

TRADEWATCH

Official E-Newsletter of the Caribbean Export Development Agency

VOL. 8 NO. 4 OCTOBER, 2014

Caribbean Export Awards 5 Million Euro to Exporting Businesses



Pamela Coke Hamilton, Executive Director, Caribbean Export speaks to press during the announcement of Direct Assistance Grant Scheme Awardees.

The Direct Assistance Grant Scheme (DAGS) is one of the most tangible ways that Caribbean Export offers financial support to legally registered SMEs, individuals and BSOs which have the potential to export their products and services.

Two facilities of funding are offered by DAGS, the regular procedures facility, which provides grants up to of 30,000, and the accelerated procedures facility which provides grants up to 5,000, to cover a maximum of 70% of the total project cost. Caribbean Export also facilitates access to finance through the Special Call for Proposals, which allows applicants to submit proposals for funding outside of DAGS, examples of this include the Special Call for Proposals for Food Safety, which was launched in 2014.

Caribbean Export congratulates the 282 beneficiaries, from across a wide range of countries including Antigua & Barbuda, Bahamas, Barbados, Belize, Dominica,

Dominican Republic, Grenada, Guyana, Haiti, Jamaica, St. Lucia, St. Kitts & Nevis, St. Vincent & the Grenadines, Suriname and Trinidad & Tobago; who have been able to access 5,824,258.45 euro in funding to develop their companies. The Agency notes, with pleasure, that there was a marked increase in grants awarded between the 9th and the 10th EDF. During the 9th EDF, 197 firms were awarded grant funding totalling 2.6 million euro under three CfPs. During the first call, 34 firms were awarded 892,000 euro ; for the second call, 32 firms benefited from 377,000 euro in funding; and 131 firms were awarded a total of 1.4 million euro during the third call. Under the 10th European Development Fund (EDF), 282 firms have been awarded grant funding totalling 5.8 million euro under two CfPs. For the first call, 142 firms benefited from 2.7 million euro in funding, and for the second call, 140 firms have been awarded approximately 3.1 million euro.

The DAGS further aims to open new markets, particularly to benefit from the CARIFORUM-EU Economic Partnership Agreement (EPA), CARICOM Single Market Economy (CSME), CARICOM-DR Free Trade Agreement (FTA) or any other bilateral or multilateral arrangements signed within the region or with African Caribbean and Pacific (ACP) or European Union (EU) partners. The DAGS also fosters intra-regional cooperation to enhance productivity and capitalise on economies of scale; and promote programmes, which will impact on underdeveloped areas or disadvantage sectors within the region. Beneficiaries often use the funding to modernize equipment, upgrade facilities to meet international food and quality standards, enhance products and packaging, implement alternative energy systems, market and promote products and services, train staff, and develop collateral materials.

To date, Caribbean Export has awarded 479 SMEs and BSOs across the CARIFORUM region via Direct Assistance Grants totalling 8.4 million euro. These figures represent the Call for Proposals (CfPs) during the 9th EDF Caribbean Trade and Private Sector Development Programme (CTPSDP) Phase II, which ran from 2008-2010; and the 10th EDF Regional Private Sector Development Programme (RPSDP) which runs from 2011-2015. A full list of beneficiaries can be found at www.carib-export.com.^(TW)

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Regional Agro-Processing Firms Awarded Special Assistance for Food Safety

There continues to be the recognition that expansion of the agro-processing sector into external markets is critically important to the development of the Caribbean economy, and that the ability of the regional agro-processing sector to meet international food safety requirements is central to their access to international markets. By this token, Caribbean Export has awarded 197,000 Euros or \$255,000 USD in financial assistance to CARIFORUM agro-processing firms as part of the 10th EDF RPSDP funded by the EU.

The Agro-processing sector within the Caribbean is relatively fragmented and underdeveloped, comprised mainly of small and medium sized enterprises involved in the processing of traditional agricultural products for domestic use and export. There are a number of competitive constraints that currently hinder the expansion of the agro-processing sector, one of which is food safety requirements. By tackling this issue, it is anticipated that regional Agro-Processing firms will have increased opportunities to export internationally.

On May, 28th, 2014 the Agency released a Special Call for Proposals - Food Safety for CARIFORUM agro-processing firms, specifically to address the issue of exporters and producers not meeting certain food safety requirements as internationally, as exporters are obligated to comply with the food safety requirements of the desired export markets. Something as simple as excluding an allergen notice on packaging could have products be refused for export.

A total of 55 applicants were received of which 22 companies have been awarded a grant to a maximum value of 10,000 Euro. The successful applicants were from Barbados, Belize, Dominica, Dominican Republic, Grenada, Guyana, Jamaica, St. Lucia, Suriname and Trinidad and Tobago. The full list of beneficiaries can be downloaded [here](#). It is anticipated that the beneficiaries of these grants wishing to export to the European Union Market can utilise the funds to develop in a manner that ensures production under standard quality control conditions that meet the sanitary and regulatory requirements of the EU marketplace such as HACCP, GAPs, GlobalGAP, ISO 14000, Fair Trade Certification, BRC, QF 1000 and Primus GFS.^(TW)



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CAIPA and Caribbean Export Strengthen Regional Investment Promotion

An increase in Foreign Direct Investment (FDI) in the region is the goal of the Caribbean Association of Investment Promotion Agencies (CAIPA), which was awarded \$1 Million USD by the Inter-America Development Bank (IDB) under a Regional Public Goods (RPG) Programme to execute a number of projects over the next two years. A methodology for the development of a Caribbean database on Foreign Direct Investment (FDI) is one of the key projects to be executed with the funds provided by the IDB. A meeting to discuss this project was held on July 8, 2014 in Port Of Spain, Trinidad and Tobago; with Caribbean Export, who is also the Secretariat for CAIPA, UN ECLAC and the IDB, with approximately 20 representatives from Caribbean Investment Promotion Agencies (IPAs) in attendance.

