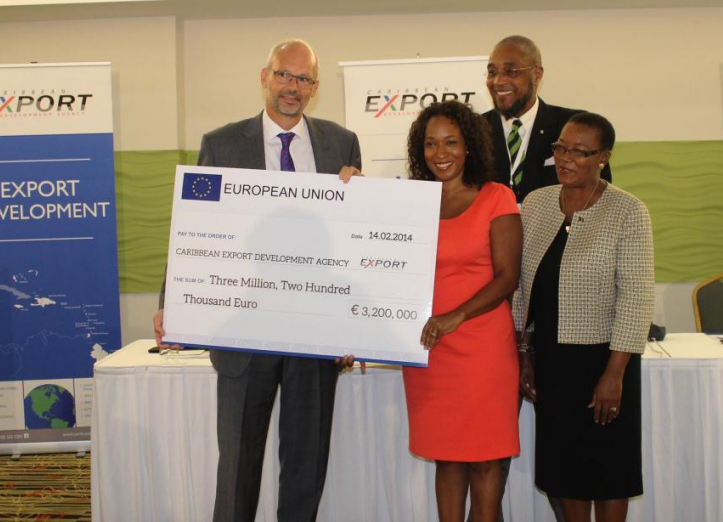


CARIBBEAN EXPORT AND THE EUROPEAN UNION:  
COOPERATION FOR ECONOMIC  
DEVELOPMENT & REGIONAL  
INTEGRATION



# European Development Fund (EDF) Programme Snapshot

6th EDF: 1989 / 7th EDF: 1995

8th EDF: 1999 - 2004



**6th & 7th EDF:**  
The Transformation  
& Development of  
Trade.



**8th EDF:**  
Shifting Strategies  
for Regional  
Development

9th EDF: 2005 - 2010

10th: EDF 2011 - 2015



9th EDF:

Caribbean Trade &  
Private Sector  
Development



10th EDF:

Private Sector  
Development &  
Integration into the  
World Economy





For over two decades, Caribbean Export Development Agency (Caribbean Export) and its predecessor, CARICOM Export Development Project (CEDP) has successfully contributed to regional economic development and integration with support from the European Union through the European Development Fund (EDF).

Caribbean Export is currently implementing year 3 of the 10<sup>th</sup> EDF Regional Private Sector Development Programme (RPSDP), however this is only the most recent intervention in a successful partnership in private sector development spanning nearly 25 years.



# 6th & 7th EDF: The Transformation & Trade Development

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Caribbean Export's history of implementing EDF programmes dates back to the 6th EDF, under the CARICOM Secretariat, which led to the establishment of the Caribbean Export Development Project (CEDP) to foster export diversification and investment promotion. This Unit later became Caribbean Export Development Agency (Caribbean Export),<sup>1</sup> under a successor intervention, namely the 7th EDF Caribbean Regional Trade Development Programme (CRTDP).

Under the 7th EDF CRTDP, Caribbean Export continued to provide widespread support to the CARICOM Single Market and Economy (CSME) implementation effort.

## PREPARING FOR CSME

In preparation for the development of various protocols for the implementation of the CSME, studies were undertaken and consultations convened on several areas including free movement of services; disadvantaged sectors, regions and countries; and competition policy. The results of these studies and the consultations on their recommendations, by regional public and private sector stakeholders, fed into the development of the CSME framework of protocols, eventually leading to a revised treaty.

## SUPPORTING FREE TRADE IN CARICOM

This support included a comprehensive study on trade control measures in CARICOM, as well as detailed analyses on trade in manufactured goods and agricultural products. The results facilitated the development of a detailed database of trade obstacles and introduced annual review mechanisms to monitor progress towards free trade in goods.

Technical work at the level of the CARICOM Lesser Development Countries (LDCs)<sup>2</sup> assisted in the examination of areas of the treaty designed to provide assistance to the LDCs<sup>3</sup>. Support was also provided to revise the Common External Tariff (CET) of 1990 with a view to implementing a phased reduction of the tariff in keeping with international liberalization imperatives. This included the preparation and publication of the new 1993 tariff.

