such a private sector entity, I believe that it is a colossal leap to suggest that the "silence" is "an indicator that regional economic integration and a single direction of economic travel may no longer be achievable." I would like to suggest rather that the silence has not been as complete as assumed and that the regional leaders, both within the public and private sectors, are moving expeditiously towards ensuring that the structural gaps affecting effective private sector advocacy at the regional level are addressed and corrective action implemented. Additionally, while regionally the private sector has not been very active as a cohesive unit, I dare say that in addition to Martinique and Guadeloupe and the Dominican Republic mentioned in the referenced article, the Jamaican and Trinidad and Tobago private sector groups through the PSOJ and TTMA among others, at a national level are quite active and influential, driving policies that are then raised, through their Ministers at COTED and the other organs of CARICOM/CARIFORUM.

Moreover, the idea of Barbados' former Prime Minister Owen Arthur, of a vibrant Caribbean Business Council (CBC) is in fact very much alive and has re-emerged with much greater force within the last six months with a mandate to Caribbean Export Development Agency, emanating from the last COTED to undertake an analysis of the current situation, initiate wide ranging consultations on the factors that affected implementation of the CBC, and submit a proposal and recommendations to the COTED on the way forward.

In March 2013, at its inaugural Caribbean Exporter's Colloquium, Caribbean Export also convened the first meeting of an informal regional Private Sector Advisory Group (PSAG) specifically to seek direct engagement with and guidance from major private sector players in the region on the issues affecting private sector development and

export competitiveness for the region. The group consists of representatives from countries spanning from the Dominican Republic in the north to Guyana in the south and has both large and small firms ranging from the Grace Kennedys, Angosturas and Banks Holdings to the Barons Foods and the BrainStreet Group. Admittedly for many of the representatives, particularly the younger generation (I'm not sure persons my age are deserving of such a soubriquet, but that's for another article) it was the first opportunity to actually engage with their regional counterparts outside a competitive boardroom/company setting and to bring their minds together to address the larger regional issues.

Since that time, this group has participated in several consultations and members have made themselves available continuously to provide input and guidance on the re-emergence of a vibrant regional private sector voice. Some, such as Jeffrey Hall of Jamaica Producers, will also be taking part in the upcoming ACP validation workshop for Private Sector development in Brussels in the next few weeks. This re-engagement has underscored the view that there is commitment and passion on the part of the regional private sector, individually and collectively, to impact the Caribbean landscape for change. What is needed is the institutional structure to ensure coherent, sustainable engagement and rebuilding of trust.

In that vein, pursuant to the mandate of the Ministers of COTED, Caribbean Export, through the Regional Private Sector Development Program (RPSDP) of the 10th EDF, funded by the European Union undertook to drive the process through the establishment of a consultancy with the following agreed terms of reference, approved by the CARICOM Secretariat.

Excerpts as follows: "The importance of the private sector's role in regional development has long since been recognized and a regional private sector advocacy organisation is critical to effective dialogue with the public sector.

The question we are now faced with, given the challenges of the CBC, among other similar entities, is how do we move forward and what is the body to be entrusted with this role.

This consultancy seeks to examine the state of Private/Public Sector dialogue in the CARIFORUM region with a view to drafting a roadmap for the best way forward. This will include a careful examination of the CBC, to determine whether it can be re-engineered



*Pamela Coke Hamilton
Executive Director
Caribbean Export Development Agency*

to overcome the challenges being faced and become an effective body for regional private sector advocacy and engaging the public sector in dialogue."

The expert selected to undertake these critical consultations and assessment and create a roadmap for a revitalized private sector lobby, was the esteemed James Moss Solomon, himself a former President of CAIC, a founding member of the CBC and of course a stalwart of the regional private sector space. I can categorically state, without fear of contradiction, that there is probably no other person better placed to undertake the honest uncompromising assessment that is required, initiate the dialogue across the region, restore trust and provide the required roadmap needed for the reestablishment of an energetic, engaged body capable of meeting the demands for private sector advocacy at all levels. There is no doubt that he fully understands the history, the reasons for the demise and the nuances that have led to the current state of play.

Mr Moss Solomon is currently half way through the consultation phase and his initial findings have been revealing and encouraging. I will not preempt his findings however I am confident that both the will and the commitment exist and that the regional private sector will reassume its space on the regional and international landscape in a more powerful way than existed previously.

Caribbean Export remains committed to supporting this reemergence and to ensuring that the process is a coherent one leading to long term sustainable solutions for private sector advocacy and to working with all parties in a constructive manner to achieve the strengthening of this critical platform for regional development.

Regional Firms Supported in their Bid to Enter the DR Market

During the period September 11-13, 2013, Caribbean Export Development Agency, assisted 20 Caribbean firms, the majority of whom were from Jamaica (14 firms), in their effort to explore trade opportunities with the Dominican Republic (DR). Other participating firms included those from St. Lucia, Grenada, Guadeloupe and Haiti. The initiative was executed within the framework of the EU funded 10th European Development Fund Regional Private Sector Development Programme and was geared towards the promotion of stronger trade and investment relations between CARICOM and the Dominican Republic.

The trade mission was a collaborative effort, executed with the support of Jamaica Promotions Ltd. (JAMPRO), (represented on the mission by Ms. Berletta Forrester, Export Promotions Manager), the Centre for Export and Investment in the DR (CEI-RD) and the Chamber of Commerce in Santiago, Dominican Republic. The launch of the mission was officiated by Mr. Cesar R. Dargam Espillat, Vice-Minister of Foreign Affairs with responsibility for Economic and Commercial Negotiations in the DR Ministry of Foreign Affairs. The mission also received support from Ms. Leela Ramoutar, Private Sector Specialist with the CARICOM Secretariat and Mr. Kelvin Kerr, CARICOM officer in the Ministry of Industry, Investment and Commerce of Jamaica.

The initiative sought to, among other things, explore opportunities for increased trade between Jamaica and the DR through public/private sector dialogue, the execution of Business to Business meetings; establish relationships between the key Business Support Organisations (BSOs) on the mission, including JAMPRO and the Jamaica Manufacturers' Association with their counterparts in the DR including the Chamber of Commerce and Production of Santo Domingo (CCPSD), the Dominican Association of Industries (AIRD), The Dominican Agro-industrial Council (JAD) and the National Enterprise Council (CONEP); and advance the implementation of the CARICOM-DR Free Trade Agreement.

While addressing the delegates in an opening dialogue attended by representatives from the DR Ministry of Industry and Commerce and the DR Centre for Export and Investment (CEI-RD), Vice-Minister Dargam

expressed that "Our market represents a great opportunity for CARICOM business persons; we are not competitors...rather we are partners as we seek a strategic alliance that will provide greater opportunities for all...We want products of both the Dominican Republic and CARICOM be part of a value chain that will allow our countries and our entrepreneurs to be more competitive in the world market".