This was the first in a series of projects to be undertaken through the kind support of the IDB. The creation of a FDI projects database is a response to the need for increased access to information on FDI flows into the region, and more specifically, data on the number of jobs created, the sectors into which these investments are being channeled and the types of incentives being offered. "Given the extensive use of FDI incentives in the region, the establishment of reliable and adequate sources of information on FDI will contribute to the debate on the effectiveness of these incentives," notes Ms. Diane Quarless, Director of ECLAC's Sub-regional Headquarters for the Caribbean.

Participants were also advised of the support services offered by CARTAC to members seeking to improve their external statistics, and were made aware of the current aggregate data published by the CARICOM Secretariat's Regional Statistics Unit. Technical assistance for the development of this project is being provided by UN ECLAC and participants were introduced to global good practices in FDI projects data collection and monitoring. Mr. Olaf de Groot and Mr. Miguel Perez of UN ECLAC also highlighted a possible mechanism that could be used by CAIPA for the development of the Caribbean repository. Mr. Ronald Theodore, President of CAIPA indicated that he expects "The publication of data on FDI projects into the Caribbean will increase the attractiveness of the region to potential investors." In this regard, the database is being positioned as a tool for investment promotion.

Regional investment promotion stakeholders also convened to discuss FDI on July 9. The meeting, chaired by Professor Alvin Wint, Chairman of the Regional Investment Promotion Steering Committee (RIPSC), had a total of twenty-nine representatives participating in the review of the proposed Strategy, and providing valuable feedback that will inform the final plan of action. In this meeting, the progress towards the development of a Regional Investment Promotion Strategy and Implementation plan for the CARIFORUM Region was discussed. Caribbean Export, in collaboration with the RIPSC and CAIPA, is working on this initiative, which is the culmination of two years of work under the 10th EDF RPSDP. The main objective of this project is to increase the awareness of the Caribbean as a destination for FDI. This strategy identifies the value proposition of the region, the priority sectors for promotion, and proposes a communication

plan to position the region as ripe for investment. This strategy represents an opportunity to utilize the data gathered from the Caribbean database on FDI discussed on July 8. Ms. Pamela Coke-Hamilton, Executive Director of Caribbean Export noted that "With this data, it is easier to promote the Caribbean for investment and develop strategies to improve the attractiveness of the region to investors." The Strategy will be finalized by September 2014, with a defined implementation plan and funding guidelines to safeguard its implementation.

Additionally, a 2 day training session was conducted on July 10-11, 2014 to provide CAIPA members with information on good practices in the design and implementation of national investment promotion strategies. The capacity building exercise is one in a series of initiatives led by Caribbean Export in collaboration with CAIPA to increase the capability of IPAs in the region to attract increasing levels of sustainable FDI. The training drew on some of the lessons learnt while developing the Regional Investment Promotion Strategy and focused on the need to align the investment promotion strategies developed by the IPAs to their respective national development goals. Twelve (12) IPAs from the region participated in the workshop. Caribbean Export hopes to capture and publish these good practices in the first of a series of handbooks on investment promotion that will be made available later this year.^(TW)



IPA Professionals listening to a presentation during the NIPS Training Session



Members of CAIPA's Steering Committee during the Stakeholder's Meeting

Caribbean Export Supports an Investment Promotions Strategy for Haiti and Dominican Republic

While the aim of Caribbean Export Development Agency is to increase FDI in the region, particular focus is being placed by the Agency on support for the development of a Joint Investment Promotions Strategy (JIPS) for Haiti and the Dominican Republic that will centre on the mutual development of opportunities in both countries. The development of the JIPS falls within the framework of the Binational Haiti/Dominican Republic Programme that speaks to strengthening the capacity to develop, enforce and implement trade policies and regulations and support investment promotion.

At the inaugural "Invest in the DR" summit hosted by the Export and Investment Centre of the Dominican Republic (CEI-RD) on September 4-5, 2014, Caribbean Export in cooperation with CEI-RD organized a conference on the "Binational Strategy of Investment Promotion", with the participation of Ms. Norma Powell, General Director of the Center for Facilitation of Investment of Haiti (CFI), Mr. Juan Vicini and Mr. Fernando Capellan, representatives of the private sector of the Dominican Republic, Ms. Florance Van Houtte, representative of the European Union Delegation in the DR and Ms. Lidia Encarnación, representative of the National Authority of the European Development Funds in the Dominican Republic (DIGECOOM). The conference sought to promote the border zone of Haiti and the Dominican Republic as an additional destination



Participants of the Invest in DR Summit 2014

to invest in the region, contributing to benefit national economic development and generate decent jobs in both countries, with special focus on the agribusiness, infrastructure such as renewable energy, transport and logistics, manufacturing, and the eco-tourism sectors. It is hoped that the JIPS will mutually reinforce the attractiveness, performance and potential as competitive FDI locations for both countries.

