

# TRADEWATCH

Official E-Newsletter of the Caribbean Export Development Agency

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## Regional Services Sector Recives 3.2 Million Euros



(L-R) Ambassador, Mikael Barfod, Head of EU Delegation to Barbados and Eastern Caribbean; Pamela Coke Hamilton, Executive Director, Caribbean Export; Ambassador Colin Murdoch, Chairperson, Caribbean Export; Senator the Honourable Maxine McClean, Minister of Foreign Affairs and Foreign Trade, Barbados

**Highlighted as a key area for the growth and development of the Caribbean private sector, the Services sector now occupies a position of importance and focus in the region's vision for a diverse and stable economy.**

The unique services and perspective, which the professionals in this sector have to offer are invaluable, not only as a resource within the region, but as a product for export to extra-regional territories. Public and private sector agencies have access to the networks and resources in order to help this sector to grow and to fully capitalize on its potential.

It is on this premise that the European Union (EU) granted 3.2 million euros to Caribbean Export, and its implementing partners, the Caribbean Community (CARICOM) Secretariat and the Ministry of Industry and Commerce of the Dominican Republic (DICOEX) to put the measures and structures in place for the 10th European Development Fund (EDF) Services Sector Component. This programme will look specifically at the challenges facing the region's Services

sector and the means that can be employed to alleviate these constraints and enable further diversification and development.

The end game is to ensure that the regional services sector is the most competitive product that it can be on the global market, particularly the European market.

As stated by Ambassador Mikael Barfod, Head of European Union (EU) Delegation to Barbados and the Eastern Caribbean, who presented the cheque, "The Services Component of the Economic Partnership Agreement (EPA) represents one of the concrete ways that Caribbean businesses and entrepreneurs could reap tangible, economic benefits."

These sentiments were echoed by Senator, the Honourable, Maxine McClean. "We all recognise the increasingly important role which the Services sector plays in our economic development...some of us have been reaping success in this area, for example the Financial Services sector has become the second largest contributor to GDP in the Caribbean."

Executive Director of Caribbean Export, Pamela Coke Hamilton added to the thoughts of the dignitaries saying, "In

light of the great importance that the Services sector plays in the region, we are pleased that Caribbean Export will play a role in the implementation of the 10th EDF Services Sector Component. In collaboration with our implementing partners, the CARICOM Secretariat and DICOEX, our intention is that the end result of this programme will enhance the competitiveness of CARIFORUM service suppliers and create an optimum business environment for services".

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# Caribbean Export, ACP and EU Hold Private Sector Consultation

The creation of a nurturing environment for the growth and strengthening of the regional private sector. That is the goal of the African, Caribbean and Pacific Group of States (ACP) Secretariat, Caribbean Export and the European Commission's collaborative regional private sector consultancy meetings. The first meeting was held in November 2013 in Brussels, Belgium and was reconvened on February 14, 2014 in Bridgetown, Barbados.

The meetings last November served as a diagnostic for the mechanisms in place in the region to support economic growth through the diverse private sector. This sector continues to struggle with the policies and structural infrastructure which impede its ability to flourish. The meetings have been convened in order to guide the preparation of a structured, results-based private sector support strategy for ACP States and developing countries. These territories face peculiar challenges which affect development, particularly within the private sector. The conclusion of the meeting in Brussels was that the way forward was to devise and implement a new strategy. The ways of the past would not produce the desired result because the private sector has experienced a dramatic shift, both developmentally and paradigmatically.

As such the recently convened meeting followed through on the stated intentions and garnered input from key stakeholders in an effort to inform the ACP Secretariat on the best steps to take in preparing a private sector development strategy for both the ACP group and Caribbean Export for the direction of the future Regional Private Sector Development Programme under the 11th European Development Fund (EDF). As Caribbean Export moves forward in implementing the mandate as stated under the 10th EDF, the Agency is already looking forward and planning for the next phase in the region's development in which the ACP and European Commission will partner.

The mandate for the meeting between the three bodies coincides with the European Commission's publication "Strengthening the Role of the Private Sector in Achieving Inclusive and Sustainable Growth in Developing Countries" and its collaboration on the 11th EDF with Caribbean Export.

The three agencies seek to establish partnerships and symbiotic relationships within a framework where the private sector can operate at optimum capacity and efficiency and that the lines of communication and collaboration are as fluid they should be within the global village that this world is fast becoming.<sup>(TW)</sup>



*Members of the delegation in discussion during the ACP Consultations in Barbados*



*Milton Lawrence, Expert-in-charge of Private Sector, African, Caribbean and Pacific (ACP) Group of States making a point during the ACP Consultations in Barbados*

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The presentation took place at the Radisson Aquatica Hotel in Bridgetown, Barbados preceding a regional private sector consultation meeting for the ACP States. The two events are interconnected because they speak to the planning and implementation strategies which are necessary to affect real development in the region's burgeoning economic sectors. As Caribbean Export, the CARICOM Secretariat and the DICOEX move forward to realize their collective vision, they will work collaboratively in true fulfilment of the purposes of this initiative.<sup>(TW)</sup>

# OECS Public and Private Sectors Participate in Consultation on Regional Commerce

Caribbean Export believes that the only way forward for the region is through integration and cooperation. In order to achieve its ultimate goal of full socio-political and economic maturity, thus placing it among the developed nations of the world, the region must examine the things which are holding us back from realizing this mission.

