

TRADEWATCH

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Regional Strategy for Spa and Wellness



Caribbean Export's Executive Director Pamela Coke Hamilton, delivers comments during the launch of the Caribbean Spa and Wellness Strategy while David Gomez, Manager, Trade and Export Development looks on.

The CARIFORUM region now has a regional strategy for the Spa and Wellness sector. The Strategy was developed by Caribbean Export Development Agency (Caribbean Export) under the Health and Wellness Project with financing from the UK's Department for International Development (DfID) through the Caribbean Aid for Trade and Regional Integration Trust Fund (CARTFund) facility managed by the Caribbean Development Bank (CDB).

The regional strategy has been completed at a time when CARIFORUM countries are looking at ways at diversifying their tourism product offerings, and offers several destinations real opportunities for enhancing the export performance of the sector.

The Strategy was designed to guide interventions in the Spa and Wellness sector in a way that aims to achieve a "... Caribbean (CARIFORUM) Spa and Wellness brand identity anchored in quality products and services reflecting unique Caribbean resources and cultural heritage." To do so the Strategy focuses on five strategic pillars of action, specifically: Policy and Regulatory Framework; Capacity

Building; Marketing; Product and Services Development; and Resource Mobilization.

According to David Gomez, Manager, Trade and Export Development at Caribbean Export the next five years are pivotal to the future success of the sector as an export performer. Success will be measured not in terms of revenues generated but more importantly by the degree to which the region is able to establish itself as one of the leading providers of health (spa) and wellness services; anchored in globally competitive standards and a unique Caribbean experience.

The Strategy is complemented by a set of Quality Assurance (Standards) recommendations completed earlier under the project and which sets out key measures necessary for raising the standards within the sector across the region.

Taken together the Strategy and Quality Assurance (Standards) offer a powerful set of tools for building CARIFORUM's Spa and Wellness Sector into a global player and will help to cement it as a niche sector within the tourism industry which is ready for export enhancement.

The global Health and Wellness industry

is a rapidly expanding, multi-billion dollar market. Spa and Wellness Tourism is a substantial component of the Health and Wellness Industry. According to the Global Spa and Wellness Summit (GSWS) sponsored Stanford Research Institute (SRI) International Report of 2010, the estimated global market size of the health and wellness industry is said to be nearly USD 2 trillion.

[Click here to read more about Caribbean Spa and Wellness](#)

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Regional Investment Promotion Stakeholders' Forum

Caribbean Export Development Agency (Caribbean Export), in collaboration with the Regional Investment Promotion Steering Committee (a think tank that was set up by Caribbean Export in 2012 to deliberate on matters related to investment promotion), convened a Regional Investment Promotion Stakeholders' Forum, which was held at the Radisson Aquatica Resort in Barbados on July 11-12, 2013. The event saw participation from 35 representatives of the 15 CARIFORUM member states including the investment promotion agencies and policymakers within the Ministries with responsibility for investment attraction.

The Forum sought to focus attention on the development of a Regional Investment Promotion Strategy (RIPS) and Implementation Plan. The Strategy seeks to position the Caribbean as an ideal location for investment.