Juan Vicini, member of the Vicini Group of the Dominican Republic, which analyses the principal trends, drivers, and industries that are pushing the growth of countries in the region, stressed the importance of investing in the border zone as a means to guarantee the development and sustainability of both countries. He noted that dynamic economic activity in the border zone would encourage the population of both countries who are seeking employment to look towards the border zone as a source of work.

This event welcomed the active participation of Mr. Claude Duncan, Vice President of JAMPRO in representation of the Caribbean Association of Investment Promotion Agencies (CAIPA). Mr. Duncan's participation was supported by Caribbean Export as part of the 10th EDF RPSDP and reinforces the integration of regional IPAs and strengthens their capacity to increase FDI.^(TW)



Panellists hold discussions during the Invest in DR Summit 2014

CARIBBEAN EXPORT WEEK

NEW DATE

NOV. 10 - 15, 2014 . Bridgetown, Barbados

www.carib-export.com/cew2014



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Business Summit Strengthens China-Caribbean Relations

Caribbean Export supported a contingent of representatives from four (4) of the region's Business Support Organisations (BSOs) to participate in the 8th China-Latin America and the Caribbean (LAC) Business Summit that was held in Changsha, China between September 12-13, 2014. The Summit was started in 2007 by the China Council for the Promotion of International Trade (CCPIT) as a promotion mechanism and platform of economic and trade cooperation between China, and Latin America and the Caribbean. Over the years, speakers including political leaders, representatives from international organisations, financial institutions, business experts and entrepreneurs from China and LAC countries have participated in the discussion of trade and investment policies and market opportunities at the summit.

At this event, the Caribbean delegates were afforded the opportunity to discuss investment and prospects for future trading relations with the Tianjin authorities and business groups, and meetings with the China Ministry of Commerce and the International Trade Development Bureau, enabled the discussion on the support that could be offered to the Caribbean, allowing for increased access of Caribbean products to the Chinese market. Additionally, talks with the China Development Bank led to enlightenment as to how the Caribbean could access available resources in China earmarked for infrastructure development, as well as commercially viable projects in the Caribbean.

Minister of Industry, International Business, Commerce and Small Business Development for Barbados, the Honourable Minister Donville Inniss, sought to build relations, discover new potential trading partners and promote the Caribbean for viable

investment opportunities. Speaking at the China LAC Summit, Minister Inniss noted that the areas for future cooperation between China and the Caribbean included financial services, logistics, tourism and hotel development, agribusiness and infrastructure development.

Under the umbrella of the summit, other activities such as LAC National and Regional Exhibitions; Roundtable Meeting of China-LAC Trade Promotion Organizations, and one-on-one business matchmaking meetings are also hosted. BSOs including JAMPRO, InvestSVG, The Barbados Chamber of Commerce and Industry and the Chamber of Commerce of Haiti, have used these forums to strengthen their capacity to understand the Chinese market, and to enable them to work with the region's private sector to strategically target and penetrate the Chinese for exports and investments. One key meeting that was held during the mission was with ChinaGoAbroad, whose members-only platform provides information and connections for Chinese companies as well as their global counterparts seeking international business partners, investment opportunities and joint ventures in a variety of sectors.

To date, over six hundred (600) attendees from across more than twenty (20) LAC countries have actively participated and benefitted from the China-LAC Summit and related activities. Caribbean Export is dedicated to strategically positioning the region for trade and investments from China, and was pleased to support participants in the dialogue and to support the promotion of policy dialogue at the government level while promoting Chinese investments in Latin American and Caribbean markets. ^(TW)



Members of the Caribbean delegation and Chinese officials during the China-LAC Business Summit

Regional Investor of the Year Award 2014 Information Bulletin

What is the Regional Investor of the Year Award (RIYA)

The RIYA is a collaborative initiative between Caribbean Export CAIPA to recognize 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, St. Kitts and Nevis, Saint Lucia, St. Vincent and the Grenadines, Suriname, Trinidad and Tobago and the Turks & Caicos Islands.

The RIYA 2014 is turning its attention this year to the green economy and the region's efforts at protecting its environment. RIYA 2014 will seek to promote investments in initiatives that employ environmentally friendly and sustainable business practices – initiatives that protect the region's delicate ecosystem – its flora, fauna and human life. Foreign and local investor applicants must demonstrate that they have made significant contributions through changes in processes, practices, and structures to moderate potential damages to our ecosystem or to benefit from opportunities associated with the green economy. Investment projects that include wholly or in part elements of the following, among others, are eligible: the adoption of sustainable tourism and agricultural practices, renewable energy solutions or employment of energy efficient methods, waste recycling, human resource training on environment protection and the use of sustainable construction materials.

Awards are given to distinctive investment projects in 3 categories:

Local Investor of the Year Award: This award will seek to honour local investors, those of Caribbean birth who have invested in operations in the region that have generated a significant impact.