This was the impetus behind the Agency's hosting of the Organisation of Eastern Caribbean States (OECS) Public-Private Sector Dialogue Consultation on February 10, 2014. The one-day meeting was held at the Bay Gardens Resort in Castries, St. Lucia to stimulate an exchange between leaders of both the public and private sectors of the nations of the OECS, with the aim of painting a comprehensive picture of the current state of commerce in the region.

To this end, the consultations sought to examine regional private sector development, economic growth and strengthening, the factors affecting the progression towards regionalism, of which Caribbean Export is a major advocate, measures to deepen integration and cooperation between and amongst member states of the OECS and the wider region, as well as forming a united advocacy front on issues affecting trade and development in the Caribbean context. It is believed that by working towards an understanding and regional consensus on these issues that a roadmap can be drawn for progress.

The event attracted a number of representatives from various sectors within the OECS such as the OECS Private Sector Council, the Services Coalition, Chambers of Commerce, Caribbean Farmers Association, the Mining Association and agro-processing producers, particularly rum producers. The president of the Caribbean Association of Industry and Commerce (CAIC), Ramesh Dookhoo, was also present to share his thoughts and

experiences. The participants engaged in dynamic and fruitful discussions, which left all present informed and invigorated. Attendees remarked that they were able to share their views openly, and within a constructive context. Some of the major issues raised and explored included:

- The role and relevance of the CARICOM within the context of trade versus other areas of commerce
- The importance of Business to Business (B2B) Meetings for intra-sector growth and export
- The necessity for a proper ecosystem to stimulate growth
- Immigration policies as a deterrent to trade
- Tourism issues impacting small and medium-sized businesses
- The role and relevance of the Caribbean Business Council (CBC) and CAIC in alleviating the challenges being faced by the private sector and in engaging the public sector in dialogue on these issues.

The attendees also heard presentations from Mr. Christopher McNair, Manager of Innovation and Competitiveness at Caribbean Export and Mr. James Moss-Solomon, a consultant with extensive experience in the regional private sector, business education and a past President of the CAIC.

In general, the atmosphere of the meetings was one of openness and a tangible desire to find a way forward. In that moment, the participants formed the nucleus of the regional private sector, listening to and learning from each other and sharing a collective vision. It is in this same spirit that all parties invested wish to progress and in which the region, in its entirety, must follow suit. <sup>(TW)</sup>

## Trade Opportunities between Guyana, Suriname and Brazil

Caribbean Export believes not just in establishing and championing initiatives, but also in monitoring and evaluating their effectiveness and long-term ramifications. As a result, the Agency hosted a validation workshop on the result of a study on the assessment of a framework and opportunities for enhancing export trade between Guyana/Suriname and Brazil in market consultations. The workshop, which was held on February 28, 2014 in Suriname in conjunction with the Suriname Business Forum, was conducted to determine the impact of the study, "Opportunities for Enhancing Export Trade between Guyana/Suriname and Brazil".

The Troika Trade Assessment Plan (T-TAP) was also introduced to stakeholders and indentifies:

- the sectors that are considered export ready and can be promoted;
- the steps required to overcome barriers to trade;
- the areas that require capacity building within the public and private sector trade organisations; and
- the financial and technical support programmes that may be available to support Guyanese and Surinamese firms to implement this strategic plan to increase their trade with Brazil

Attending the workshop was key stakeholders from the Troika who were able to review the T-TAP and provide recommendations for it to include the establishment of trade desks in the Suriname Business Forum and the Private Sector Commission of Guyana to provide training, trade and market intelligence, and trade show support for export ready firms. <sup>(TW)</sup>

# Caribbean Export Hosts Dialogue on Regional Innovation

Innovation is the cornerstone of progress. It is the principle on which all development and sustainable growth is based and it is what makes a product distinctive and inimitable. This is why Caribbean Export, through the 10th EDF, invests so heavily in facilitating initiatives, which promote innovation.

In an effort to exercise that mandate, Caribbean Export convened the inaugural meeting of the Regional Innovation Advisory Group (RIAG) from January 30-31, 2014 at the Hyatt Regency Trinidad, Port of Spain, Trinidad and Tobago. The Group was gathered to provide insight as it pertains to developing Caribbean Export's regional innovation strategy as a catalyst for enhancing the competitiveness of the region's private sector and to secure buy-in for the development of a Memorandum of Understanding (MOU) for the transfer of technologies among Research and Development (R&D), Tertiary Institutions and the Private Sector.

