



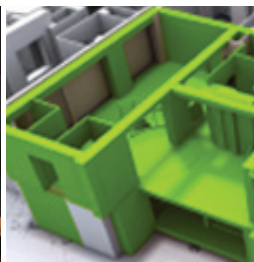
THE CARIBBEAN EXPORT & GIZ COOPERATION

COOPERATING TO EXPORT

CARIBBEAN
EXPORT
DEVELOPMENT AGENCY


german
cooperation
DEUTSCHE ZUSAMMENARBEIT

implemented by
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GIZ AG - German Development Cooperation





Pamela Coke-Hamilton
Executive Director,
The Caribbean Export

FOREWORD

The Caribbean Export Development Agency (Caribbean Export) and the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH have worked together for over 5 years. This collaborative partnership has developed from one of merely financial support to a strong, mutually beneficial relationship where the two agencies work cohesively on regional trade and export development. This project enables the CARIFORUM private sector to be more competitive in penetrating regional and international markets, with a particular focus on the utilisation of the Economic Partnership Agreement (EPA). Caribbean Export has recently signed a second agreement/MOU with GIZ that formalises the relationship and enables further collaboration.

GIZ brings a particularly valuable expertise to this initiative. Their practices draw on a wealth of regional and technical expertise as well as tried and tested management know-how. Their services span many fields: economic development and employment promotion; governance and democracy; security, reconstruction, peace building and civil conflict transformation; food security, health and basic education; environmental protection, resource conservation and climate change mitigation.

This publication highlights some of the successful projects that Caribbean Export and GIZ have worked on together over the past 5 years.



Dr. Rainer Engels
Executive Project Manager

A MESSAGE FROM GIZ

The Caribbean has niche sectors brimming with great economic potential that are currently under utilised, such as specialty food, renewable energies and the broad range of services available. The CARIFORUM – EC Economic Partnership Agreement (EPA) seeks to strengthen the trade links between the Caribbean and Europe through preferential trade rules and to provide the emerging sectors of the region with technical support to capitalize on this potential.

Despite the fact that implementing these trade rules remains a challenge, support from the European Union and its member countries, in particular the UK and Germany, continues assiduously. Caribbean Export has also established a special bilateral agreement with Germany through GIZ which provides a structured framework in which the GIZ can lend administrative assistance in the EPA implementation support project while collaborating with Caribbean Export on a number of projects as outlined in this publication.

The GIZ/ Caribbean Export partnership allows for investment in a broader scope of initiatives than would perhaps not have been possible solely under the CARIFORUM-EC EPA alone. The collaboration is constructed within the guidelines of the Parisian declaration, which encourages such cooperation so that the agencies involved can reach a wider radius and impact change more deeply.

GIZ has developed a reputation for its support of the capacity-building and development of enterprises, particularly those which are developing for export. In this way, the agencies are perfectly matched and suited to promote the export capacity of the Caribbean private sector. By working together using the principles of innovation and uncompromised quality and driven by optimism, GIZ and Caribbean Export are ready for ongoing collaboration with a mutual vision of a flourishing Caribbean.



EPA IMPLEMENTATION

One of the programmes that GIZ is involved in within the Caribbean is the CARIFORUM-EU Economic Partnership Agreement (EPA). GIZ has funded an EPA Implementation Support Project located in Barbados that provides support for its implementation through the provision of assistance to regional and national organisations. One such organisation is the Caribbean Export Development Agency.

The Economic Partnership Agreement (EPA) is a reciprocal trade agreement between the Caribbean Group of States of the ACP and the European Community (EC) which was designed to replace the trade component of the Cotonou Agreement, a non-reciprocal agreement. The arrangement acts as a trade instrument with a strong development focus which aims to help CARIFORUM to enjoy more predictable market access to the EU for its traditional exports. In particular, it is expected that the EPA will help to encourage investment in traditional exports while providing new business opportunities for export of a wider and more buoyant range of products and services. This will result in increased employment, labour skills, rates of economic growth and sustainable development.