Foreign Investor of the Year Award: This award will seek to honour, as the name suggests foreign investors (non-Caribbean nationals), who have invested in operations in the region that have generated a significant impact.

Special Awards: Special recognition will be given this year to Women Investors who through their business initiatives have made a significant contribution to the socio-economic development of the region. These projects do not need to focus solely on the green economy. These special awards will be given at the discretion of the Evaluation Committee to outstanding applicants.

An overall winner will be chosen from the successful candidates in the above categories and will be named Regional Investor of the Year Awardee 2014.

The aim is to feature these distinguished investors and their success stories in planned investment promotion campaigns, on the websites of both agencies and in additional collateral material. In addition, the investor must demonstrate a willingness to participate in investment promotion campaigns in 2015, where resources allow.

NEW DEADLINE: October 17, 2014



RECOGNISING AND PROMOTING THE CONTRIBUTION OF FOREIGN AND LOCAL INVESTORS TO THE CARIBBEAN'S GREEN ECONOMY

DEADLINE FOR SUBMISSION
~~OCTOBER 10, 2014~~



Caribbean Export Supports Start Up Jamaica Initiative

The Caribbean Export Development Agency (Caribbean Export) has pledged financial support toward the launch of Start Up Jamaica in efforts to accelerate development in youth entrepreneurship, with a focus on the technology sector. Start-Up Jamaica (SUJ) is a facility through which select start up technology companies can access seed capital, training and mentorship in return for equity in the company.

SUJ aims to support talented and technologically savvy young people to tap into the growing global market for technological innovations, and further serves the social demand for more employment opportunities not only in Jamaica but also in the wider Caribbean. Caribbean Export's Executive Director, Pamela Coke-Hamilton expressed that "this initiative has the potential to be a regional game changer in the transitional development of the regions savvy young people who are bursting with ideas in to our future entrepreneurial successes". The support offered through the programme is intended to grow the ideas of innovators and entrepreneurs from the region into marketable products and services, while also increasing employment and generating foreign exchange. The strategy aims to transform Caribbean people from being "technology consumers" to "technology creators" over the next few years, and to position Jamaica as the hub for entrepreneurship and innovation in the Caribbean.

'Start Up Jamaica' is modelled on the very successful 'Start Up Chile' programme, which at pilot stage in 2010 attracted twenty-two start-up companies from across fourteen countries, and now is on track to meet its target of one thousand participants at the close of 2014. Start Up Jamaica, which will be the first of its kind in the region, attracted one hundred and ninety two applications from across the region.

Start Up Jamaica hosted a five day boot camp for tech entrepreneurs hosted by Oasis500, which is the pioneering early stage and seed investment company from the Middle East which supports entrepreneurs with funding and training, on September 8th to 12th, 2014. From among these participants, ten teams were selected to work with SUJ in partnership with Oasis500. Through SUJ, participating start-up companies are expected to be better prepared to pitch to equity investors and receive investments to achieve business growth. Consultations with leaders of a number of similar experiences worldwide have confirmed that a physical hub such as Start Up Jamaica is crucial to the development of a thriving tech entrepreneurship which is vital for job creation and generation among youth in the region.^(TW)



Click on image to view video. Internet connection required.

Regional Services Professional Participate in Export Training Programme



Participants and Facilitators of the SERVICES Go Global Training Programme in Barbados

The SERVICES Go Global training of trainers programme, advantage of the opportunities to enter new markets, which are which is an export training program for SME service providers, is open to them currently. This human and institutional capacity being supported by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) in partnership with Caribbean Export with between the development Agencies, which aims to enhance the the main beneficiary stakeholder being the Caribbean Network of sustainability of the national services coalitions which provide Services Coalitions (C-NSC). The programme was developed and critical business support services to local service providers such as delivered by Global Links Network, a team of certified international training, advocacy and market visits. The advent of globalization trade professionals who have delivered services training in over 50 and technology has made it possible for small service providers countries worldwide over the past 20 years. across all services sectors to export their services. This includes

To date, SERVICES Go Global is the only export readiness the region's priority sectors of business and professional services, training programme for services exporters and would-be exporters health and wellness, creative industries and information and in the world. It will cover business preparation, conducting market communication technology, amongst others.

research, developing market strategy and entering the market. "SERVICES Go Global is a timely and comprehensive training The programme seeks to increase the export knowledge, skills programme for service exporters, but it is the element of the and capabilities of those companies in the services industries services-tailored Export Plan that I find most exciting and relevant, and guide them towards becoming export-ready, culminating as I'm sure will the participants of this course," shared Suzanne in the development of an export plan. It is intended that after Joachim, a well-experienced trainer from St. Vincent and the participating in the programme, companies will have gained the Grenadines. Other participants echoed Ms. Joachim's sentiments, valuable skills necessary to successfully engage in the international that the course will not only prove valuable to service providers marketplace. across the region, but has enhanced their own export efforts in