### KEY TRADE FACILITATION STUDIES

- Harmonization of Customs Documentation
- Harmonization of Shipping Documents
- OECS Customs Regulations
- Barriers to Trade in Agricultural Products
- Barriers to Trade in Manufacturing Goods
- Trade Control Measures in CARICOM
- Review of Schedules I, III & XI of the Treaty
- Monitoring Systems for CET and RoO
- Initial Review of the Safeguarded Provisions

### KEY TRADE INTEGRATION STUDIES

- Trade and Economic Cooperation within CARIFORUM
- Trade and Economic Cooperation in Cuba
- Trade and Economic Cooperation with Central America
- Analysis of the Transport Sector in CARIFORUM

## EXPANDING INTRA REGIONAL TRADE

The inclusion of Haiti and the Dominican Republic (DR) into CARIFORUM in 1995 signaled the expansion of the economic integration focus of the EDF regional trade programmes to promote intra-CARIFORUM trade integration and also between CARIFORUM and other Caribbean nations. Accordingly, Caribbean Export conducted substantial research on expanding intra-CARIFORUM trade and economic cooperation between CARICOM, DR and Haiti.

Similar work was undertaken between CARIFORUM and Cuba and CARIFORUM and Central American (primarily Costa-Rica), the focus of which was guided by consultation with the private sector and the recommendations shared with all stakeholders. The results of these studies formed an important part of the technical background and impetus for the negotiation of trade agreements between CARICOM and DR, as well as CARICOM and

<sup>1</sup> Caribbean Export, as we know it today, was established in 1996 by an Inter-Governmental Agreement among the Forum of Caribbean States (CARIFORUM) to be the premier trade development organization for the region.

<sup>2</sup> Organisation of Eastern Caribbean States (OECS) and Belize

<sup>3</sup> Article 56 (promotion of infant industries)



# 8th EDF: Shifting Strategies for Regional Development

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Extensive support continued to be provided to inform private and public sector stakeholders about the CSME and regional trade agreements. Caribbean Export also saw increased collaboration with the CARICOM and OECS Secretariats, and Caribbean Regional Negotiating Machinery (CRNM)<sup>4</sup>. This cooperation resulted in increased interest and involvement in Caribbean trade policy by other donor agencies.

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<sup>4</sup> CRNM is now the CARICOM Office of Trade Negotiations (OTN)



## IMPROVING THE POLICY ENVIRONMENT AND TRADE ADVOCACY

Caribbean Export prepared a development plan for the Caribbean music industry, while CRNM undertook a parallel and complementary study on negotiating entertainment services. As a private sector advocacy group, the Agency also supported the wider involvement of stakeholders, including the private sector, in the liberalization of intra-regional services, as well as examining the concept of a Caribbean Coalition of Service Industries.

Further assistance was provided to trade efficiency through support for regional Customs departments, which had an impact on revenue enhancement. These improved systems were a critical element of national economic management as trade liberalization brings lower border tariffs.

## TRADEWINS - A BETTER UNDERSTANDING OF THE ISSUES

- Intra - CARIFORUM Trade Cooperation
- Trade with Cuba, Costa Rica
- Advancing the CSME & The CSME Protocols
- Competition Policy
- Private Sector Dialogue
- The Cotonou Agreement
- The Free Trade Areas of the Americas
- Services Sector in CARICOM

## SUPPORTING PRIVATE SECTOR DEVELOPMENT

The advances in trade liberalization needed to be accompanied by support for increased competitiveness for regional firms and enterprises. Through its various components, Caribbean Export's trade development programme viewed this an opportunity to increase direct and indirect assistance to these entities. Further, work to improve private sector capacity and their ability to influence public policy was also undertaken in Barbados, the Dominican Republic, Haiti, and the OECS.

Additionally, a suite of services, including competitiveness building grants, information and business mentoring, and marketing activities were executed by Caribbean Export to provide the support to regional private sector development from any donor.