More than 35 business to business meetings were coordinated by Caribbean Export in Santo Domingo during event. The firms were taken on supermarket tours in the city to allow for an evaluation of competitive products currently in the market and participated in a private dialogue with the Jamaican Embassy in the DR. On September 13, 2013 the participants took part in Expo Cibao, which is an annual trade fair that is held in Santiago, the Dominican Republic, focused on the promotion of the agro-industry and construction sectors. Approximately 25 business meetings were coordinated at the fair providing support to Caribbean firms seeking to source raw materials and/ or other products from that market.

"It is our aim to model this approach in the remaining period under the 10th EDF by facilitating missions to the DR by the private sector in other CARICOM countries, as well as facilitating missions of the DR private sector into CARICOM markets of interest," notes Escipion Oliveira, Deputy Executive Director, Caribbean Export. "The advantage we bring as an Agency to firms in the region is the ability to make the necessary first introductions, opening doors so that firms can begin the process of negotiations."

Participating companies included: (From Jamaica) Wynlee Trading, Crimson Dawn Manufacturing Company, West Indies Gypsum Company, Federated Pharmaceutical, Jamaica Fiberglass Producers, EdgeChem Jamaica, GK Foods & Services, Honey Bun, Falcom Marketing, Paramount Trading, Sun Island Jamaica, Honeykist Apiaries, Bio-Tech R&D Institute, Isratech Jamaica. (From Grenada) West Indies Spices ; (from Haiti) Signa Haiti; (from St. Lucia) Renwick & Company; (From Guadeloupe) Kisale, Naturels Cosmetiques.



Members of the mission with representatives from the DR Government and Private sector at the DR Ministry of Foreign Affairs.

Caribbean Export Launches the National Trade Information Networks



Manager, Trade and Export Development David Gomez speaking during the NTIN Launch in Belize.

COUNTRY	N-TIN Members
Barbados	Barbados Coalition of Service Industries Barbados Investment Development Corporation Barbados National Standards Institution Barbados Private Sector Trade Team Barbados Statistical Service Caribbean Regional Organisation for Standards and Quality Small Business Association
Belize	Belize Agro-productive Sector Group Belize Customs and Excise Department Belize Chamber of Commerce and Industry Belize Coalition of Service Industries Belize Poultry Association Belize Trade and Investment Development Services Central Bank of Belize Directorate of Foreign Trade Statistical Institute of Belize
Dominican Republic	Customs Dominican Association of Exporters Foreign Trade Directorate Industrial Association of the Dominican Republic National Free Zones Council National Statistics Office
Jamaica	Jamaica Exporters' Association Jamaica Chamber of Commerce Jamaica Customs Association Jamaica Manufacturers' Association Jamaica Promotions Corporation Statistical Institute of Jamaica University of Technology
Suriname	Suriname Business Development Centre Suriname Customs and Bureau of Standards
Trinidad & Tobago	Export Trinidad & Tobago Invest in Trinidad & Tobago Trinidad & Tobago Chamber of Commerce Trinidad & Tobago Customs Department Trinidad & Tobago Manufacturers Association

Caribbean Export officially launched the Belize National Trade Information Network (N-TIN) at the Radisson Hotel, Belize on Friday, October 11, 2013.

Belize is one of six countries identified in a region wide scan of the trade support institution landscape as being in the position to move ahead with the establishment of a National Trade Information Network (N-TIN). The other countries include Trinidad and Tobago, the Dominican Republic, Barbados, Suriname, and Jamaica. Over the past year the Agency has conducted a series of workshops and consultative meetings with the selected countries to introduce the approach and methodology that will be undertaken in the formation of the N-TINs. According to David Gomez, Manager for Trade and Export Development at Caribbean Export, "the N-TINs are central to the delivery of enhanced trade information services and will contribute to the establishment of mechanisms at the regional level for similar services delivery...the process involves both data collection and compilation and identification of services that respond to the trade information needs of CARIFORUM exporters and the wider private sector."

The National Trade Information Network is a collaboration between trade and business support institutions of the named countries who have committed to develop quality trade information within their respective country, required to support the development of a regional trade information system managed and implemented by Caribbean Export. The N-TINs will provide high quality, relevant and timely information on services trade, trade and economic statistics, market and sector briefs, tariff and non-tariff data, directory of businesses (exporter/buyers), links to important intermediaries e.g. Trade Promotion Organisation and Government agencies, and the structure and export performance of national economies within the CARIFORUM region. Accurate information of this nature is critical to any private sector business that is looking to export.

Participation of members in the network will be governed by a Memorandum of Understanding (MOU), which outlines the areas and modalities for the network members as it relates to the collection and dissemination of trade information.

Each N-TIN will have an official launch that features the signing of the MOU between the network members, and the signing of an MOU between the a National Focal Point and Caribbean Export; as well as technical training sessions with network members on the protocols for data collection, dissemination and the tools required to build national business and export registries.

BELTRAIDE is the coordinator for the network in Belize and serves as the National Focal Point signing the MOU with Caribbean Export on all matters related to the provision of trade information services.

For more information on National Trade Information Networks contact Sheldon Jackman, Advisor - Market Intelligence, Caribbean Export, at sjackman@carib-export.com.

The 5th Management Consulting Symposium



Participants and organizers of the 5th Management Consulting Symposium held in Trinidad and Tobago

Caribbean Export, in collaboration with, Trinidad & Tobago Coalition of Service Industries (TTCISI) and GIZ commenced the 5th Management Consulting Symposium at the Hyatt Regency, Trinidad on September 10, 2013. The meeting of over 75 CARIFORUM Management consultants and consulting firms from Europe, South America and Africa will conclude on September 12th 2013.

The importance of the management consulting industry to the Caribbean was laid clear by Chief Operating Officer, Anthony Bradshaw who stated that "Globally the management consulting industry is one of the fastest growing sectors and in a 2010 study commissioned by the Agency, the global market for consulting services was expected to reach US\$350 billion" and thus is a priority sector for the Agency.

"Management consulting can be considered to be high value added industry with a heavy export orientation, which has the potential to make a significant contribution to address [the] needs of the Regional market, which provides many opportunities for our service providers" expressed Senator The Hon. Vasant Bharath, Minister of Trade, Industry and Investment for Trinidad & Tobago.

At the opening ceremony dignitaries expressed their gratitude toward Caribbean Export for taking the initiative to organise such an important meeting of management consultants as it is viewed as "part of a wider Aid for Trade programme to assist the private sector in the Caribbean to take advantage of the CARIFORUM – EU Economic Partnership Agreement" according to Mrs. Daniela Tramacere, Chargee d'Affaires, Delegation of the European Union to the Republic of Trinidad & Tobago. Tramacere also encouraged Caribbean management consultants to take advantage of the opportunities published on the Europeaid webpage in view of the EU being the biggest development cooperation donor in the world.