The programme also forms an integral part of enhancing the process. the overall sustainability of business support organisations, "This workshop forms a critical part of the on-going particularly the national Coalitions of Services Industries (CSIs) commitment to support the CARIFORUM services sector and in their efforts to support the CARIFORUM private sector. It efforts towards enhancing the ability of the private sector to was introduced to thirty (30) pre-qualified regional trainers and leverage the economic benefits available under the Economic representatives from national Coalitions of Service Industries (CSIs) Partnership Agreement (EPA) between the CARIFORUM states in Barbados on September 22-24, 2014. The trainers were able to and the EU countries" shared GIZ representative Ginelle Greene. review the programme and discuss its implementation across the The Services Go Global programme will be made available to the region to assist Caribbean service provider firms to improve their private sector and other stakeholders through authorized trainers competitiveness and achieve success in the global marketplace. on behalf of national CSIs and will be launched in early 2015 across

The SERVICES Go Global Training Programme is expected the Caribbean; including Antigua and Barbuda, Barbados, Belize, to increase the number of small firms which are able to take Dominica, Dominican Republic, Grenada, Jamaica, Saint Lucia, St. Vincent and the Grenadines, and Trinidad and Tobago.^(TW)

Caribbean Export Delivers Regional Training in Market Intelligence



Participants in St. Lucia during the Market Intelligence Training Workshop



Market Intelligence training participants in Dominica listen to a presentation

Over the years, market intelligence has been largely overlooked in the CARIFORUM region. As a result of this, companies have made uninformed decisions which have mitigated their chances of penetrating regional and international markets. Caribbean Export, as part of its mandate under the 10th EDF RPSDP, encourages the use of Market Intelligence by regional private sector firms as a means of increasing export activity. Market Intelligence refers to information which can be collected and analysed to assist companies in identifying the most appropriate target markets for their products or services. The information gathered can be used to inform market entry strategies; determine high potential markets for export; identify customary requirements and typical voluntary practices in the target market, and identify new opportunities and risks. There are many tools which can be used to provide this useful information to exporters.

The Market Opportunity Brief is one such tool which has proven to be indispensable in the presentation of data collected in the market intelligence process. Market Opportunity Briefs provide key insights on the demand conditions for a particular product in both traditional and non-traditional markets, and they analyse various trends such as market size, market growth rate, market consumption capacity, wholesale and retail trends, social factors affecting demand, supply factors, and opportunities for regional companies. With information regarding the conditions in desirable export markets, business owners can make more informed decisions. Market Pointers also represent an effective tool for presenting data collected on potential markets in a way which is easy to understand. This tool provides essential data in a succinct format, much more efficiently than complicated market research publications.

Caribbean Export has also facilitated Market Intelligence Training Workshops for private sector firms. To date, these workshops have taken place in St. Lucia, Dominica, Belize, Haiti and the Dominican Republic. This training aims to provide

participants with a basic understanding of Market Intelligence and introduce them to the Market Pointer tool; provide practical training on how to build out the Market Pointer with information relevant to their market intelligence needs; identify the traditional data sources for market information, and provide a demonstration on the use of these platforms and assist in the capacity building of the regional private sector to procure their own high quality market intelligence information. They are designed to assist in the capacity building of the regional private sector to procure high quality market intelligence information through the identification and use of various trade information data sources and platforms. The Agency has also facilitated The Regional Trade Information Training Programme, which builds the capacity of regional experts from various BSOs and Trade Promotion Organizations (TPOs) in trade information management. The training is provided at both levels to ensure the effective dissemination of knowledge.

Finally, the Agency is currently developing a Market Intelligence Portal, which will make important information available online. The portal will be designed to be an online platform that gives the user the ability to obtain market reports on products, sectors and countries of interest. Key data the portal will report on will be trade and economic data, market profiles and reports, tariff and non-tariff data, a database of regional companies, trade agreement analysis, directory of BSOs, trade regulation and related documentation, and links to important data sources.

These measures are expected to improve the business decisions of companies attempting to penetrate the export market. Armed with relevant information on the market conditions regionally and internationally, companies can develop more efficient marketing strategies, assess their chances for success in a particular market and identify the risks of a market before attempting to enter it. The use of Market Intelligence is far more effective than the haphazard approach that is widespread among companies in the region.^(TW)

Regional SMEs Benefit from ProNET Training

Caribbean Export, in partnership with the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) offers Productivity Network (ProNET), which is a training programme for small and medium sized enterprise (SME) owners who want to grow their businesses and become more competitive. Certified ProNET trainers are located in Bahamas, Barbados, Belize, Dominica, Dominican Republic, Jamaica, Suriname, St. Kitts and Nevis, St. Lucia and Trinidad and Tobago.

SMEs play an important role in the economic development of any country, as they generate employment, create innovation and improve the standard of living, all of which leads to economic growth. ProNET training was designed to support SMEs and decrease gaps in the training and knowledge of otherwise successful SME owners, as deficiencies in specific areas, like marketing and human resources, can seriously undermine the profitability of a SME. Working together with local BSOs, these training programmes are designed to provide institutional strengthening and export marketing training to the SME sector to improve such deficiencies, thus improving their basic business skills, while at the same time increasing their productivity and competitiveness.

The eventual goal of these trainings is to make regional firms export ready and positioned to take advantage of the opportunities available under the EPA. Hence, ProNet's modules include Business Strategy, Quality Management, Production Management, Resource Management, Product Development, Information Management, Human Resource Management, Cost and Financial Management and Export Marketing, which help the companies to strengthen their competencies in these areas, leading to a stronger and more efficiently managed company. ProNET participants who are committed and serious about growing their businesses, charting their future and contributing to economic growth can reap many benefits from the training, and in so doing, implement strategies to overcome their business weaknesses and challenges.