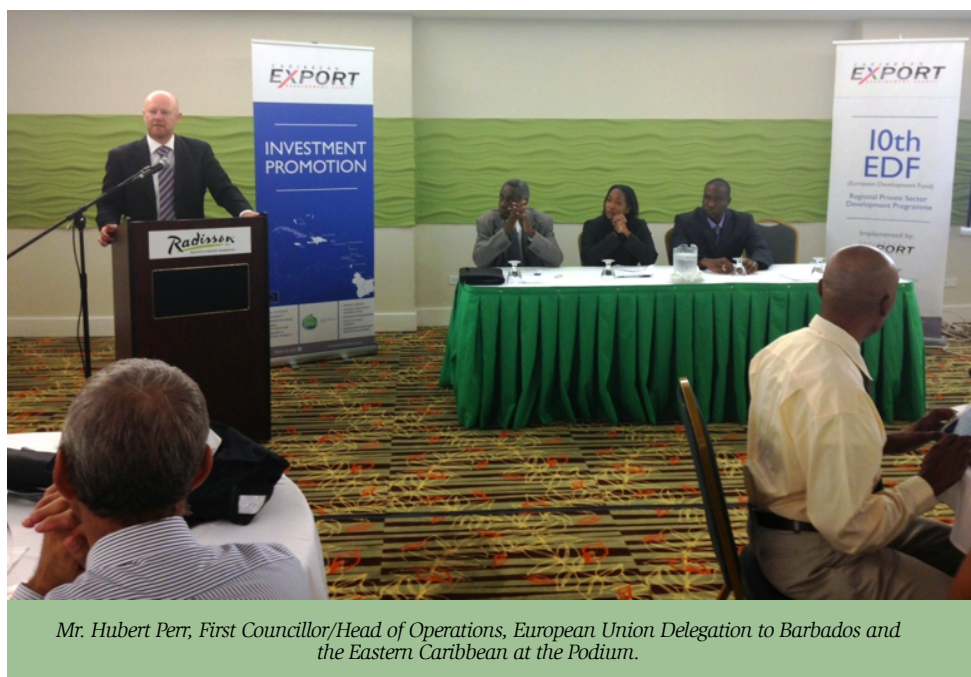
The Forum was officiated by the Chairman of the Regional Investment Promotion Steering Committee, Professor Alvin Wint, Pro-Vice Chancellor of the University of the West Indies. Opening remarks were delivered by Mrs. Pamela Coke Hamilton, Executive Director of Caribbean Export, Mr. Ronald Theodore, President of the Caribbean Association of Investment Promotion Agencies (CAIPA) and Mr. Hubert Perr, the First Councillor and Head of Operations for the European Union Delegation to Barbados and the Eastern Caribbean.

In her opening comments, Mrs. Coke Hamilton noted how pleased she was that the development of the Strategy was being guided by regional stakeholders. She indicated that the document's development was timely, given the current downward trend in regional foreign direct investment flows into the Caribbean region - flows which have not recovered since the beginning of the crisis in 2008, despite the recovery evident in other developing countries. She also pointed to the need to address issues related to fiscal incentives that are being offered by governments in the region to investors - incentives which were among the highest in the world. Mrs. Coke Hamilton reiterated the commitment of Caribbean Export to work with regional stakeholders in the development and implementation of strategies that would increase the perception of investors of the Caribbean as an ideal location for investing.

Mr. Theodore, the President of CAIPA, highlighted the work that has been undertaken to date by the Association through its Secretariat, Caribbean Export, to strengthen the capacity of the investment promotion agencies within the region to target and attract investment flows. He noted that for the Investment Promotion Agencies (IPAs) of the region, it can no longer be business as usual. He indicated that the role of CAIPA is now crucial more than ever to "leverage opportunities for joint marketing and promotion and to build capacity of IPAs through training and information sharing."

Mr. Perr of the EU delegation sought to encourage participants to adopt a "bold and creative approach" to developing strategies that are new and innovative in areas such as the creative industries and clean technology. He noted the critical importance for the investment promotion agencies in the region to adopt a coherent and cohesive approach to investment promotion, despite their being competitors, highlighting the importance of working together in order to gain the highest results.

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Mr. Hubert Perr, First Councillor/Head of Operations, European Union Delegation to Barbados and the Eastern Caribbean at the Podium.

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The other proceedings of the meeting included the presentation of findings from two studies that were undertaken by Caribbean Export, namely, the Investor Perception Survey for CARIFORUM and the Benchmarking Investment Incentives in CARIFORUM against those of major competitors. The findings of these studies, along with a review of existing Regional Investment Promotion Strategies and an update on the development of the Caribbean Growth Forum, an initiative that is being led by Compete Caribbean, guided proposals for the development of the scope of services for the Strategy, on day two of the meeting. It is anticipated that a request for proposal for the development of the Strategy will be published within the next two months.

Funding for this activity was provided by the European Union under the 10th European Development Fund Regional Private Sector Development Programme which is managed by Caribbean Export Development Agency, Tel: 246-436-0578, Fax: 246-436-9999.



Mr. Ronald Theodore, President of the Caribbean Association of Investment Promotion Agencies (CAIPA) and Vice President of Promotion & Marketing, Grenada Industrial Development Corporation delivering remarks.

The National Trade Information Networks (N-TIN)

The creation of the National Trade Information Networks (N-TIN) throughout the CARIFORUM region is vital to the sustainability of a Regional Trade Information Network as well as to building the capacity of Business Support Organisations to provide enhanced trade information services to their respective private sectors and members.