This 5th Management Consulting Symposium under the theme Strategic Alliances for Development the symposium is set to engage regional and international experts to bring renewed focus to establishing strategic alliances and generating opportunities for CARIFORUM management consulting firms to exploit the CARIFORUM-EU Economic Partnership Agreement (EPA) and

those in the emerging markets. This key topic for discussion by a forum of over 75 CARIFORUM Management Consultants will focus on the strategy required for increasing scope, export competitiveness and economies of scale.

A major activity on the 3 day agenda is the series of business to business matchmaking sessions with EU consulting firms facilitated by Caribbean Export in order to generate business and thus increase the penetration of the EU market by CARIFORUM firms. This was a highly successful facet of the 4th meeting with a number of consulting firm reporting positive partnerships and successful bids as a result. "Our firm has been able to partner with seven (7) of the CARIFORUM consultants/consulting firm present at the Symposium on proposals, three of which were successful bids." – Pernille Fischer Boulter, CITP, Kisserup International Trade Roots Inc. & Kisserup Europe.

Thus, management consulting can provide many opportunities for cooperation between consulting firms in CARIFORUM, Europe and Globally. "The German Government supports this cooperation as it is a centrepiece for the EPA between CARIFORUM and the EU. Trade and development are two sides of the same coin, and strengthening business cooperation can make a substantial contribution to a better future for the Caribbean" stated Ullrich Kinne, Charge d'Affaires, of the German Embassy in Port of Spain.

In addition Dr. Engels stressed the importance for consultants possessing the Certified Management Consulting designation, as it is "clearly understood by service consumers as a mark of quality and will certainly support increased services exports." Moreover it is "is helpful for accessing any EU market for consulting services."

President of the Caribbean Institute of Certified Management Consultants Dr. Vasantha Chase presented four newly certified management consultants at the opening; Carol-Ann Ferdinand, Sucilla Buchoon-Harrikissoon, Ian Downes (Trinidad & Tobago) and Ronnie Antonius (Suriname).

The 5th Management Consulting Symposium is consistent with Caribbean Export's overall strategy for priority niche sector development under the 10th EDF Regional Private Sector Development Programme (RPSDP), pursuant to maximizing the benefits of the provisions of the CARIFORUM-EU Economic Partnership Agreement (EPA).

Set for Success - Hotel Alexandrina

Hotel Alexandrina, owned and operated by Beresford and Ruth Stevens, is perfectly perched on the hillside of Prospect, in St. Vincent and the Grenadines. Overlooking the Caribbean Sea, this modern and exclusive 17-room hotel comprises eclectically decorated rooms and apartment suites.

The family-owned establishment, which opened in 2008, first became aware of Caribbean Export through information received from the SVG Hotel Association and Invest SVG. Armed with this knowledge, they applied for and received a grant to enhance the infrastructure and property management of the hotel.

The objective of the project was to align Hotel Alexandrina with regional and international hotels, tourism standards and guidelines, which proved to be highly beneficial for the business. The main benefits to date include increased occupancy, and performance as it relates to efficiency in operations. It is envisioned that these will ultimately translate to increased revenue and employment opportunities.

"While an increase in sales is not quantifiable at this point, incremental changes are present", commented Co-owner Ruth Stevens. "What we want to develop is a socially responsible hotel that will be viewed as the optimal vacation choice for guests, and we could have achieved this without the assistance of Caribbean Export. The Agency is known for encouraging innovation and market access among regional firms and we wanted to be a part of this success", Stevens concluded.



Contact Details:
Hotel Alexandrina

P.O. Box 104, Prospect, St. Vincent & the Grenadines
Tel: 1-784-456-9788

Web: <http://www.hotelalexandrina.com>

Email: info@hotelalexandrina.com



Entrance to Hotel Alexandrina



Pool View of Hotel Alexandrina



Ariel Pool and Gazebo View of Hotel Alexandrina

Caribbean Export Career Opportunities

Caribbean Export Development Agency is looking for motivated individuals to fill the following positions:

Advisor, Competitiveness and Innovation - Barbados

Reporting to the Manager – Competitiveness & Innovation, the Advisor – Competitiveness & Innovation will work closely with the Manager to purposefully engage regional private sector companies to increase their export sales through the facilitation of processes to enhance the development of innovative services and technological solutions. He or she will also have responsibility for conducting research and providing analysis, to ensure that relevant private sector companies understand and can take advantage of niche market access opportunities and engage in best practice.

Interested applicants must send their CV and cover letter by email to Mr. Christopher McNair at cmcnair@carib-export.com and copied to Mrs. Wendy Graham at wgraham@carib-export.com

Deadline for submissions is: Friday, December 6, 2013 at 4:30pm AST.

Senior Advisor, Trade and Export Development - Barbados

Reporting to the Manager – Trade and Export Development (TED), the Senior Advisor – Trade and Export Development will help to oversee the work of the Trade and Export Development department in particular as it relates to promotion of the interests of the regional private sector including SMEs in the areas of market research and intelligence; trade advocacy; and export development and promotion. He/She will work directly with the Manager – TED and provide technical support and leadership to the Advisors in the different functional areas outlined above to ensure successful and timely achievement of the department's work program. He/She will also be required to liaise with other departments within Caribbean Export as well as with external stakeholders, and to represent the Agency from time to time.

Interested applicants must send their CV and cover letter by email to Mr. David Gomez at dgomez@carib-export.com and copied to Mrs. Wendy Graham at wgraham@carib-export.com.

Deadline for submissions is: Friday, December 6, 2013 at 4:30pm AST.

RFP: Consultancy for an Assessment of the Tariff Principles and Practices of CMOs

Caribbean Export Development Agency (Caribbean Export) invites suitably qualified candidates to submit a proposal for the above captioned consultancy. The objective of this consultancy is to identify a regional copyrights (tariffs) administration system for the collection of music copyright royalties by collective management organisations (CMOs) in CARIFORUM. The beneficiaries to this project are the 15 Member Countries of CARIFORUM. The national Copyright Associations and musicians, writers, etc. across the Caribbean region are also expected to benefit directly.

The overall objective of this consultancy is to provide support to the music sector through enhancement of the technical capacity of CMOs to administer the collection of royalties from the music industry thereby contributing to export revenue enhancement, job creation, and poverty reduction and ultimately for CARIFORUM Member States' deeper integration into the global economy.

For full details please visit our website www.carib-export.com and click here to download the Terms of Reference. Proposals may also be emailed to Mr. David Gomez at dgomez@carib-export.com and copied to Mrs. Tracie Richards at trichards@carib-export.com

The deadline for submission of proposals in Monday, November 25, 2013 at 4:30pm AST.