ProNET is based on the Experiential Learning methodology, which means it is case study based and driven by using techniques such as plenary group work and structured learning exercises, open-ended discussion, brainstorming sessions and fieldwork. The Experiential Learning Methodology is built on the premise that participants share their current experience by means of exercises. This workshop is suitable for businesses operating in the manufacturing and services industries, and it aims to raise the level of productivity and profitability in SMEs, allowing owners and managers to operate their businesses more efficiently and effectively.^(TW)



ProNET participants in Bahamas reviewing some of the products on display after the training session.



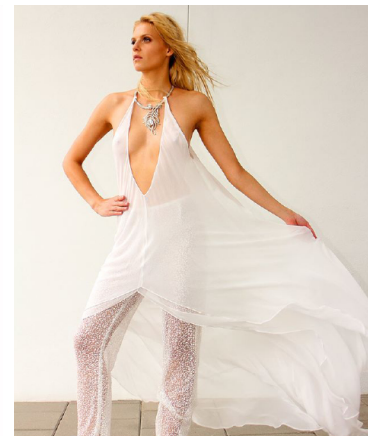
Participants during a ProNET training session in the Dominican Republic

Regional Designers to Showcase at Dominicana Moda 2014

Caribbean Export is pleased to support six (6) regional designers to be part of Dominicana Moda 2014 (DM2014) in the Dominican Republic. The Agency is pleased to support Kimya Glasgow of St. Vincent and the Grenadines, who specialises in eco-luxury Resort wear; Heather Jones International of Trinidad and Tobago, which produces hand-painted silk chiffon garments; Christian Boucaud Designs, also of Trinidad and Tobago, which creates custom resort wear garments; Jean Yves Marchand of Haiti, who specialises in ready to wear clothing, Reve Jewelry and Accessories of Jamaica, who creates luxury, hand-made jewelry, and homegrown designer Mariela Pichardo.

With the frequent spotlight on fashion in many popular media channels and publications, many wonder just how important is the fashion industry to the economy? Internationally, there has been substantial growth of the fashion industry and by extension; the Caribbean fashion sector has the potential to increase revenue for the economy. It is for this reason that Caribbean Export is highly committed to the development of the Fashion sector in the Region and seeks to facilitate opportunities such as these, to support designers to penetrate new markets and gain greater exposure. This collaborative effort with Dominicana Moda will provide a great opportunity for emerging and established fashion designers in the Caribbean to expose their vision at a regional and international stage, thus positioning the Caribbean as an international go-to location for Fashion design and ingenuity. It is also an opportunity to engage the finance community by showcasing businesses with growth potential.

Since its inception in 2006, Dominicana Moda has developed into a very important platform for the Fashion Industry, as the official Fashion Week of the Dominican Republic. Throughout its history it has become the fastest growing runway show in the Latin American region. Dominicana Moda is an annual event for around 6 days of continuous runway shows where the best brands and designers come together. Major fashion houses have participated in the past, and this year it is expected to be even bigger than before. Dominicana Moda is carded for October 20th to October 25th, and will take place at the Hotel Embajador in Santo Domingo. ^(TV)



Dominican Republic Firms Participate in TIC 2014

Caribbean Export has assisted twelve (12) firms and three (3) institutions from the Dominican Republic to participate in the 15th Trade and Investment Convention (TIC) 2014, which was held in Centre of Excellence, Macoya, Trinidad & Tobago on July 2-5, 2014. This support falls within the framework of the 10th European Development Fund (EDF) Regional Private Sector Development Programme (RPSDP). Caribbean Export worked in partnership with The Trinidad & Tobago Manufacturer's Association (TTMA), The Embassy of the Dominican Republic in Trinidad & Tobago, the Dominican Exporter's Association (ADOEXPO), The Chamber of Commerce of Trinidad & Tobago in Dominican Republic, and the Ministry of Commerce and Industry of the Dominican Republic (MIC).

The TIC is a multi-sectorial tradeshow that brings together local, regional and international businesses. It is an event where exhibitors with thousands of products can meet hundreds of buyers seeking new suppliers, goods and services. To date, TIC has facilitated over US\$450 million in trade deals, and has earned a reputation as the Caribbean's biggest business-to-business event. The Convention also hosts structured networking events and a business education programme geared towards providing solutions to manufacturing issues, distribution challenges and supply chain management.

The goal of these activities is to encourage trade between intra- regionally and internationally. It is evident that the goals of TIC fall in line with vision of Caribbean Export to optimise the Caribbean Region's export potential. As such, the Agency utilized this forum to create business opportunities between the Dominican Republic and Trinidad & Tobago, with a view

to enhancing business relations between CARICOM and the Dominican Republic. In the CARICOM-DR Business Forum on July 4, which was attended by CEI-RD, DR Embassy to Trinidad, ADOEXPO, EU delegation to Trinidad & Tobago and TTMA, a presentation by Ms. Taiana Mora of NEX consulting, which is an international consulting firm based in Dominican Republic, was also given. In this presentation, she informed firms from Trinidad and Tobago on how to do business in the Dominican Republic.