Twelve (12) key players in sectors in the region that foster innovation participated in the RIAG, which was chaired by Caribbean Export's Manager of Competitiveness and Innovation, Christopher McNair. Overall, the meeting sought to determine exactly how the objectives would be achieved and what role Caribbean Export would play in implementation.

Innovation tends to correlate with creative industries, and this was demonstrated by Wayne Sinclair's presentation on the Animation Industry in Jamaica. As the Executive Director of GSW Animation, Mr. Sinclair provided the model for an innovation eco-system that could be utilised across the region. Through his presentation, Mr. Sinclair was also able to highlight the potential for employment generation and growth as well as the various challenges which the fledgling industry has had to face and overcome. This served to inform the direction of the group's initial discussions.



*Members of the Regional Innovation Advisory Group during discussions at the inaugural meeting in Trinidad and Tobago*

The group also heard from Kenneth Sylvester, the Chief Executive Officer of Caribbean Knowledge Learning Network (CKLN), the parent company of C@ribNet, which is an electronic research database for knowledge sharing and technology transfer within the Caribbean which draws from similar databases around the world. C@ribNet represents the very essence of what the Advisory Group has been tasked with achieving: progress through integration and collaboration in an innovative context.

Professor Cardinal Warde, President of the Caribbean Diaspora for Science Technology and Innovation (CADSTI) also presented the role of his organisation and that they would be keen on contribution the region's innovation framework particularly through education-based entrepreneurship in Science, Technology, Engineering and Mathematics.

The meeting drew to a successful close with the architecture of an ecosystem for fostering innovation having been established. This system is four-tiered: Information Sharing, Financing, Intellectual Property and the development of concrete measurements for innovation in the region. It is hoped that, with this approach, that meaningful steps can be made towards a globally competitive region. <sup>(TW)</sup>



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**You Tube**

# Antigua and Barbuda Undertake Trade Mission to the Dominican Republic

In a progressive move to promote regional integration and commercial collaboration, the Ministry of Finance and Economy in Antigua and Barbuda piloted a Trade Mission to the Dominican Republic from January 14-17, 2014, with Caribbean Export's Chairperson Ambassador Colin Murdoch at the helm. Caribbean Export lent logistical and financial support to this initiative, which included representatives from eight enterprises based in Antigua and Barbuda.

The purpose of the mission was to promote relations between the two nations, particularly in the areas of investment promotion, tourism development and civil aviation. The opportunity afforded the representatives of the enterprises and the public sector to participate in B2B meetings with firms from the Dominican Republic, thus creating legitimate and potentially lucrative relationships, and, in a broader context, bi-national agreements, which will foster future cooperation. Some of the specific topics addressed were:

- An air services (civil aviation) agreement
- A bilateral investment agreement
- A visa waiver agreement (for travel from Antigua to the DR)
- A scholarship programme to facilitate study in the DR
- Access to medical facilities for Antigua and Barbuda patients in the DR
- B2B contacts between enterprises in both countries
- Hospitality training for medical professionals from Antigua and Barbuda in the DR

In an official government statement, the intention of the mission was to allow: "the facilitation of arrangements that will foster the development of stronger business ties and serves as a precursor to a planned official visit by Prime Minister Dr. The Honourable Winston Baldwin Spencer. The successful undertaking of the initiatives with the Dominican Republic will provide Antigua and Barbuda with the platform it requires to enhance its promotion and attraction of investments, strengthening of business ties among both parties and pave the way for deepening political and diplomatic relations among both countries".

Ambassador Brian Challenger from the Ministries of Finance and Foreign Affairs and Ricardo Koenig, Antigua and Barbuda's Honorary Consul-General were also part of the mission, which has possible long-term benefits for both nations.<sup>(TW)</sup>



*Delegates of the Antigua and Barbuda Trade Mission to the Dominican Republic held in January*

# Caribbean Export Hosts Intellectual Property Workshop in Barbados



*Participants listen during the presentations at the IP Workshop held in Barbados*



*Caribbean Export's Manager of Trade and Export Development, David Gomez delivering remarks at the IP Workshop*



*Mr. Anil Sinha, Head of Small and Medium-Sized Enterprises Section, Innovation Consultant, WIPO during his address*

The Radisson Aquatic Resort in Bridgetown, Barbados was the venue of a ground-breaking regional workshop on the use of Intellectual Property (IP) as a tool for enhancing export development. The workshop was hosted by Caribbean Export in partnership with the World Intellectual Property Organization (WIPO) from November 27-29, 2013. This initiative joins the on-going dialogue across the region, which centres on capitalising on human and intellectual resources, which exist in the region in order to compete in a highly competitive global market. The ethos of the workshop, therefore, was to provide its participants with information on the use of intellectual property in enhancing business and export activities.