TRADEWATCH UPCOMING EVENTS

NOVEMBER 2013		
FIHAV	Cuba	November 4-8
ProNET Train the Trainer	Dominican Republic	November 5-14
SBDC Training - Module 4	Barbados	November 6-7
N-TIN Launch	Suriname	November 7
ACP Secretariat Meetings	Brussels	November 8-14
ProNET Stakeholder Conference	Barbados	November 18-19
CAIPA General Assembly & Regional Investor of the Year Award	Belize	November 21-22
3rd Meeting of Trade & Development Committee under the EPA	Grenada	November 21-22
ProNet Training	Dominican Republic	November 25-27
IP Regional	Barbados	November 27-29
DECEMBER 2013		
ACCS Workshop - Music Copyrights	Jamaica	December 2-6
8th Meeting of the CARIFORUM/FCOR/OCT Task Force on Trade and Investment	Martinique	December 11-12

Dates subject to change.

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www.youtube.com/TheCaribbeanExport

Caribbean Export's Key Result Areas And Goals

- Fostering an enabling environment – for trade and investment within the region through regional integration, cooperation and advocacy initiatives designed to position the region more effectively in the world economy.
- Enhancing Competitiveness – Increase the competitiveness of firms in CARIFORUM countries in selected sectors through investment, management and product development, market expansion and export diversification.
- Promoting Investment - Promote the Caribbean region as a prime destination for intra and extra-regional investment.
- Strengthening Institutional Capacity and Networking - Enhance the capacity of public and private sector BSOs, particularly sector associations, trade promotion organisations and investment promotion agencies, and support the development of vibrant Caribbean business networks to improve services to clients.

We are very interested in your feedback.

Please email your comments to: tradewatch@carib-export.com.
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TRADEWATCH

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Caribbean Kitchen Cooks Up A Storm at ANUGA



Caribbean Export's Caribbean Kitchen delegates during the final day of ANUGA 2013



Special Advisor, Export Development Samuel Kruiner (centre) with Caribbean Kitchen Pavilion participants

The Caribbean Export Development Agency (Caribbean Export) in partnership with the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) presented the Caribbean Kitchen Pavilion at the ANUGA 2013 Food Show in Germany, from October 5-9, 2013 and was a huge success.

This was the first time Caribbean Export has taken a collective of food and beverage producers to ANUGA as part of Caribbean Kitchen. The 212sqm space showcased a variety of food and beverage products from across the region, including Taste13 award winners Banana Ketchup from Baron Foods, Tiger Malt from Beverages Caribbean Inc. and Marie Sharp's Fruit Flavours from Belize.

ANUGA is the world's leading food fair for retail trade and the food service and catering market, impressively attracting over 150 thousand trade visitors from 185 countries. Visitors to the vibrant Caribbean Kitchen Pavilion stepped into a Caribbean beach bar setting, where they could taste a range of foods complemented with Caribbean produced condiments or sauces and wash them down with a choice of Caribbean alcoholic and non-alcoholic beverages, with rhythmic Caribbean music playing in the background. The stand was a hive of activity with many visitors coming to try new flavours such as

Banana Ketchup from both Baron Foods and Viking Trading. Marketing Director of Viking Traders, Gizelle Fleischhacker found the "most interesting part of ANUGA was the opportunity to interact with business contacts from around the world".

It is a key objective of Caribbean Export to put the right firms, in front of the right decision makers, at the right time, to maximize the export potential for the region. The participation of Caribbean Kitchen at ANUGA has done just that. A few participating firms were able to capitalize whilst at the event, taking orders for their products such as Barbados' 10 Saints who "received definite orders from four (4) European markets" and have since closed an order with an African distributor. Director Glyn Partridge expressed that "In one week [we] have gained access to at least 5 EU markets which is a dream come true".

Caribbean Export in partnership with GIZ supported a total of 11 firms from 7 different countries. Other participants included: The West India Biscuit Company, Barbados; Parry W. Bellot & Co. Ltd, Dominica; Country Traders Limited, Honey Bun and Tijule of Jamaica; and SMAKS, Trinidad & Tobago. Mardi SRL from the Dominican Republic unfortunately was unable to attend.

The Caribbean contingent was headed up by Caribbean Exports' Special Advisor – Export Development, Sam Kruiner who expressed that "Caribbean Export can continue to provide market access opportunities such as this, but it is down

to the firms to do their work to penetrate the market. We are pleased that many of the participating firms have managed to do that on this occasion" Given the excitement at the presence of Caribbean firms at ANUGA and the media attention awarded to Caribbean Kitchen by international food press, industry bloggers and German television, it is evident that there is a strong thirst for Caribbean foods and beverages within Europe and Caribbean firms must invest in utilizing the benefits of the Economic Partnership Agreement (EPA) with the EU.

continued on page 4

[Click here to view the Caribbean Kitchen Page on Facebook](#)

In this Issue

- Pg 2** COMPETITIVENESS & INNOVATION
Seven Regional Designers Showcased at Dominican Moda 2013
- Pg 4** EDITORIAL
Crafting a New Private Sector Advocacy Model
- Pg 6** TRADE AND EXPORT DEVELOPMENT
Caribbean Export Launches NTIN in Belize
- Pg 9** OPPORTUNITIES
Caribbean Export Career Opportunities

Promoting Regional Integration via the Caribbean Fashion Industry

The Caribbean Export supported the attendance of seven designers to the recently held Dominicana Moda (DM2013) in Santo Domingo, Dominican Republic, during October 21-26, 2013. The Fashion Week attracted the talent and passion of a great number of designers, delighted audiences and industry professionals alike.

Each year Dominicana Moda grows in strength, so much so, that it has become a vehicle for promoting the integration of the Dominican Republic and the countries of CARICOM. Among the countries that came to exhibit their talent on Dominican soil was a very diverse delegation of leading designers and new talents from 7 countries of CARIFORUM; ILashan Apparel & Handmade Jewelry from The Bahamas; the Andrew Harris Collection of Barbados; Odanis Valdez Polonia from the Dominican Republic; MARSAE of Guyana; Mag Art from Haiti; Patwa Apparel Ltd from Jamaica and MEILING Inc. from Trinidad and Tobago.

The joint exhibition of these 7 countries sought to promote intra-Caribbean relations by forging strategic alliances that allow them to attack the international and regional markets with greater momentum. In addition to the runway shows, the designers visited textile factories in the DR such as Group M and Blue Country to explore manufacturing opportunities for their clothing lines, thus ensuring the origin "Caribbean" for products and guaranteeing the preferential access to major markets.

This incentive is part of the joint strategy for private sector development of Caribbean Export, the European Union and the Multilateral Cooperation Directorate (DIGECOOM) which aims to help Caribbean countries to take a greater advantage of Trade Agreements signed by CARIFORUM countries including the Economic Partnership Agreement EU - CARIFORUM (EPA).