A National Trade Information Network is made up of various types of trade support institutions including National Trade Promotion Organisations (TPOS), Chambers of Commerce, Manufacturing Associations, Coalitions of Services Industries, Sector Associations, Ministries of Trade, Customs Authorities, and National Statistical Institutes, etc. 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 including amongst other areas: 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. TPOs and Government agencies, and the structure and export performance of national economies within the CARIFORUM region.

Each N-TIN is required to collectively appoint a focal point who will act on their behalf and interact with Caribbean Export on all matters relating to the provision of trade information services. To date, focal points have been identified for Trinidad and Tobago - Export TT; Suriname - the Suriname Business Forum; Dominican Republic - ADEXPO and CER-DI; Barbados - the Barbados Private Sector Trade Team; and Belize - BELTRADE. The relationship between the focal point and Caribbean Export shall also be governed by a MOU albeit one that is separate and different from that signed between network members.

Following the results of a scan in 2011-2012 by Caribbean Export of the trade support landscape in CARIFORUM countries, six countries were identified as being ready for moving ahead with the formation of N-TIN. These included Trinidad and Tobago, the Dominican Republic, Barbados, Belize, Suriname, and Jamaica and hence the agency has conducted a series of workshops and consultative meetings with them to introduce the approach and methodology that will be undertaken in the formation of the N-TINs. Caribbean Export will continue to work with other countries within the region to get them to the level of readiness for formation of N-TINs and once this is achieved then similar consultations and technical assistance shall be provided to these 'networks'.

Each NTIN will have an official launch which will feature the signing of the MOU between the network members, and an MOU between the Focal Point and Caribbean Export; as well as technical training sessions with network members on the protocols for data collection and dissemination and on the tools for building out national business and export registries. The official launches are expected to take place before the end of 2013 starting with Belize in mid-October.

Break Point on a TV Station Near You



NETWORK	COUNTRY
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ZNS	Bahamas
CBC TV	Barbados
GBP	Belize
CBN 51	British Virgin Islands
CITN	Cayman Islands
Tele Curacao	Curacao, Netherlands Caribbean
Marpin Telecoms	Dominica
GBN TV	Grenada

NETWORK	COUNTRY
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CVM	Jamaica
PTV	Montserrat
Nevis Cable 8	Nevis
Statia Cable TV	Sint Eustatius, Netherlands Caribbean
Sint Maarten Cable TV	Sint Maarten, Netherlands Caribbean
ZIZ	St. Kitts
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PTV8	Turks and Caicos Islands



For more information about Break Point please click here

Did you miss a Direct Assistance Grant Scheme Workshop?
Click here to review the presentations on our website
www.carib-export.com

Branding and Packaging Workshop a Success

Caribbean Export Development Agency (Caribbean Export) held a two-day workshop on Brand Development and Packaging, in Barbados from July 17-18, 2013. This workshop, which was also streamed live via webinar to 12 CARIFORUM States, was geared towards increasing the competitiveness of CARIFORUM firms by encouraging firms to place more emphasis on the branding and packaging of their products.

The workshop was delivered by Adge Gittins and Nicholas Rhodes of the UK based firms, Brand42 and Rhodes and Lauritsen respectively. Advisor, Competitiveness & Innovation Damien Sorhaindo of Caribbean Export, lauded the workshop as a huge success, "The feedback provided by the participants has been overwhelmingly positive and many have remarked that it caused them to re-examine branding and packaging. The novel concept that products are merely stories masquerading as products and that product packaging should be used to reinforce one's brand story struck at the core of the participants."

Participants were provided with the same tools that the facilitating design firms have shared with multi-national corporations, such as CNN International, Louis Vuitton, Johnny Walker Red Label, Bordeaux, Montblanc, Moët, Smirnoff, and others on major re-branding and advertising campaigns. The recipients are now more equipped to apply and adapt internally to develop winning brand strategies and concepts. These tools include brand profile and product profile mapping devices, relationship mapping, brand and product story telling expertise, and statements of "onliness", to name a few. Participating firms are now prepared to map their brand and product profiles against that of their competitors and develop brand

stories, which will help to develop concepts for product labeling, packaging, print and media advertising and marketing campaigns.

In addition, participants were introduced to resources that are available to them to determine the packaging and labeling standards for specific European markets, as well as resources for selecting the right type of packaging for their category of products.