## SUITE OF SERVICES

- |                                     |  |
|-------------------------------------|--|
| • Competitiveness Fund              | • TradeWatch                               |
| • Business Advisory Network         | • Business Opportunities Bulletin          |
| • EU-ACP Business Assistance Scheme | • Business Linkages Strategy Fund          |
| • Authentic Caribbean Seal          | • InfoTips                                 |
| • Fancy Food                        | • Ismax                                    |
| • Trade Missions                    | • Caribbean Export News                    |
| • Caribbean Gift and Craft Show     | • Salon International de l'Agroalimentaire |



# 9th EDF: Caribbean Trade & Private Sector Development

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Implementation of the 9th EDF saw enhanced competitiveness of firms through market expansion and export diversification support by Caribbean Export. There was greater focus on opportunities available within the French Caribbean Outermost Regions (FCORs) and Overseas Countries and Territories of the European Union (OCTs); and the CARIFORUM-EC Economic Partnership Agreement (EPA).

## ENHANCING COMPETITIVENESS

The Agency undertook the training of enterprises, firms, and Business Support Organisations (BSOs); provided support for the development of a Regional Innovation Network and Caribbean Design Network and strengthening of the Caribbean Business and Investment Support Network (CARIBISNET); as well as the identification and development of strategic plans for 8 priority sectors<sup>5</sup>.

Caribbean Export facilitated the contribution of the Caribbean business sector to the improvement of the regulatory environment for regional private sector development.

The Agency also carried out studies to increase the knowledge of CARICOM-DR trade relations and market studies to enhance the understanding of Caribbean entrepreneurs and artisans about strategic markets including those within the United States (US) and United Kingdom (UK).

## CARICOM-DR TRADE RELATIONS STUDIES

- Grant Fund
- Business Advisory Network

## STRENGTHENING INVESTMENT PROMOTION

In 2005, Caribbean Export assumed an investment promotion mandate after the 14th CARIFORUM Council of Ministers meeting. In this vein, the Agency commissioned a Regional Investment Climate Investment Promotion Agency (IPA) survey to identify training needs in preparation for the strengthening of regional IPAs, relevant Government Ministries and the Caribbean Association of Investment Promotion Agencies (CAIPA) to attract Foreign Direct Investment (FDI).

## ESTABLISHING COLLABORATIVE LINKS WITH THE FCORS AND OCTS

Under the Caribbean Trade and Private Sector Development Programme (CTPSDP), there was also an emphasis on greater cooperation between the CARIFORUM business sector and that of the French Caribbean Outermost Regions (FCORs) and Overseas Countries and Territories of the European Union (OCTs). Activities in this collaboration included a technical cooperation project between Martinique and CARIFORUM; CARIFORUM-EU Economic Partnership Agreement (EPA) awareness and regional integration workshops; and the completion of studies on opportunities in the FCORs and OCTs.

## PREPARING FOR EPA IMPLEMENTATION

The Agency also played a pivotal role in the preparation for the implementation of the CARIFORUM-EU Economic Partnership Agreement (EPA) through the hosting of national workshops and commissioning of studies. Caribbean Export also collaborated with the CARIFORUM Directorate in the conceptualization of a Regional Development Roadmap.

## PROMOTING EXPORT DIVERSIFICATION

Caribbean Export saw the need for the further development of the Caribbean creative industries namely handicraft and music. This was actualised through the execution of the Caribbean Gift and Craft Show (CGCS) (formerly Caribbean Craft and Market Place) and the participation of regional musicians, artistes, and songwriters at the World Music Expo (WOMEX).

<sup>5</sup> Audio-visual, Fashion, Music, Health and Wellness, ICT, Architects, Engineers, and Management Consultants.