Approximately fifty (50) professionals from across the region, including staff from Caribbean Export, participated in the workshops which focused on raising the awareness of IP and IP tools through the use of information sessions. Presentation were made by experts running the full gamut of the Intellectual Property industry including Mr. Anil Sinha, Head of Small and Medium-Sized Enterprises Section, Innovation Division, WIPO; Mr. Wayne Watkins, Associate Vice-President for Research, University of Akron; and Dr. Wendy Hollingsworth, Science Technology and Innovation Consultant, Policy Networks International Inc., as well as representatives from WIPO and the CARICOM Office of Trade Negotiations (OTN) of the CARICOM Secretariat. These sessions were reinforced by case study presentations by industry leaders Grace Kennedy Limited, SMAKS Luxury Group, 10 Saints Brewery Co Ltd.; and Associated Manufacturers Ltd.

The WIPO, a United Nations associated body with 186 member states, is the global agency for the provision of IP information and services. Their mission is "to lead the development of a balanced and effective international intellectual property (IP) system that enables innovation and creativity for the benefit of all".

Caribbean Export, under the 10th EDF Regional Private Sector Development Programme (RPSDP), shares this vision of a system which will engender equal opportunity, particularly for enterprises across the region, on the global market with the security that their innovation and creativity will be protected.

The participants of this workshop, therefore, represent a virtual army for combatting the violation of IP rights and for promoting awareness of the potential power of IP in producing globally competitive enterprises across the region.<sup>(TM)</sup>

# Copyright and CoSIS in Focus for Regional Music Industry

From December 2-6, 2013, in Montego Bay, Jamaica, Caribbean Export cohosted a Copyright and CoSIS Workshop, in collaboration with Right Alternatives and the Cooperative Society of Music Authors and Publishers (SUISA), both from Switzerland. The intensive workshop focused on the training of cross-regional music rights agencies to more effectively carry out their vital roles in the protection of the rights of music industry professionals, in particular the performing artistes of the region. These industry professionals have suffered tremendous losses as a result of the violation of their rights, and consequently, the music industries across the region have suffered. The workshop was conceptualised as an initial measure of correction and prevention of some of the major issues plaguing the industry in this technology-driven age.

The sessions were facilitated by Richard Hauser, the General Manager of Right Alternatives and Brigitte Küng, the Manager of International Documentation at SUISA who, between them, possess extensive experience in music copyright and documentation, as well as training in these fields. Right Alternatives focuses on the legal, legislative and commercial parameters of music production and dissemination. During the sessions, they examined the framework within which a musical product is created and how the creators ultimately gain revenue from that product.

Right Alternatives looks not only at operations within Europe, but internationally, including the Caribbean region, which has produced a wealth of globally recognized music and artistes. Mr. Hauser, therefore, came equipped with comprehensive knowledge of the industry and of how it should ideally operate. As a compliment to Right Alternatives, SUISA serves as the champion for the rights of its over 30,000 members which include composers, lyricists and music publishers. SUISA is responsible for the collection of royalties for these members, who are based primarily in Switzerland.

However, as a result of agreements with over 100 similar agencies across the globe, SUISA ensures the same treatment for 2 million industry professionals. In addition, SUISA issues licenses which authorise its clients to perform, broadcast, disseminate and reproduce music in a structured, legal way. Ms. Kung was especially versed in the requirements for an equitable industry in which all parties can benefit.

The workshop attracted six music rights agencies from countries across the region, namely: the Belizean Society of Composers, Authors and Producers (BSCAP), the Copyright Music Organisation of Trinidad and Tobago (COTT), the Copyright Society of Composers, Authors and Producers from Barbados (COSCAP), the Eastern Caribbean Collective Organisation



*Participants of the Copyright and CoSIS Workshop in Jamaica*

for Musical Rights based in St. Lucia (ECCO), the Jamaica Association of Composers, Authors and Producers (JACAP) and the Foundation for Copyrights in Suriname (SASUR).

A consultant from the Association of Caribbean Copyright Societies (ACCS) was also present to audit the proceedings. The facilitators guided the participants through instructional sessions followed by practical exercises which were designed to illustrate the workshop's objectives. These objectives ranged from the improvement of general copyright administration knowledge and the efficiency of the agencies' internal infrastructure to the implementation of the International Confederation of Societies of Authors and Composers (CISAC) tools and standards. Other pertinent topics included documentation utilizing the Institute for Policy Innovation (IPI) online data and usage of the CoSIS system.

Overall, the sessions were intended to equip the participants and the agencies which they represent, with the tools, both physically and conceptually, to better execute their mandates. The feedback from the participants suggested that they were successful in doing so and in planting to seeds for future activism.<sup>(TW)</sup>

# Regional Firms Benefit from Grant Proposal Writing Workshops

During January and February of 2014, Caribbean Export hosted six proposal writing workshops to facilitate firms in the grant writing process required for the Direct Assistance Grant Scheme (DAGS). The workshops were held in The Bahamas, Barbados, Belize, the Dominican Republic Haiti and Suriname, and saw participation from three hundred and five (305) persons including entrepreneurs, representatives from the private and public sectors, and Business Support Organisations (BSOs).