As expressed by Escipion Oliveira, Deputy Executive Director at Caribbean Export, "it is hoped that more regionally designed clothing could be manufactured in the Dominican Republic and exported to Europe under major trade preferences thus reinforcing the integration of our countries".

continued on page 3



*Regional Designers during press Conference at Dominicana Moda. Top row from left: Marcie De Santos, Andrew Harris, Anthony Reid, Odanis Valdez Polonia
Front row from left: Indira Lashan Moss, Heneka Watkis Porter, Meiling Esau*



Designers during a textile factory tour accompanied by Escipion Oliveira, Deputy Executive Director, Caribbean Export (third from right)

Keep up to date with news, events and opportunities on the following social media outlets:

Email: info@carib-export.com

Web: www.carib-export.com

Facebook: www.facebook.com/Caribbean.Export

Twitter: www.twitter.com/CaribXport

Youtube: www.youtube.com/TheCaribbeanExport

Runway Show - Dominicana Moda 2013



Patwa-Apparel



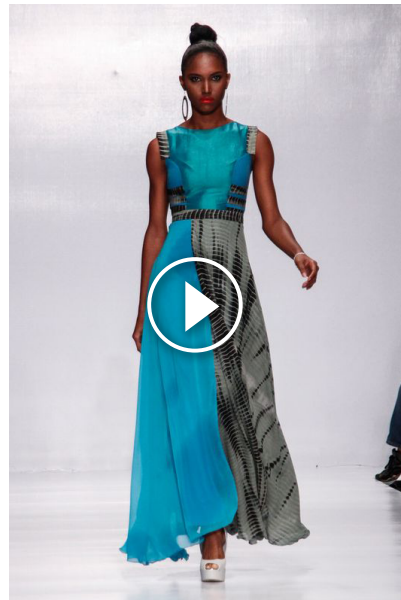
Andrew Harris Collection



ILasham Apparel



MEILING



MARSAE

Internet Access Required to View Videos

CARIFORUM Firms Selected for ANUGA 2013

COUNTRY	FIRM
Barbados	10 Saints Brewery Company Limited
Barbados	Beverages Caribbean Inc
Barbados	The West Indies Biscuit Company Limited
Belize	Marie Sharp's Fine Foods Limited
Dominica	Parry W. Bellot & Co. Ltd.
Dominican Republic	Mardi SRL
Jamaica	Country Traders Limited
Jamaica	Honey Bun (1982) Ltd.
Saint Lucia	Tijule Company Ltd
Saint Lucia	Viking Traders Ltd
Saint Lucia	Baron Foods Ltd
Trinidad & Tobago	SMAKS Luxury Group

continued from page 1

"It is through the facilitated presence of the Caribbean at this event, that a crucial service is provided to Caribbean firms to seize market access opportunities arising from the Economic Partnership Agreement (EPA), ultimately leading to market penetration into the EU by Caribbean firms. The long term goal is to enhance the ability of these companies to be able to shoulder the responsibility of preparing for and attending such forums on their own in future" stated Ginelle Greene, GIZ Private Sector Officer, with one approach being as a collective Caribbean contingent, as was successfully demonstrated with Caribbean Kitchen at the ANUGA trade fair.

Caribbean Export's Executive Director Pamela Coke Hamilton reiterates this, stating that "We are committed to facilitating opportunities for the Private Sector, that support the long-term growth of our regions export market, however it would be cognizant of the private sector to make the necessary investment to penetrate the European market and utilize the EPA."

Caribbean Export participates in JAMPRO Business Linkages Event

Caribbean Export supported the Jamaica Promotions Corporations' (JAMPRO) two-day business linkages event 'Opportunities Jamaica 2013' at the Montego Bay Convention Centre, Rose Hall, St James from September 30-October 1, 2013.

It is the signature event of JAMPRO's Business Linkages Programme, which has performed creditably over the past five years, by facilitating contracts valued at over JAM\$2 Billion.

Opportunities Jamaica 2013, which was held under the theme: 'Establishing Partnerships for Success', sought to promote opportunities for mutually beneficial partnerships between local suppliers of goods and services and targeted local and overseas buyers.

Approximately 140 local buyers and some 20 buyers from across the region converged on the Montego Bay Convention Centre for targeted business matchmaking, particularly in the tourism and hospitality sector.

Caribbean Export mounted a booth at the event and promoted the services offered by the Agency to the 50 exhibiting private sector firms and buyers. Participating firms were matched in pre-arranged business meetings with overseas buyers, including purchasing managers, gift shop operators, chefs and buyers in the retail and distribution sectors.



From L-R: Diane Edwards, President, JAMPRO, Pamela Coke Hamilton, Executive Director, Caribbean Export Hon. Sharon Ffolkes Abraham, Minister of State in the Ministry of Industry, Investment and Commerce and Cleveland Charles, Political and Economic Counselor, United States Embassy

Crafting a New Private Sector Advocacy Model

My good friend and colleague David Jessop, wrote in his recent column titled 'Wanted: An aggressive regional private sector voice', on an issue which has been at the forefront of recent deliberations within CARICOM and which both the Secretary General of CARICOM, Ambassador Irwin Larocque as well as the Prime Minister of Trinidad and Tobago, the Hon Kamla Persad Bissessar have indicated are critical to driving the regional integration process. The issue of a strong, credible, vocal private sector voice at the regional level.

While it is conceded that there currently exists a lacuna in the regional space, of such a private sector entity, I believe that it is a colossal leap to suggest that the "silence" is "an indicator that regional economic integration and a single direction of economic travel may no longer be achievable." I would like to suggest rather that the silence has not been as complete as assumed and that the regional leaders, both within the public and private sectors, are moving expeditiously towards ensuring that the structural gaps affecting effective private sector advocacy at the regional level are addressed and corrective action implemented. Additionally, while regionally the private sector has not been very active as a cohesive unit, I dare say that in addition to Martinique and Guadeloupe and the Dominican Republic mentioned in the referenced article, the Jamaican and Trinidad and Tobago private sector groups through the PSOJ and TTMA among others, at a national level are quite active and influential, driving policies that are then raised, through their Ministers at COTED and the other organs of CARICOM/CARIFORUM.

Moreover, the idea of Barbados' former Prime Minister Owen Arthur, of a vibrant Caribbean Business Council (CBC) is in fact very much alive and has re-emerged with much greater force within the last six months with a mandate to Caribbean Export Development Agency, emanating from the last COTED to undertake an analysis of the current situation, initiate wide ranging consultations on the factors that affected implementation of the CBC, and submit a proposal and recommendations to the COTED on the way forward.