Twenty-two (22) firms from Barbados participated in the two day workshop, while a total of 82 firms from Antigua, Belize, Dominica, Dominican Republic, Grenada, Haiti, Jamaica, St. Kitts & Nevis, St. Lucia, St. Vincent & the Grenadines, Suriname, and Trinidad & Tobago were able to participate via webinar.

Firms were thoroughly engaged during the course of the workshop and there was a high level of interaction between the participants and the facilitators in Barbados. The two presenters, Mr. Adge Gittins and Mr. Nicholas Rhodes demonstrated their combined 40 years plus experience as designers and brand insight experts and presented the material in a way that the participants of all levels could understand.

Participants left the workshop having gained an entirely new perspective on what is meant by branding and the need to differentiate themselves from what are considered as the category norms. The overarching theme coming out from these workshops was the need to be different, but not merely to be different arbitrarily but rather to be different with a reason, in a way that is coherent with the brand story.

The participating firms left committed to putting into practice the skills and tools that they had gained over the two days to improve their respective firms' brand positioning.



(Top) Participants during the Branding and Packaging Workshop at the Hilton, Barbados and product samples on display during the session (bottom).

COUNTRY	# OF FIRMS	# OF ATTENDEES
Antigua	4	6
Barbados	22	27
Belize	6	9
Dominica	2	3
Dominican Republic	5	8
Haiti	5	5
Jamaica	9	18
St. Kitts and Nevis	6	10
St. Lucia	11	13
St. Vincent and the Grenadines	9	12
Suriname	8	11
Trinidad and Tobago	13	21

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

Email: info@carib-export.com

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Facebook: www.facebook.com/Caribbean.Export

Twitter: www.twitter.com/CaribXport

Youtube: www.youtube.com/TheCaribbeanExport

Workshop on Internalization and Promotion of Caribbean SME Consortiums



From left: (at podium) Mr. Escipion Oliveira, Deputy Executive Director, Caribbean Export, (head table) 1. Mrs. Florence Van Houtte, Chief of the Trade Section, Support to the Private Sector and Regional Integration of the European Union Delegation in the Dominican Republic, 2. Mr. Antonio Vargas, National Authority of the European Development Funds in the Dominican Republic (DIGECO), 3. Mr. Jean Alain Rodriguez, Executive Director of the Center of Export and Investment of the Dominican Republic, 4. Lynette Holder, Chief Executive Officer, Small Business Association (SBA), Barbados, 5. Mr. Antonio Leone, Coordinator of the SELA-SMEs Programme

Caribbean Export in cooperation with the Latin American and Caribbean Economic System (SELA) held the “Workshop on Internalization and Promotion of Caribbean SMEs Consortiums” in Santo Domingo, Dominican Republic, on July 8-9, 2013. This activity was also co-organized with the Small Business Association of Barbados (SBA) and the Center for Exports and Investments of the Dominican Republic (CEI-RD).

The objective of this event was the promotion of strategies for productive development, the creation of export consortiums and the internationalization of Small and Medium-sized Enterprises (SMEs) for their foray into regional and international markets. The workshop also aimed to stimulate the exchange of goods and services among Latin American and Caribbean countries in order to strengthen the productive integration of the region and promote the participation of SMEs in trade fairs and business events.

The opening session of the event included the participation of Mr. Antonio Vargas, National Authority of the European

Development Funds in the Dominican Republic (DIGECO), Mr. Jean Alain Rodriguez, Executive Director of CEI-RD, Mrs. Florence Van Houtte, Chief of the Trade Section, Support to the Private Sector and Regional Integration of the European Union Delegation in the Dominican Republic and Mr. Antonio Leone, Coordinator of the SELA-SMEs Programme.

Participants of the Workshop included the representatives of the Chambers of Commerce and Industry of Barbados, the Bahamas, Belize, Guyana, Jamaica, Dominican Republic, Suriname and Trinidad and Tobago; and the intervention of experts from the Caribbean Association of SMEs (CASME), the Caribbean Community (CARICOM), the Organization of Eastern Caribbean States (OECS), the Spanish Institute of Foreign Trade (ICEX), the United Nations for the Industrial Development Organization (UNIDO), the Secretariat of Economy of Mexico and the National Commission for SMEs of El Salvador (CONAMYPE).