The DAGS is a reimbursement grant funding facility specifically designed to provide financial assistance to legally registered firms, individuals and BSOs who have the potential to export their products and services.

In order to ensure that CARIFORUM firms and BSOs are able to utilise the funds available, Caribbean Export provides these workshops to increase awareness of the scheme within the private sector. Those attending the information and training sessions will gain a greater understanding of the process for applying for grant funding. Ultimately, the workshops aim is to not only increase the number of applicants from regional firms, but also the number of successful applications to the Grant Scheme.

The most recent Call for Proposals for both the Accelerated and Regular procedures grant facilities was announced on January 17, and closed on March 7, 2014. The DAGS is a part of the Regional Private Sector Development Programme (RPSDP) funded by the European Union (EU).<sup>(TW)</sup>



DAGS Workshop participants during the working session in Haiti



A section of the audience listens to Caribbean Export's Senior Grant Advisor, during his presentation in The Bahamas

[Click here for additional information about the Direct Assistance Grant Scheme \(DAGS\)](#)

A short documentary featuring three entrepreneurs who are looking to shape and innovate how the Caribbean uses sustainable energy. The documentary reveals each person's story and motivation for embarking on their projects and what they hope to achieve. Coming soon to a station near you.



## 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



To view the video please click on the banner (internet connection required)



## CARIFORUM-FCORs/OCTs Trade Cooperation

Another important element of the implementation of the 10th EDF RPSDP relates to the enhanced CARIFORUM-FCORs/OCTs relations. Against this background, and to facilitate the implementation process, the CARIFORUM/FCORs/OCTs Task Force on Trade and Investment was established. The chief mandate of the Task Force is to enhance terms of trade and deepen inter-grouping economic and other integration by improving the investment and trade climate and relations.

Various factors have hindered trade cooperation, however, Caribbean Export is committed to creating an environment in which open communication, trade, and commerce can take place among all Caribbean regions. Caribbean Export's Executive Director, Mrs. Pamela Coke Hamilton, sits as Chairperson of the Taskforce and thus calls to order and presides over all meetings. At the last meeting held in December 11-12, 2013 at the Hotel la Batelière in Martinique, Mrs. Coke Hamilton opened the meeting with her observations that, though significant strides have been made in relations between CARIFORUM and FCORs/OCTs states since the inception of the Task Force during the time of the 9th EDF, there is still major work to be done in healing the fissures and fractures that divide the region.

During the Task Force meeting, three (3) consultancies were commissioned:

- Legal Opinion on the Imposition of the Octroi de Mer by the FCORs on Products originating from the CARIFORUM States
- Support to Improving the Collection of Information on Technical Requirements and Technical Barriers to Trade that affect CARIFORUM States' Exports to the FCORs
- Feasibility Study on the Establishment of a Technical Management Unit in the FCORs

Over the years, cooperation has improved between CARIFORUM and the FCORs/OCTs, with tangible successes being achieved through a number of initiatives, namely: Invest Karib, which seeks to increase the export of goods from Martinique to the rest of the region; WOMEX, a cultural trade mission to Copenhagen, Denmark in 2011 which was implemented in collaboration with Martinique; and a Declaration of Cooperation with the Regional Council of Martinique. The Agency also participates in the IVC INTERREG Select and Monitoring Committee and the INTERREG Joint Technical Secretariat.<sup>(TW)</sup>

## Haiti hosts 5th Annual Bi-National Eco-Tourism Fair

Caribbean Export upholds the vision of a unified region that works collectively towards the development of a stable and diverse economy. As a step towards achieving this vision, the Agency supported the organization of the 5th Bi-National Eco-Tourism Fair, an event which aims to promote communication and cooperation between its host country, Haiti, and its neighbour, the Dominican Republic. The two states, though they share a land mass, have had a fractious history, fueled into the present day by socio-cultural disparities. As Haiti and the Dominican Republic strive for a more healthy and progressive relationship, their respective private sectors act as a driving force in mending broken ties and creating new ones.

The fair takes place in the town of Savanette in the Central Department of Haiti. This location is endowed with a fascinating history which enriches the experience that the fair offers and clearly illustrates the very product which it seeks to promote. Eco-tourism is a fast-developing sector which is based on environmentally and economically sustainable attractions, particularly targeting those who lead active, eco-conscious lifestyles. Many of the types of accommodations and attractions which come under this category are created organically within a natural space with opportunities available to explore that space.