In March 2013, at its inaugural Caribbean Exporter's Colloquium, Caribbean Export also convened the first meeting of an informal regional Private Sector Advisory Group (PSAG) specifically to seek direct engagement with and guidance from major private sector players in the region on the issues affecting private sector development and

export competitiveness for the region. The group consists of representatives from countries spanning from the Dominican Republic in the north to Guyana in the south and has both large and small firms ranging from the Grace Kennedys, Angosturas and Banks Holdings to the Barons Foods and the BrainStreet Group. Admittedly for many of the representatives, particularly the younger generation (I'm not sure persons my age are deserving of such a soubriquet, but that's for another article) it was the first opportunity to actually engage with their regional counterparts outside a competitive boardroom/company setting and to bring their minds together to address the larger regional issues.

Since that time, this group has participated in several consultations and members have made themselves available continuously to provide input and guidance on the re-emergence of a vibrant regional private sector voice. Some, such as Jeffrey Hall of Jamaica Producers, will also be taking part in the upcoming ACP validation workshop for Private Sector development in Brussels in the next few weeks. This re-engagement has underscored the view that there is commitment and passion on the part of the regional private sector, individually and collectively, to impact the Caribbean landscape for change. What is needed is the institutional structure to ensure coherent, sustainable engagement and rebuilding of trust.

In that vein, pursuant to the mandate of the Ministers of COTED, Caribbean Export, through the Regional Private Sector Development Program (RPSDP) of the 10th EDF, funded by the European Union undertook to drive the process through the establishment of a consultancy with the following agreed terms of reference, approved by the CARICOM Secretariat.

Excerpts as follows: "The importance of the private sector's role in regional development has long since been recognized and a regional private sector advocacy organisation is critical to effective dialogue with the public sector.

The question we are now faced with, given the challenges of the CBC, among other similar entities, is how do we move forward and what is the body to be entrusted with this role.

This consultancy seeks to examine the state of Private/Public Sector dialogue in the CARIFORUM region with a view to drafting a roadmap for the best way forward. This will include a careful examination of the CBC, to determine whether it can be re-engineered



*Pamela Coke Hamilton
Executive Director
Caribbean Export Development Agency*

to overcome the challenges being faced and become an effective body for regional private sector advocacy and engaging the public sector in dialogue."

The expert selected to undertake these critical consultations and assessment and create a roadmap for a revitalized private sector lobby, was the esteemed James Moss Solomon, himself a former President of CAIC, a founding member of the CBC and of course a stalwart of the regional private sector space. I can categorically state, without fear of contradiction, that there is probably no other person better placed to undertake the honest uncompromising assessment that is required, initiate the dialogue across the region, restore trust and provide the required roadmap needed for the reestablishment of an energetic, engaged body capable of meeting the demands for private sector advocacy at all levels. There is no doubt that he fully understands the history, the reasons for the demise and the nuances that have led to the current state of play.

Mr Moss Solomon is currently half way through the consultation phase and his initial findings have been revealing and encouraging. I will not preempt his findings however I am confident that both the will and the commitment exist and that the regional private sector will reassume its space on the regional and international landscape in a more powerful way than existed previously.

Caribbean Export remains committed to supporting this reemergence and to ensuring that the process is a coherent one leading to long term sustainable solutions for private sector advocacy and to working with all parties in a constructive manner to achieve the strengthening of this critical platform for regional development.

Regional Firms Supported in their Bid to Enter the DR Market

During the period September 11-13, 2013, Caribbean Export Development Agency, assisted 20 Caribbean firms, the majority of whom were from Jamaica (14 firms), in their effort to explore trade opportunities with the Dominican Republic (DR). Other participating firms included those from St. Lucia, Grenada, Guadeloupe and Haiti. The initiative was executed within the framework of the EU funded 10th European Development Fund Regional Private Sector Development Programme and was geared towards the promotion of stronger trade and investment relations between CARICOM and the Dominican Republic.

The trade mission was a collaborative effort, executed with the support of Jamaica Promotions Ltd. (JAMPRO), (represented on the mission by Ms. Berletta Forrester, Export Promotions Manager), the Centre for Export and Investment in the DR (CEI-RD) and the Chamber of Commerce in Santiago, Dominican Republic. The launch of the mission was officiated by Mr. Cesar R. Dargam Espillat, Vice-Minister of Foreign Affairs with responsibility for Economic and Commercial Negotiations in the DR Ministry of Foreign Affairs. The mission also received support from Ms. Leela Ramoutar, Private Sector Specialist with the CARICOM Secretariat and Mr. Kelvin Kerr, CARICOM officer in the Ministry of Industry, Investment and Commerce of Jamaica.

The initiative sought to, among other things, explore opportunities for increased trade between Jamaica and the DR through public/private sector dialogue, the execution of Business to Business meetings; establish relationships between the key Business Support Organisations (BSOs) on the mission, including JAMPRO and the Jamaica Manufacturers' Association with their counterparts in the DR including the Chamber of Commerce and Production of Santo Domingo (CCPSD), the Dominican Association of Industries (AIRD), The Dominican Agro-industrial Council (JAD) and the National Enterprise Council (CONEP); and advance the implementation of the CARICOM-DR Free Trade Agreement.

While addressing the delegates in an opening dialogue attended by representatives from the DR Ministry of Industry and Commerce and the DR Centre for Export and Investment (CEI-RD), Vice-Minister Dargam

expressed that "Our market represents a great opportunity for CARICOM business persons; we are not competitors...rather we are partners as we seek a strategic alliance that will provide greater opportunities for all...We want products of both the Dominican Republic and CARICOM be part of a value chain that will allow our countries and our entrepreneurs to be more competitive in the world market".

More than 35 business to business meetings were coordinated by Caribbean Export in Santo Domingo during event. The firms were taken on supermarket tours in the city to allow for an evaluation of competitive products currently in the market and participated in a private dialogue with the Jamaican Embassy in the DR. On September 13, 2013 the participants took part in Expo Cibao, which is an annual trade fair that is held in Santiago, the Dominican Republic, focused on the promotion of the agro-industry and construction sectors. Approximately 25 business meetings were coordinated at the fair providing support to Caribbean firms seeking to source raw materials and/ or other products from that market.

"It is our aim to model this approach in the remaining period under the 10th EDF by facilitating missions to the DR by the private sector in other CARICOM countries, as well as facilitating missions of the DR private sector into CARICOM markets of interest," notes Escipion Oliveira, Deputy Executive Director, Caribbean Export. "The advantage we bring as an Agency to firms in the region is the ability to make the necessary first introductions, opening doors so that firms can begin the process of negotiations."

Participating companies included: (From Jamaica) Wynlee Trading, Crimson Dawn Manufacturing Company, West Indies Gypsum Company, Federated Pharmaceutical, Jamaica Fiberglass Producers, EdgeChem Jamaica, GK Foods & Services, Honey Bun, Falcom Marketing, Paramount Trading, Sun Island Jamaica, Honeykist Apiaries, Bio-Tech R&D Institute, Isratech Jamaica. (From Grenada) West Indies Spices ; (from Haiti) Signa Haiti; (from St. Lucia) Renwick & Company; (From Guadeloupe) Kisale, Naturels Cosmetiques.