The event proved beneficial to attendees, who were able to take advantage of the discussion platform where trade-related issues that affect CARICOM-Dominican Republic trade were on the agenda. Not only did the participants gain increased knowledge of respective trade and investment laws and regulations, but also left with increased awareness of trade opportunities and a platform through which their companies could explore them. The convention also provided a forum for discussions between the private sector and government officials from the Dominican Republic and Trinidad and Tobago to discuss methods of overcoming the barriers to trade. One such meeting was between the ambassador of the Dominican Republic and Minister of Industry, Trade and Investment from Trinidad and Tobago. On an individual level, the companies were able to utilise the exhibition space to promote and display their products, which was a great exposure to their target market, as there were over two hundred and fifty (250) attendees from across the region. It is hoped that the TIC 2014 has encouraged increased exports of products and services for Small and Medium sized Enterprises in the Dominican Republic and Trinidad and Tobago.^(TW)



Aerial view of some of the booths on display during the 2014 edition of Trade and Investment Convention in Trinidad and Tobago

Who Else Wants A Green Economy?

Climate change is one of the most pressing development issues in the world today, and globally, many efforts are being made to mitigate the adverse effects of human civilization on the environment. One such effort is the move toward the use of electric cars, which are much cleaner than their traditional counterparts. In fact, on a global level, the "tailpipe" represents 25% of carbon dioxide emissions, so it stands to reason that reducing the dependence on fossil fuels through the use of electric cars will be a great step toward protecting the environment.

By this token, Caribbean Export was very pleased to receive an electric car funded by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), the world's leading provider of international cooperation services for sustainable development. Both GIZ and Caribbean Export are invested in promoting a green economy, and the use of an electric car by the Agency is hoped to illustrate their dedication to environmentally friendly practices that reduce their carbon footprint, while setting a good example for other organizations throughout the CARIFORUM region and beyond.

Changes in weather conditions over time, including extreme temperatures, rising sea levels, and more frequent weather-related disasters, are being observed and are expected to continue. It is widely recognised that small island states are especially at risk of the ill effects of climate change, particularly rising sea level threats, increased storm activity and beach and land erosion, which can all negatively affect the region in a variety of ways. As such, the Agency is focused on developing and supporting the Green Economy in the region, and has supported companies operating in this area, such as Hotel Mockingbird in Jamaica, Ruth's Place in Antigua and Barbuda, and Megapower in Barbados, which have all been recipients of the Direct Assistance Grant Scheme (DAGS). Such support is lent to companies in this sector due to the gravity of environmental issues, and the severity with which they could affect human life- it is arguably the most important issue worldwide. The ill effects of climate change span from damage to agriculture, which is a threat to food supply; a reduction in water supplies and quality; increase in deadly vector-borne illnesses like dengue fever; and destruction of eco-systems such as coral reefs, which are an important part of the Caribbean landscape.



Dr. Rainer Engels, Executive Project Manager of GIZ presenting Pamle Coke Hamilton, Executive Director of Caribbean Export with keys to the new Nissan Leaf

Dr. Rainer Engels, Executive Project Manager of GIZ, asserts that in the region, GIZ's focus is strongly oriented to the climate change issues and believes that a reduction of fossil fuel consumption by more widespread use of electric cars could be part of the strategy to develop a green economy and reduce the region's dependence on imported fuel. He emphasized that "regional organizations should have a closer look at climate change, high energy costs and be more environmentally aware, taking advantage of alternative ways to harness energy, particularly solar and wind energy which is abundant in the Caribbean".

The primary motivation for the Agency's change to electric vehicles is both economic and environmental, and in a recent survey of Nissan Leaf drivers in Barbados, conducted by Megapower; a company which aims to make electric cars mainstream in Barbados and the Caribbean, respondents unanimously indicated that they would recommend the change to an electric car to a friend, colleague or business. Industry observers have highlighted that electric vehicles would assist in reducing the regions' foreign exchange burden while reducing its carbon footprint.^(rw)



Watch on YouTube



THE GREEN INITIATIVE
"If we could transform our economies to independent economies, based upon the investment in alternative energies...the future is limitless."
 Pamela Coke-Hamilton
 Executive Director, Caribbean Export





Baron Foods: Local Leader, Global Brand

Within the West Indian archipelago lies the beautiful Island of Saint Lucia. This lush, tropical paradise is also home to Baron Foods Limited, a dynamic and reputable manufacturing company with a HACCP certified agro-processing company.

Baron Foods Limited produces a range of condiments and beverages, which includes exotic sauces, spices and drink cocktails. The company's authentic and distinctively Caribbean-styled condiments transform each and every culinary endeavour into a gourmet experience. Several of their products have won international awards in North America and Europe, and the company has been named Manufacturer of the Year by the St. Lucia Chamber of Commerce and the St. Lucia Hotel & Tourism Association for several years in succession. Managing Director Ronald Ramjattan has also won the coveted Ernst & Young Entrepreneur of the Year award. Initially employing 23 people in 1991, Baron Foods has grown to over 100 employees producing more than 100 different products and exporting 45% of production.

Baron Foods has been involved in various Caribbean Export initiatives, ranging from training and certification programmes to high-level consultative meetings on regional export development and promotion. In 2013, they company participated in the Agency's Caribbean Kitchen pavilion at ANUGA in Cologne, Germany. The event attracted thousands of visitors from various countries across the globe, which proved to be tremendous exposure for Baron Foods.