Caribbean Export, under the 10th EDF RPSDP, which is funded by the European Union, lent financial support to the event, particularly with regards to the participation of small and medium sized enterprises (SMEs) that specialize in agro-processing and craft. The Agency also partnered with regional development agencies from the towns of Hondo Valle in the Dominican Republic and Savanette in Haiti which acted as co-organizers of the fair with the Science and Art Foundation from the Dominican Republic, headed by Mrs. Jacqueline Boin.

The fair also included instructional workshops on topics such as SME competitiveness, at which the Deputy Executive Director, Mr. Escipi3n Oliveira was a speaker, along with Mr. Sebastian Cocard, Programme Officer from the EU Delegation in Haiti, the President of the Haitian Senate, Honorable Mr. Simon Desras, and the Dominican Ambassador to Trinidad and Tobago, H.E. Mr. Jose Serulle. Mr. Oliveria stated that, "This positive initiative is a right step towards promoting cordial/fraternal relations between both countries that share the beautiful Island of "La Hispaniola" for the benefit of our people."<sup>(TW)</sup>

# Caribbean Women in Business: Trend or Paradigm Shift?

Across the globe and through the ages, women have experienced the disadvantages of existing in a patriarchal framework, which has designated them to a homemaker role, and continues to define the sex as a whole. Women in business are breaking that mould across the world and writing new stories for themselves, and in the Caribbean, the Caribbean Export Development Agency (Caribbean Export) is assisting them through a variety of programme-based interventions.

In commemoration of International Women's Day 2014, Caribbean Export wishes to highlight and applaud the tremendous progress of Caribbean women in the business arena. We believe that, in keeping with this year's theme of "Inspiring Change", that these women are not only inspiring, but also effecting change in meaningful and lasting ways.

In the professional world, women often face many obstacles to advancement in the work place and in entrepreneurship, often referred to as the infamous glass ceiling. Many of these constraints are actually social constructs. Socially, the expectation is still for women to place having children as their top priority, whereas the expectation for men is to be successful in their careers.

In a recent study by the World Bank, "female entrepreneurs are more likely to operate in the informal sector or in traditional female sectors. This limitation is likely due to "...a lack of business connections and networks, few entrepreneurial female role models. Accessing finance is also a challenge, with women often lacking the required collateral to obtain successful financing above the microfinance level from banks".

These World Bank findings represent a global phenomenon, but the Caribbean has arguably always been a region where females rarely face disproportionate opportunities, oppression or discrimination, as is often the case in other parts of the developing world. In fact, across the region, women have taken full advantage of the educational avenues available and many have succeeded in rising to positions of influence. However, the proverbial glass ceiling and other social limitations still remain a reality for many who wish to venture into the business sector.

Despite these challenges, the number of women involved in the business sector has dramatically increased globally. It is thought that due to the current global economic climate, which has left scores of women, as well as men unemployed, there has arisen a greater impetus for women to enter into entrepreneurial roles. According to studies conducted by the Global Entrepreneurship Monitor, particularly in lesser-developed countries "when it comes to entrepreneurship, males tend to cite 'opportunity' as their main motivator, while women more often start or maintain businesses out of 'necessity'". The study cited that there are 187 million registered women-owned and operated businesses worldwide.

Consequently, Caribbean Export has witnessed a rise in the number of female participants across several of its activities delivered under the 10th European Development Fund (EDF). Women have not only become progressively more involved, but now account for a significant fraction of overall participation. These women are involved in a wide range of sectors from agro-processing to specialized tourism. Collectively and individually, these women encapsulate the qualities



Click on the image to view video (internet connection required)

of creativity, intelligence, tenacity, dynamism and the courage that it takes to enter and survive in the business world, a world that is ordinarily dominated by men.

"Caribbean women, have something very unique to contribute to the regional and global markets," Pamela Coke-Hamilton, the Executive Director of Caribbean Export remarked, "They have been afforded quality educational opportunities which, coupled with the well-rounded perspective that comes from living in a regional village, has made them naturally inclined to think outside of conventional parameters." Mrs. Coke-Hamilton added that, "At Caribbean Export, we have seen remarkable advancement in the status of women within the private sector which makes me proud as a woman. Women are not just running businesses: they are pioneering ecologically-conscious, sustainable industries in a host of sectors that are constantly looking forward; constantly innovating. The Caribbean businesswoman is no longer trying to survive, she is trying to fashion a stronger future for the region."

But with all that is being said, does this represent a paradigm shift in the professional focus of females in the region? Caribbean Export has seen an increased involvement of women in burgeoning industries such as specialized tourism and renewable energy. Another sector, renewable energy, has become a priority in many Caribbean territories, following initiatives taken by developed nations. As a result, the sector attracts a great deal of investment and support from foreign and regional entities alike, and has been pegged as a major growth industry by organizations such as the European Union (EU), Inter-American Development Bank (IADB), and the Organisation of American States (OAS).