# 10th EDF: Private Sector Development & World Economy Integration

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Building on more than a decade of success in EDF Programme implementation, Caribbean Export continued its contribution to the gradual integration of CARIFORUM countries into the world economy, enhancing regional economic growth and, by extension, alleviating poverty. Under the auspices of the EU, Caribbean Export was the chief architect of the 10th Regional Private Sector Development Programme (RPSDP), which focused on developing world-class brands through the use of seven key impact zones, which reflect the Agency's approach to regional development. Namely investment promotion, access to finance, research and market intelligence, trade agreements: advocacy and awareness, export promotion and development, fostering partnerships, and Caribbean Export's capacity building.

## FINANCIAL SERVICES

Following the 20th Meeting of the Council of CARIFORUM Ministers in 2012, Caribbean Export was mandated to play a key role in addressing the challenges relating to the promotion of the regional Financial Services Sector in CARIFORUM States. This included focusing on protecting and promoting the interest of the regional Financial Services Sector, in addition to assisting with the identification of alternative sources of funding to support the work required to effectively promote the industry.

## INVESTMENT PROMOTION

Work continued on the strengthening of the regional IPAs with the development and implementation of the Regional Investment Promotion Strategy (RIPS) to address the positioning the Caribbean as an ideal location for investment, enhancement of the CAIPA brand through the re-development of the Association's website [www.caipainvest.org](http://www.caipainvest.org) and intranet, and the development of a unique brand proposition.

## ACCESS TO FINANCE

Caribbean Export's flagship funding programme, the Direct Assistance Grant Scheme (DAGS), continued to provide assistance directly at the firm level. In 2013, one hundred and forty-two (142) applicants were awarded grant contracts totaling €2,729,037.51.

The Agency also engaged a number of regional financial institutions with the purpose of sensitizing them about the funding scheme and how they may assist firms in providing loans to finance their projects.

The success of DAGS prompted the publication of *Primed for Success*, an annual magazine to highlight the accomplishment of grant beneficiaries. The publication is now in its third year and has become a showcase of a multitude of Agency beneficiaries that have worked with Caribbean Export and are achieving great success in their exporting businesses.

COUNTRY	#OF APPLICATIONS	GRANTS AWARDED
ANTIGUA & BARBUDA	10	5
BAHAMAS	4	2
BARBADOS	48	12
BELIZE	14	4
DOMINICA	13	4
DOMINICAN REPUBLIC	28	10
GRENADA	20	12
GUYANA	15	6
HAITA	7	2
JAMAICA	136	55
ST. KITTS & NEVIS	5	3
ST. LUCIA	29	8
ST. VINCENT & THE GRENADINES	8	5
SURINAME	14	2
TRINIDAD & TOBAGO	44	12
<b>TOTAL</b>	<b>395</b>	<b>142</b>



## TRAINING AND CERTIFICATION

Caribbean Export provides viable small and medium-sized enterprises (SMEs) and entrepreneurs in select industries with the training and certification they need to expand their markets and diversify their exports. In essence, the Agency strengthens their ability to export and compete in the global market. This facility is also extended to BSOs to help them strengthen their own ability to service members. CARIFORUM firms participate in training related to: investment promotion, grant proposal writing, management consulting, branding and packaging, export marketing, benchmarking assessment, trade information training, copyrights and intellectual property rights.

### TRAINING AND CERTIFICATION ACTIVITIES

- Brand Development and Packaging
- BSO Benchmarking Assessment Training
- CAIPA Training in Aftercare Services and Investment Packaging
- Copyrights
- Data Processing Mechanisms Training
- Grant Proposal Writing
- Intellectual Property
- Management Consulting Training
- Productivity Network (ProNET)
- Regional Trade Information Training Programme

## RESEARCH AND MARKET INTELLIGENCE

With the development of a Regional Trade and Market Intelligence System, Caribbean Export has begun implementation of the National Trade Information Networks (N-TIN). These networks are not only vital to the sustainability of the Regional Trade Information Network, but also build the capacity of Business Support Organisations (BSOs) to provide enhanced trade information services to their respective SME's and the private sector.