The company featured its Banana Ketchup at ANUGA and emerged as one of four winners in the Taste13 competition. The Taste13 event is considered as the central showcase for innovation at the ANUGA show and highlights the best new products, trends and future concepts. In addition to their achievement in the Taste13 competition, Baron Foods also garnered success in the form of orders for the company's products. A company from Germany placed an order for the Banana Ketchup, and samples were distributed to companies in Denmark and Switzerland.

Managing Director, Ronald Ramjattan, credited ANUGA with "providing Caribbean firms with a broad base of information and multifaceted opportunities to engage in discussions with a variety of decision-makers, international traders and leading buyers from various countries." Participants also benefited from a number of supporting programmes, such as conferences and presentations, which provided comprehensive information on new products, trends, and workshops in the international food service sector.



Pictured above: One of the Baron's factory workers examining the products before packaging; below a sample of the Baron Foods peppersauce products

Through partnering with Caribbean Export, Baron Foods have consistently grown year on year by up to 12%. Their investment of time and resources to participate in the Agency's programme-based interventions has aided expansion into new markets and thus maintain their growth rates.

Baron Foods Limited now ships over 250,000 cartons of produce to Europe annually and has grown significantly since the signing of the CARIFORUM-EU EPA. Founded in St Lucia, the company has expanded its manufacturing to Grenada with funds received through the Direct Assistance Grant Scheme and, in 2013, established a satellite plant in Trinidad and Tobago.^(TW)

Contact Details:

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Exporting Success Video Series



Click on images to view videos. Internet connection required.

Opportunities

Calls for Proposals - Binational Direct Assistance Grants

Caribbean Export invites private firms and Business Support Organizations (BSOs) in the Agribusiness and Handicraft industries from Haiti and the Dominican Republic to submit proposals to receive a direct assistance grant.

This is a reimbursement grant funding facility specifically designed to provide financial assistance to legally registered firms/individuals/BSOs with the potential to export their products and services.

Haitian and Dominican Republic firms/BSOs that are looking to update their technology and production processes, implement quality control systems, improve their marketing and promotion efforts, for example are invited to submit proposals. This call for proposals falls under the 10th EDF-funded Haiti-Dominican Republic Programme of Bilateral Economic and Trade Cooperation, Private Sector Subcomponent.

For more information regarding the eligibility requirements and application process, please click here to view the documents available in French and Spanish.

The deadline to receive applications is Friday, November 28, 2014 at 4:30 PM (D.R./Haiti Local Time).

For further information, please contact the Caribbean Export office at (809) 531-6565 (Dominican Republic Office) or (509) 22-30-92-95 (Haiti Office) or via e-mail at dagsinfoBN@carib-export.com.

Consultancy - Strengthening the Economic Analysis Division of DICOEX

Caribbean Export seeks suitable proposals (in Spanish only) from consultants to provide Technical Assistance to Strengthen the Economic Analysis Division of Trade Division, Dominican Republic Ministry of Industry and Trade (DICOEX).

Interested parties are requested to download the full terms of reference here for further information and how to apply.

For more information please contact: Lucia Angelo langelo@carib-export.com or Emily Kelly ekelly@carib-export.com.

The deadline for submission of proposals is Friday, October 31, 2014 at 4:00 PM.

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**BI-NATIONAL
DIRECT ASSISTANCE GRANT**

Available to **Agribusiness** and **Handicraft** firms
and **BSOs** from the **Dominican Republic** and **Haiti**

Deadline for applications: November 28, 2014
www.carib-export.com/binationalgrants

Caribbean Export
EUROPEAN UNION

UPCOMING EVENTS

OCTOBER 2014		
AFD-Funded Food Safety Feasibility Study - Country Visit	Dominican Republic	October 2-3
AFD-Funded Food Safety Feasibility Study - Country Visit	Haiti	October 6 -8
Americas Competitiveness Forum (Innovation Village and Business Forum)	Trinidad & Tobago	October 8-11
UNCTAD World Investment Forum	Geneva	October 13-16
ProNET Workshop – Cost and Financial Management	Saint Lucia	October 14-16
Ecotourism and Production Fair	Dominican Republic	October 18 - 26
Dominicana Moda	Dominican Republic	October 20-25
France week in the Dominican Republic	Dominican Republic	October 23-25
NOVEMBER 2014		
FIHAV	Cuba	November 2-8
Caribbean Hotel Investment Conference and Operations Summit (CHICOS) 2014	Dominican Republic	November 10-11
CARIBBEAN EXPORT WEEK	Barbados	November 10-15
PRONET Train the Trainer	Dominican Republic	November 11–14
ProNET Workshop – Export Marketing	Saint Lucia	November 11-13
CAIPA General Assembly	Dominican Republic	November 17-18
ProNET Workshop - Export Marketing	Jamaica	November 18-20
DECEMBER 2014		
10th CARIFORUM/ FCOR Taskforce Meeting	TBD	December 4-5
Caribbean Export Christmas Party	Barbados	December 6

Dates and locations subject to change.

Caribbean Export Development Agency

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 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 is made possible through the kind support of the European Union.