In 2013, Caribbean Export awarded funding to fifty-four (54) women through the EU-funded Direct Assistance Grant Scheme (DAGS). These beneficiaries were from the agro-processing and manufacturing sectors, which accounted collectively for 51% of the female beneficiaries. This substantial fraction alludes to a much greater female involvement in traditionally male-dominated areas than might have previously been perceived. These women are not only driving this industry into a new age with innovative products and methodologies, but, they are also harvesting the resources to position themselves as viable global competitors, with support from Caribbean Export.

A new generation of Caribbean female entrepreneurs has emerged who are an essential component of the future of the regions private sector, a future that is symbolized by growth, innovation and competitiveness.<sup>(TW)</sup>

## Patwa Apparel: Local Style, Global Reach

*Patwa Apparel, a global lifestyle brand, is an innovator in the fashion and engaged in the design, manufacture, and distribution of clothing for individuals wanting to associate with brand Jamaica. Since establishment in 2007, the company has transitioned from a home-based business to a regionally recognised brand.*

In 2012, Patwa Apparel received a Regular Procedures Grant for the procurement of a screen-printing system and to facilitate training for use of the system. During the same year, the company participated in the Creative Industries European Study Tours to Manchester, Germany and France. The Study Tours resulted in a regional collaboration with fellow Tour participants Studio Jay Recording, Meiling Inc. and Full Circle Animation.

Subsequent to the Study Tour, Patwa Apparel showcased in Dominicana Moda 2013, the Dominican Republic's fashion week. This provided an opportunity for the company's line to be exposed to a different market thus creating more regional and global awareness. The exposure included featured press releases, Facebook promotions, and a professional video for the brand. This video was also used in Jamaica as part of a televised feature on the Chief Executive Officer and Marketing Director, Heneka Watkis-Porter entitled "The Achievers". The company also met with a factory (Group M), to discuss the production of the Patwa line and negotiations are on-going.

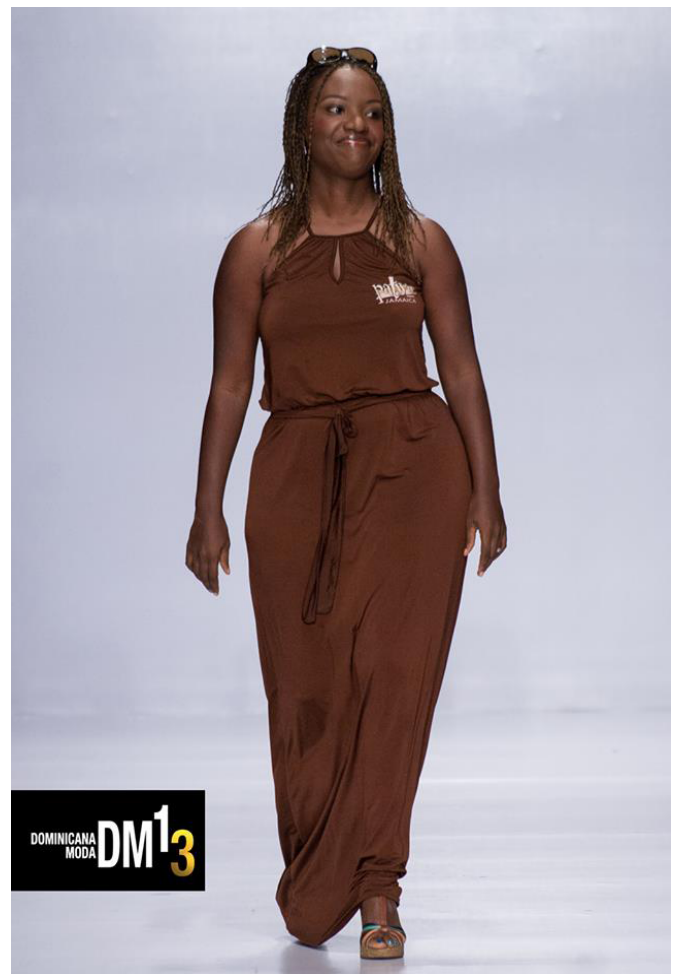
In 2013, Patwa Apparel also embarked on a new project within the Agro-Processing industry. Noting that Caribbean Export's Branding Development and Packaging workshop conducted in 2013 proved to be very timely, as the company had just begun the conceptualizing stage of developing a line of sauces and condiments called 10 Fyah Side. This line was eventually launched in October 2013. Patwa Apparel was able to use information from the seminar in the development of labels and other material. Watkis-Porter shared that she believes 2014 will again be a very successful year as she continues to diversify her products and services.<sup>(TW)</sup>

### Contact Details:

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26 Hope Road Kingston 10, Jamaica  
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Web: <http://www.patwaapparel.com>  
Email: [heneka@patwaapparel.com](mailto:heneka@patwaapparel.com)



*Members listening to Be Street's presentation during the 2012 Creative Industries Study Tour to Europe*