Members of the mission with representatives from the DR Government and Private sector at the DR Ministry of Foreign Affairs.

Caribbean Export Launches the National Trade Information Networks



Manager, Trade and Export Development David Gomez speaking during the NTIN Launch in Belize.

COUNTRY	N-TIN Members
Barbados	Barbados Coalition of Service Industries Barbados Investment Development Corporation Barbados National Standards Institution Barbados Private Sector Trade Team Barbados Statistical Service Caribbean Regional Organisation for Standards and Quality Small Business Association
Belize	Belize Agro-productive Sector Group Belize Customs and Excise Department Belize Chamber of Commerce and Industry Belize Coalition of Service Industries Belize Poultry Association Belize Trade and Investment Development Services Central Bank of Belize Directorate of Foreign Trade Statistical Institute of Belize
Dominican Republic	Customs Dominican Association of Exporters Foreign Trade Directorate Industrial Association of the Dominican Republic National Free Zones Council National Statistics Office
Jamaica	Jamaica Exporters' Association Jamaica Chamber of Commerce Jamaica Customs Association Jamaica Manufacturers' Association Jamaica Promotions Corporation Statistical Institute of Jamaica University of Technology
Suriname	Suriname Business Development Centre Suriname Customs and Bureau of Standards
Trinidad & Tobago	Export Trinidad & Tobago Invest in Trinidad & Tobago Trinidad & Tobago Chamber of Commerce Trinidad & Tobago Customs Department Trinidad & Tobago Manufacturers Association

Caribbean Export officially launched the Belize National Trade Information Network (N-TIN) at the Radisson Hotel, Belize on Friday, October 11, 2013.

Belize is one of six countries identified in a region wide scan of the trade support institution landscape as being in the position to move ahead with the establishment of a National Trade Information Network (N-TIN). The other countries include Trinidad and Tobago, the Dominican Republic, Barbados, Suriname, and Jamaica. Over the past year the Agency has conducted a series of workshops and consultative meetings with the selected countries to introduce the approach and methodology that will be undertaken in the formation of the N-TINs. According to David Gomez, Manager for Trade and Export Development at Caribbean Export, "the N-TINs are central to the delivery of enhanced trade information services and will contribute to the establishment of mechanisms at the regional level for similar services delivery...the process involves both data collection and compilation and identification of services that respond to the trade information needs of CARIFORUM exporters and the wider private sector."

The National Trade Information Network is a collaboration between trade and business support institutions of the named countries who have committed to develop quality trade information within their respective country, required to support the development of a regional trade information system managed and implemented by Caribbean Export. The N-TINs will provide high quality, relevant and timely information on services trade, trade and economic statistics, market and sector briefs, tariff and non-tariff data, directory of businesses (exporter/buyers), links to important intermediaries e.g. Trade Promotion Organisation and Government agencies, and the structure and export performance of national economies within the CARIFORUM region. Accurate information of this nature is critical to any private sector business that is looking to export.

Participation of members in the network will be governed by a Memorandum of Understanding (MOU), which outlines the areas and modalities for the network members as it relates to the collection and dissemination of trade information.

Each N-TIN will have an official launch that features the signing of the MOU between the network members, and the signing of an MOU between the a National Focal Point and Caribbean Export; as well as technical training sessions with network members on the protocols for data collection, dissemination and the tools required to build national business and export registries.

BELTRAIDE is the coordinator for the network in Belize and serves as the National Focal Point signing the MOU with Caribbean Export on all matters related to the provision of trade information services.

For more information on National Trade Information Networks contact Sheldon Jackman, Advisor - Market Intelligence, Caribbean Export, at sjackman@carib-export.com.

The 5th Management Consulting Symposium



Participants and organizers of the 5th Management Consulting Symposium held in Trinidad and Tobago

Caribbean Export, in collaboration with, Trinidad & Tobago Coalition of Service Industries (TTCISI) and GIZ commenced the 5th Management Consulting Symposium at the Hyatt Regency, Trinidad on September 10, 2013. The meeting of over 75 CARIFORUM Management consultants and consulting firms from Europe, South America and Africa will conclude on September 12th 2013.

The importance of the management consulting industry to the Caribbean was laid clear by Chief Operating Officer, Anthony Bradshaw who stated that "Globally the management consulting industry is one of the fastest growing sectors and in a 2010 study commissioned by the Agency, the global market for consulting services was expected to reach US\$350 billion" and thus is a priority sector for the Agency.

"Management consulting can be considered to be high value added industry with a heavy export orientation, which has the potential to make a significant contribution to address [the] needs of the Regional market, which provides many opportunities for our service providers" expressed Senator The Hon. Vasant Bharath, Minister of Trade, Industry and Investment for Trinidad & Tobago.

At the opening ceremony dignitaries expressed their gratitude toward Caribbean Export for taking the initiative to organise such an important meeting of management consultants as it is viewed as "part of a wider Aid for Trade programme to assist the private sector in the Caribbean to take advantage of the CARIFORUM – EU Economic Partnership Agreement" according to Mrs. Daniela Tramacere, Chargee d'Affaires, Delegation of the European Union to the Republic of Trinidad & Tobago. Tramacere also encouraged Caribbean management consultants to take advantage of the opportunities published on the Europeaid webpage in view of the EU being the biggest development cooperation donor in the world.

This 5th Management Consulting Symposium under the theme Strategic Alliances for Development the symposium is set to engage regional and international experts to bring renewed focus to establishing strategic alliances and generating opportunities for CARIFORUM management consulting firms to exploit the CARIFORUM-EU Economic Partnership Agreement (EPA) and

those in the emerging markets. This key topic for discussion by a forum of over 75 CARIFORUM Management Consultants will focus on the strategy required for increasing scope, export competitiveness and economies of scale.

A major activity on the 3 day agenda is the series of business to business matchmaking sessions with EU consulting firms facilitated by Caribbean Export in order to generate business and thus increase the penetration of the EU market by CARIFORUM firms. This was a highly successful facet of the 4th meeting with a number of consulting firm reporting positive partnerships and successful bids as a result. "Our firm has been able to partner with seven (7) of the CARIFORUM consultants/consulting firm present at the Symposium on proposals, three of which were successful bids." – Pernille Fischer Boulter, CITP, Kisserup International Trade Roots Inc. & Kisserup Europe.

Thus, management consulting can provide many opportunities for cooperation between consulting firms in CARIFORUM, Europe and Globally. "The German Government supports this cooperation as it is a centrepiece for the EPA between CARIFORUM and the EU. Trade and development are two sides of the same coin, and strengthening business cooperation can make a substantial contribution to a better future for the Caribbean" stated Ullrich Kinne, Charge d'Affaires, of the German Embassy in Port of Spain.