Caribbean Export to Assess the Region's Trade Promotion Organisations

Caribbean Export as part of its mandate under the 10th EDF Regional Private Sector Development Programme for supporting Business Support Organisations (BSOs) in delivering a wider range and quality of programmes has adopted a two-step approach to technical assistance for capacity building for BSOs. Step one involves a benchmarking assessment of national Trade Promotion Organisations (TPOs) using the tool and methodology developed by the International Trade Centre, Geneva (ITC). Step two involves the use of the results of that assessment to help develop a Plan of Action for improving the programmes offered and the service delivery of the relevant TPO. This activity is completed within the framework of a recently signed MOU between Caribbean Export and ITC.

The benchmarking assessment provides TPOs with an independent and objective assessment of the institutional situation of TPOs within the CARIFORUM region including their efficiency and performance in relation to good business practices of other international TPOs. The assessment identifies areas for improvement through the use of benchmark measures, developed specifically for TPOs. The programme has the two-fold objective of providing organizations with an independent assessment of their performance while offering them a global learning platform to compare processes and business practices for improvement.

This exercise identifies the needs and constraints of TPOs and enables recommendations on the possible interventions required. Based on the results of the assessment Caribbean Export will proactively engage TPOs to identify or re-defining their menu of services offering ensuring that they meet and reflect the needs of their private sector clients/members. The assessments are conducted by a team of certified experts from ITC and trained Caribbean Export staff and is based on a tested and consolidated maturity based model[®] shaped around four main areas of performance: I) Leadership and Direction;

II) Resources and Processes; III) Product and Service Delivery; and IV) Measurement and Results.

The TPO benchmarking assessment will initially be conducted as pilot projects in three CARIFORUM countries; Barbados, Trinidad and Tobago, and the Dominican Republic with the assessments being completed for their national TPOs; Barbados Investment and Development Corporation (BIDC), Export TT, and the Center for Exports and Imports (CEI-RD) respectively. These countries were selected based on a number of criteria including amongst others (a) an independent expression of interest or request to ITC for an assessment; (b) results of a review by Caribbean Export on the role and functions of a select number trade support organisations across the region (completed as part of the Market Intelligence consultations); and (c) participation in the training exercise on the benchmarking assessment tool and methodology which was conducted in December 2012.

"According to Dr Leroy McClean, Chief Executive Officer of the BIDC, "the assessment can serve as a good indicator to show where we are at, as well as a good pointer to where we should be and what we need to do to get there. The insight offered could certainly steer us on the right path to export development and promotion with respect to internationally accepted good practice. These sentiments were echoed by Mr Christopher Lewis, Chief Executive Officer of the newly established ExportTT, Trinidad and Tobago's National Trade Promotion Agency who stated that "the initiative provides the agency with a powerful tool ...as they recalibrate and strive to achieve their full potential as aTPO."

The long terms objective is to benchmark the various National Trade Promotion Organisations and other Trade Support Institutions within the region through a mix of this formal assessment and 'guided' self-assessments, a tool for which is scheduled to be launched later this month by the ITC.



(From l-r) David Gomez, Manager, Trade and Export Development, Caribbean Export, Christopher Lewis, CEO, ExportTT, Pennie Humdle, ITC and Zamaní Moodie, Advisor, Market Intelligence, Caribbean Export

Engineering Regional Growth in Design and Construction Management

ABACUS Inc. is a registered Commonwealth of Dominica Professional Corporation providing a broad range of engineering and related support services throughout the country to its clients in the planning, design and construction management of public and private sector facilities.

ABACUS's professional services include the provision of facility assessment, site data collection and investigations, land and hydrographic surveys, civil and structural engineering and construction support services for a wide range of projects.

In 2012, ABACUS Inc. received a Regular Procedures Grant from Caribbean Export Development Agency (Caribbean Export) to undertake a professional capacity enhancement project. The main objective of the project is to increase corporate strength by participation as a prime engineering consultant bidding for a wide range of local, regional, and international development projects, thereby providing employment for local professionals.

A number of benefits have been actualized by the project to date including an improvement in the company's ability to purchase new software, acquisition of a new plotter, and securing two projects from the Caribbean Development Bank (CDB). There has been approximately a 60% increase in sales as a result of enhanced output, namely residential and commercial projects.