*Heneka Watkis-Porter, CEO and Marketing Director of Patwa Apparel at Dominicana Moda 2013*

## Request for Proposals: Foreign Direct Investment Market Research Consultancy

Caribbean Export has been entrusted by the Governments of the Dominican Republic and Haiti and the European Union with the management of the "Trade Component" of the Programme "Development of Bilateral Trade in the Context of the CARIFORUM-EU Economic Partnership Agreement", funded by the European Union under the 10th European Development Fund (EDF) FED/2012/295-834. In collaboration with the Center of Facilitation of Investment of Haiti (CFI) and the Center of Export and Investment of the Dominican Republic (CEI-RD), Caribbean Export invites proposals from qualified contractors to provide consultancy services for the Development of a Joint Investment Promotion Strategy (JIPS) and Implementation Plan for Haiti and the Dominican Republic. Contractors are invited to submit a detailed technical proposal that demonstrates their capacity to undertake the assignment and a financial proposal.

Proposals may be sent via email to the attention of Ms. Ileana Tejada at: [itejada@carib-export.com](mailto:itejada@carib-export.com) copied to [ekelly@carib-export.com](mailto:ekelly@carib-export.com).

Deadline for Submissions is March 11, 2014 at 4:30PM AST.

## Expression of Interest: Trade and Investment Convention (TIC) 2014

Caribbean Export Development Agency (Caribbean Export), within the framework of the 10th European Development Fund (EDF) Regional Private Sector Development Programme (RPSDP) 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) will be assisting firms from the Dominican Republic interested in participating in the Trade and Investment Convention TIC 2014 which will be held over the period July 2-5, 2014. For more information on TIC 2014 please visit <http://www.tic-tt.com>

Interested companies must complete the Expression of Interest form and submit all required documentation to Caribbean Export by email to Romily Thevenin at [rthevenin@carib-export.com](mailto:rthevenin@carib-export.com). For additional information on requirements, please visit [www.carib-export.com](http://www.carib-export.com) or call 1-809-531-6565.

Interested participants are also required to provide additional documentation with the Expression of Interest Form. These include:

- A company profile (max. 200 words);
- Completed Application form;
- Letter of commitment addressed to Caribbean Export stating your willingness to provide information on contracts for imports as well as exports which were signed as a direct result of your participation in the event.

### Criteria for Selection

Firms must:

- Be a Registered Company or Business Name in the Dominican Republic
- Be in operation for at least two years
- Have sufficient financial and human resources to support follow up activities and secure and maintain import and or export orders

Deadline for Submissions is April 10, 2014 at 4:30PM AST

## UPCOMING EVENTS

MARCH 2014		
IPAs Consultations for Regional Investment Promotion Strategy	CARIFORUM	March 2-28
ITB Berlin	Berlin	March 5-9
IP Private Sector Clinic	Saint Vincent and the Grenadines	March 11-12
Iberoamerican Handicraft Seminar	Colombia	March 10-14
CeBit ICT Trade Show	Germany	March 10-14
Market Intelligence Private Sector Clinic	Saint Vincent and the Grenadines	March 13
C-NSC Workshop and Regional Meeting	Barbados	March 17-19
CAIPA Exchange Programme with JAMPRO and ProNicaragua	CARIFORUM	March 17-21
2nd Caribbean Competitiveness Forum	Jamaica	March 18-19
Haitian Cacao Private Sector Mission to the DR	Dominican Republic	March 18-20
Study Tour to Pronicaragua	Nicaragua	March 18-20
Meeting of the Steering Committee Binational Programme	Haiti	March 25-28
ProNET Workshop: Business Strategy	The Bahamas (Freeport)	March 25-26
Caribbean International Financial Services Conference	The Bahamas	March 30 - April 2
APRIL 2014		
IP Private Sector Clinic	Saint Lucia	April 1-2
OECS Trade Mission to FCOR	FCOR Country	April 1-7
Market Intelligence Training Workshop	Saint Lucia	April 3-4
Expo Jamaica	Jamaica	April 3-6
Regional Validation Meeting	TBC	April 24
Caribbean Kitchen Food Portal Launch and Grant Call	Barbados	April 24
Investment Promotion Workshop	Dominican Republic	April 24-26
ProNET Workshop: Resource Management and Quality Management	Trinidad and Tobago	April 28-30
ProNET Workshop: Cost and Financial Management	Bahamas (Freeport)	April 29-30
IP Private Sector Clinic	Belize	April 29-30
Going Global	Miami	April 29 - May 1

Dates and locations subject to change.

### Caribbean Export Development Agency

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 [www.twitter.com/CaribXport](http://www.twitter.com/CaribXport)

 [www.youtube.com/TheCaribbeanExport](http://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](mailto:tradewatch@carib-export.com).  
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TradeWatch is made possible through the kind support of the European Union.