In addition Dr. Engels stressed the importance for consultants possessing the Certified Management Consulting designation, as it is "clearly understood by service consumers as a mark of quality and will certainly support increased services exports." Moreover it is "is helpful for accessing any EU market for consulting services."

President of the Caribbean Institute of Certified Management Consultants Dr. Vasantha Chase presented four newly certified management consultants at the opening; Carol-Ann Ferdinand, Sucilla Buchoon-Harrikissoon, Ian Downes (Trinidad & Tobago) and Ronnie Antonius (Suriname).

The 5th Management Consulting Symposium is consistent with Caribbean Export's overall strategy for priority niche sector development under the 10th EDF Regional Private Sector Development Programme (RPSDP), pursuant to maximizing the benefits of the provisions of the CARIFORUM-EU Economic Partnership Agreement (EPA).

Set for Success - Hotel Alexandrina

Hotel Alexandrina, owned and operated by Beresford and Ruth Stevens, is perfectly perched on the hillside of Prospect, in St. Vincent and the Grenadines. Overlooking the Caribbean Sea, this modern and exclusive 17-room hotel comprises eclectically decorated rooms and apartment suites.

The family-owned establishment, which opened in 2008, first became aware of Caribbean Export through information received from the SVG Hotel Association and Invest SVG. Armed with this knowledge, they applied for and received a grant to enhance the infrastructure and property management of the hotel.

The objective of the project was to align Hotel Alexandrina with regional and international hotels, tourism standards and guidelines, which proved to be highly beneficial for the business. The main benefits to date include increased occupancy, and performance as it relates to efficiency in operations. It is envisioned that these will ultimately translate to increased revenue and employment opportunities.

"While an increase in sales is not quantifiable at this point, incremental changes are present", commented Co-owner Ruth Stevens. "What we want to develop is a socially responsible hotel that will be viewed as the optimal vacation choice for guests, and we could have achieved this without the assistance of Caribbean Export. The Agency is known for encouraging innovation and market access among regional firms and we wanted to be a part of this success", Stevens concluded.



Contact Details:
Hotel Alexandrina

P.O. Box 104, Prospect, St. Vincent & the Grenadines
Tel: 1-784-456-9788

Web: <http://www.hotelalexandrina.com>
Email: info@hotelalexandrina.com



Entrance to Hotel Alexandrina



Pool View of Hotel Alexandrina



Ariel Pool and Gazebo View of Hotel Alexandrina

Caribbean Export Career Opportunities

Caribbean Export Development Agency is looking for motivated individuals to fill the following positions:

Advisor, Competitiveness and Innovation - Barbados

Reporting to the Manager – Competitiveness & Innovation, the Advisor – Competitiveness & Innovation will work closely with the Manager to purposefully engage regional private sector companies to increase their export sales through the facilitation of processes to enhance the development of innovative services and technological solutions. He or she will also have responsibility for conducting research and providing analysis, to ensure that relevant private sector companies understand and can take advantage of niche market access opportunities and engage in best practice.

Interested applicants must send their CV and cover letter by email to Mr. Christopher McNair at cmcnair@carib-export.com and copied to Mrs. Wendy Graham at wgraham@carib-export.com

Deadline for submissions is: Friday, December 6, 2013 at 4:30pm AST.

Senior Advisor, Trade and Export Development - Barbados

Reporting to the Manager – Trade and Export Development (TED), the Senior Advisor – Trade and Export Development will help to oversee the work of the Trade and Export Development department in particular as it relates to promotion of the interests of the regional private sector including SMEs in the areas of market research and intelligence; trade advocacy; and export development and promotion. He/She will work directly with the Manager – TED and provide technical support and leadership to the Advisors in the different functional areas outlined above to ensure successful and timely achievement of the department's work program. He/She will also be required to liaise with other departments within Caribbean Export as well as with external stakeholders, and to represent the Agency from time to time.

Interested applicants must send their CV and cover letter by email to Mr. David Gomez at dgomez@carib-export.com and copied to Mrs. Wendy Graham at wgraham@carib-export.com.

Deadline for submissions is: Friday, December 6, 2013 at 4:30pm AST.

RFP: Consultancy for an Assessment of the Tariff Principles and Practices of CMOs

Caribbean Export Development Agency (Caribbean Export) invites suitably qualified candidates to submit a proposal for the above captioned consultancy. The objective of this consultancy is to identify a regional copyrights (tariffs) administration system for the collection of music copyright royalties by collective management organisations (CMOs) in CARIFORUM. The beneficiaries to this project are the 15 Member Countries of CARIFORUM. The national Copyright Associations and musicians, writers, etc. across the Caribbean region are also expected to benefit directly.

The overall objective of this consultancy is to provide support to the music sector through enhancement of the technical capacity of CMOs to administer the collection of royalties from the music industry thereby contributing to export revenue enhancement, job creation, and poverty reduction and ultimately for CARIFORUM Member States' deeper integration into the global economy.

For full details please visit our website www.carib-export.com and click here to download the Terms of Reference. Proposals may also be emailed to Mr. David Gomez at dgomez@carib-export.com and copied to Mrs. Tracie Richards at trichards@carib-export.com

The deadline for submission of proposals is Monday, November 25, 2013 at 4:30pm AST.

TRADEWATCH UPCOMING EVENTS

NOVEMBER 2013		
FIHAV	Cuba	November 4-8
ProNET Train the Trainer	Dominican Republic	November 5-14
SBDC Training - Module 4	Barbados	November 6-7
N-TIN Launch	Suriname	November 7
ACP Secretariat Meetings	Brussels	November 8-14
ProNET Stakeholder Conference	Barbados	November 18-19
CAIPA General Assembly & Regional Investor of the Year Award	Belize	November 21-22
3rd Meeting of Trade & Development Committee under the EPA	Grenada	November 21-22
ProNet Training	Dominican Republic	November 25-27
IP Regional	Barbados	November 27-29
DECEMBER 2013		
ACCS Workshop - Music Copyrights	Jamaica	December 2-6
8th Meeting of the CARIFORUM/FCOR/OCT Task Force on Trade and Investment	Martinique	December 11-12

Dates subject to change.

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www.youtube.com/TheCaribbeanExport

Caribbean Export's Key Result Areas And Goals

- Fostering an enabling environment – for trade and investment within the region through regional integration, cooperation and advocacy initiatives designed to position the region more effectively in the world economy.
- Enhancing Competitiveness – Increase the competitiveness of firms in CARIFORUM countries in selected sectors through investment, management and product development, market expansion and export diversification.
- Promoting Investment - Promote the Caribbean region as a prime destination for intra and extra-regional investment.
- Strengthening Institutional Capacity and Networking - Enhance the capacity of public and private sector BSOs, particularly sector associations, trade promotion organisations and investment promotion agencies, and support the development of vibrant Caribbean business networks to improve services to clients.

We are very interested in your feedback.

Please email your comments to: tradewatch@carib-export.com.
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