Caribbean Export has also expanded its information gathering and knowledge support base, collecting documents including publications and newsletters, documents featuring information on market access conditions, statistics, trade policy and standards, all processed and catalogued for the Online Business Information Centre (OBIC). This information can be accessed at [www.cairb-export.obic](http://www.cairb-export.obic)

## TRADE AGREEMENTS: AWARENESS AND ADVOCACY

Under the 10th EDF, Caribbean Export continued to be a focal point for providing technical assistance to regional companies and entrepreneurs to better understand and take advantage of trade agreements. Key activities include participation in and meetings with the INTERREG Joint Technical Secretariat, Regional Council of Guadeloupe, CARIFORUM Council of Ministers, Council for Trade and Economic Development (COTED), and the CARICOM/DR Joint Council.





Increased awareness of the EPA was also recognized through the hosting of 2nd Regional Media Workshop on the CARIFORUM-EU EPA, participation in the 2nd CARIFORUM EPA Implementation Network (CAFEIN) meeting and convening of the CARICOM-DR and CARIFORUM-EU Business Forums.

## **EXPORT DEVELOPMENT AND PROMOTION**

Caribbean Export renewed its emphasis on the export development of regional firms with the implementation of a series of export promotion platforms in collaboration with numerous strategic partners. These platforms include: Caribbean Kitchen, Caribbean Essence, Break Point, Soul Fusion and Design Caribbean. Our beneficiaries also participated in regional trade shows such as the Trade and Investment Convention (TIC), Expo CIBAO, Havana International Fair (FIHAV), Fair Agroalimentaria and Dominicana Moda (DM); as well as international missions to Europe in the form of Study Tours to France, Germany and the UK, the CARIFORUM-EU Business Forum, World Music Expo (WOMEX), ANUGA, and the GALLERY Berlin.

The Agency continued its support of the management consultants through the facilitation of the Annual Caribbean Management Consulting Symposium, which is now in its fifth year in addition to advancing the process of negotiating intra-regional and CARIFORUM-EU Mutual Recognition Agreements (MRAs) for regional architects.

## **EXPORT PROMOTION ACTIVITIES**

- Break Point
- Caribbean Kitchen
- Design Caribbean
- Dominicana Moda
- Caribbean Essence
- Expo CIBAO
- Havana International Fair
- London Engage
- Management Consulting Symposium
- Study Tours
- Trade and Investment Convention
- World Music Expo

The establishment and strengthening Education-SME Linkages was realised with the development of a regional innovation strategy and virtual regional innovation network, participation in the Virtual Educa International symposium, and the implementation of the Small Business Development (SBDC) model.









### **FOSTERING PARTNERSHIPS**

Developing broad-based partnerships that foster collaboration is of critical importance to Caribbean Export. As such, the Agency continuously seeks to enhance the competitiveness of firms and enterprises by leveraging the appropriate alliances and connections in keeping with this mandate. Under the 10th EDF, the Agency continued to pursue strategic partnerships with key development agencies based in the region to maximise benefits of a synergistic approach to implementing its work areas.

### **CAPACITY BUILDING**

The execution of the 10th EDF required a strengthened institutional capacity of Caribbean Export. This included the implementation of an Information and Communication Technology (ITC) Development Programme, a Monitoring and Evaluation (M&E) Framework, Human Resources Strategy, and a Public Relations (PR) Strategy; in addition to the operationalization of a Strategic Plan for the Agency.





## **CARIBBEAN EXPORT DEVELOPMENT AGENCY (CARIBBEAN EXPORT)**

Caribbean Export Development Agency (Caribbean Export) is the only regional trade and investment promotion agency in the African, Caribbean and Pacific (ACP) group. We foster an enabling environment for trade and investment within the region through integration, cooperation and advocacy initiatives. These are designed to position the region more effectively in the world economy.

The Agency's mission is to increase the competitiveness of the Caribbean countries by providing export development and investment promotion services through effective programme execution and strategic partnerships.

Caribbean Export carries out numerous development programme activities specifically designed to enhance the competitiveness of firms from CARIFORUM countries through integration investment, management and product development, market expansion and export diversification. Additionally, we have strengthened the institutional capacity of public and private sector Business Support Organisations (BSOs) particularly sector associations, trade promotions organisations (TPOs) and investment promotions agencies (IPAs) through some of these activities.