"The [Direct Assistance] Grant programme executed by Caribbean Export is a tremendous resource for firms", remarked Nelson Pierre, Managing Principal. "In addition to providing financial assistance, technical support is also available to firms in the form of training and workshops. It is hoped that more firms in Dominica take advantage of the opportunities being provided", Pierre concluded.



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Structural Redesign and Upgrade - Dominica



Railway Bridge Project executed by ABACUS Inc.



Building Foundation and Architectural Design - New York, USA



Apartment Building Architectural Design - Montserrat

Regional Investor of the Year Award 2013

Caribbean Export Development Agency (Caribbean Export) and the Caribbean Association of Investment Promotion Agencies (CAIPA) invites nominations for the Regional Investor of the Year Award (RIYA) 2013, an initiative to recognise and promote the contribution of foreign and local investors to the Caribbean economy.

The countries that may participate in this initiative include: Antigua and Barbuda, Bahamas, Barbados, Belize, the Cayman Islands, Curaçao, Dominica, Dominican Republic, Grenada, Guyana, Haiti, Jamaica, Montserrat, Saint Kitts and Nevis, Saint Lucia, Saint Vincent and the Grenadines, Suriname, Trinidad and Tobago and the Turks and Caicos Islands.

The deadline for submission of applications is October 11, 2013 at 12:00 midnight AST.

Full details are available on Caribbean Export's website www.carib-export.com or by clicking here. For more information contact Suzette Hudson at shudson@carib-export.com.



Invitation to become a Certified ProNET Trainer - Dominican Republic

ProNET is a training programme that consists of nine (9) modules which aim to build the capacity of regional firms to enhance their competitiveness. The modules are Business Strategy, Quality Management, Production Management, Resources Management, Product Development, Information & Knowledge Management, Human Resources Management Cost and Financial Management and Export Marketing.

Caribbean Export intends to expand the trainer pool in the Dominican Republic and is therefore inviting suitable persons to apply.

All applicants must:

- Be a national of the Dominican Republic;
- Have practical experience of at least five (5) years in the private sector at a senior level or persons with experience as a consultant to SMEs for at least five (5) years may also be considered;
- Have experience delivering business related training to SMEs;
- Have an entrepreneurial background;
- Be able to communicate in both Spanish and English

For more information visit the Caribbean Export website.

Closing date for applications is October 23, 2013



CANCELLATION NOTICE

We regret to announce the cancellation of this years' Design Caribbean, scheduled for October 25-27, 2013.

We apologise for any inconvenience caused and thank you for your continued support.

For more information visit
www.designcaribbean.com

or contact:

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TRADEWATCH UPCOMING EVENTS

SEPTEMBER 2013		
Caribbean Export Regional Benchmarking and Capacity Building Programme	Trinidad & Tobago	September 2-6
SBDC Training - Module 2	Barbados	September 4-5
5th Management Consulting Symposium	Trinidad and Tobago	September 10-12
CARICOM Agro-industrial producers to Expo CIBAO	Dominican Republic	September 10-15
N-TIN Consultation	Dominican Republic	September 20
Caribbean Export Regional Benchmarking and Capacity Building Programme	Dominican Republic	September 23-27
SBDC Training - Module 3	Dominica	September 24-26
ProNET Training - Export Marketing	Saint Lucia	September 25-27
N-TIN Launch	Dominican Republic	September 26
OCTOBER 2013		
ANUGA 2013	Germany	October 5-9
SBDC Training Module 3	Barbados	October 9-11
N-TIN Launch	Belize	October 11
Advanced Regional Trade Information Training Programme	Belize	October 14-19
SBDC Training Module 4	Dominica	October 17-18
Trade Mission to OCTs	Anguilla/St Maarten/St Thomas and Tortola	October 19-25
Dominicana Moda	Dominican Republic	October 21-26
ProNET Train the Trainers (Spanish)	Dominican Republic	TBC
NOVEMBER 2013		
FIHAV	Cuba	November 4-8
SBDC Training - Module 4	Barbados	November 6-7
N-TIN Launch	Suriname	November 7
ACCS Workshop - Ripo Graphics Rights	St Lucia	November 11-16
ProNET Training - Export Marketing	Grenada	November 12 -14
3rd CARIFORUM Financial Services Conference	Bahamas	November 13-15
ProNET Stakeholder Conference	Barbados	November 18-19
Trade Advocacy Programme	Jamaica	November 18-20
CARIFORUM EPA Implementation Network Workshop	Jamaica	November 21-22

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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