Some of our key initiatives include the facilitation of the Direct Assistance Grants Scheme (DAGS), Grant Proposal Writing, Export Marketing and ProNET Training. Our beneficiaries have also participated in regional trade shows such as the Trade and Investment Convention (TIC), Dominicana Moda, ANUGA and Design Caribbean; as well as international missions to Europe in the form of Study Tours to Paris, Berlin and London, Break Point and London Engage.

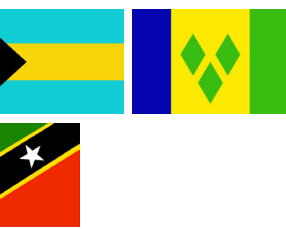
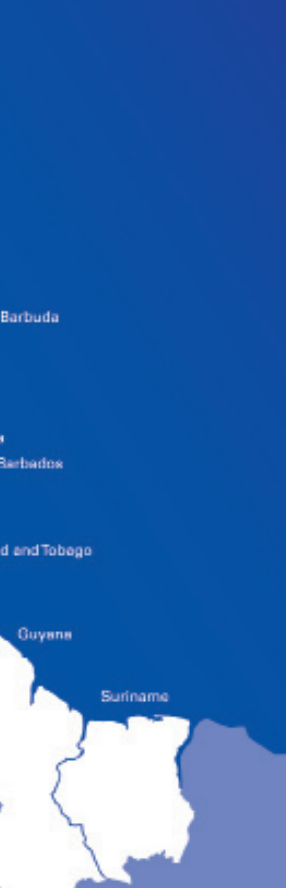
With each mission, tradeshow or event Caribbean Export aims to optimise the export potential of regional entrepreneurs, as well as highlight the investment potential of the Caribbean to the international community.



Taking Caribbean Excellence to the World.







## THE EUROPEAN DEVELOPMENT FUND (EDF)

Created in 1957 by the Treaty of Rome, and first launched in 1959, the European Development Fund (EDF) is the main instrument for providing Community development aid in the African, Caribbean and Pacific (ACP) countries and the overseas countries and territories (OCTs).

The EDF supports actions in the ACP countries and the OCTs in the three key areas for cooperation:

- Economic Development,
- Social and Human Development,
- Regional Cooperation and Integration.

## EUROPEAN UNION DELEGATION

The Delegation of the European Union to Barbados and the Eastern Caribbean is part of the European External Action Service and is one of the more than 130 Delegations throughout the world. Based in Barbados, it also has responsibility for Antigua and Barbuda, Dominica, Grenada, St. Lucia, St. Kitts and Nevis, St. Vincent and the Grenadines. The Delegation is also accredited to three Overseas Countries and Territories (OCTs), Anguilla, British Virgin Islands and Montserrat.

The Delegation was established in 1976, following the signature of the First Lomé Convention in Togo on February 28, 1975. Four Lomé Conventions, the Cotonou Agreement (June 2000) and the Economic Partnership Agreements (EPAs) (October 2008) have defined the partnership between the African, Caribbean and Pacific (ACP) states and the European Union.

The role of the Delegation is to actively promote the values and policies of the European Union, in an open and equal partnership with the Governments and people of Barbados and the Eastern Caribbean; to implement development and trade policies focusing on poverty alleviation and on the promotion of democracy, Human Rights and the Rule of Law as well as the smooth and gradual integration of the countries into the world economy; to deepen the political dialogue on all issues of mutual interest and to strengthen the partnership; and to support CARICOM regional integration as well as the planned development regional policies, programmes and institutions.

The European Union Delegation to Barbados and the Eastern Caribbean liaises closely with the European Commission at its headquarters in Brussels, and Government agencies and Non-State Actors in its partner countries as it plays a key role in the implementation of the EU's programmes in the region. In recent years the Delegation's role has expanded greatly to allow programming and management of projects directly from start to finish, making EU external assistance more rapid and efficient.

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