The CARIFORUM-EU EPA came into effect in 2008. Since then, specialised units have been established for EPA-related planning, controlling, moderating and coordinating in many CARIFORUM member states, including a regional EPA Implementation Unit (EIU) within the CARIFORUM Directorate of the CARICOM Secretariat in Guyana.

The GIZ's role is to strengthen relevant regional and national organisations and thereby enable them to contribute significantly to a development-friendly implementation of the CARIFORUM-EU EPA. In order to achieve this goal, the GIZ pursues two component objectives:

- (1) To improve the institutional and professional abilities of the EPA implementation units at the CARICOM Secretariat and in the CARIFORUM member states, and
- (2) To develop a beneficial business environment for export-oriented companies in the Caribbean for seizing market access opportunities arising from the EPA, paying particular consideration to a wider participation of women in regional economic processes.

For each of these objectives, GIZ has formulated and applied objectively verifiable indicators to measure progress toward their achievement.





CAFEIN - THE CARIFORUM - EPA IMPLEMENTATION NETWORK

“A Wake-up Call for EPA Implementation”

Successful implementation and leveraging of the EPA requires active engagement between the public and private CARIFORUM EPA stakeholders. With this in mind, GIZ facilitated the CAFEIN platform in May 2012. This two- tiered platform consists of both a public website and an interactive internal platform for key implementing stakeholders which allow for information, best practice and knowledge sharing; national and regional networking; coordination and harmonisation of the EPA implementation process.

The public website, www.cafein-online.net, can be accessed by the general public and is dedicated to raising EPA awareness and disseminating information on the EPA. It contains promotional material, publications, capacity building opportunities exemplifies links to funding opportunities for companies trying to leverage the Agreement and showcases news and events. It also provides information about trading with the EU as well as the contacts to national EPA Implementing Authorities.

The interactive internal platform requires member login and caters to thematic work groups and discussion forums covering specific EPA-related topics such as Sanitary and Phytosanitary Measures (SPS) and Technical Barriers to Trade (TBT), Foreign Direct Investment (FDI), trade- related matters, investment and trade in services as well as communications and monitoring. When used proactively, active engagement in the work groups allows parties to jointly address and solve challenges in the implementation process among respective stakeholder groups while overcoming human capacity constraints facing many EIUs. The work group approach establishes an easy link between respective stakeholder groups in a timely and regular manner and allow for information, best practice and knowledge sharing, national and regional networking, coordination and harmonisation of the EPA implementation process. Work group meeting reports were designed to highlight private sector needs for their respective ministries and therefore to better guide the policy development process.

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SHOWCASE



TAKING
CARIBBEAN FASHION
TO THE
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Developing the Caribbean Fashion Industry

One of the many objectives of Caribbean Export is to stimulate the development of the Caribbean fashion industry. Under the branded platform "Caribbean Essence", the Agency, in collaboration with GIZ, provided support to five of the region's most outstanding designers by facilitating their participation at The Gallery, Berlin on July, 2-4 2013. The event was held at a new location: an abandoned opera prop factory complex nestled in the heart of the Berlin-Mitte district. The setting was not only steeped in history but was evocative of a glamorous past, which suited the theme of the proceedings perfectly.

This well-attended, international fashion trade event exposed regional designers to approximately 2,500 visitors and provided a forum for networking while presenting the region as an area of interest in the fashion world. Participating brands included: The Fifth Element, Barbados; drennaLUNA, Jamaica; Heather Jones International and MEILING of Trinidad and Tobago; and Oriett Dominich, Dominican Republic. The debut of Caribbean fashion brands at The Gallery, Berlin marked the launch of a new relationship.

The Gallery, Berlin was pitched as more of a creative lifestyle event this year at its new location – Opernwerkstätten, proving to be a unique attraction for visitors. The varied programme of fashion shows was well received by the attendant buyers.

The heavily publicised Caribbean Essence runway show took place on the 3rd July where European models strutted on the runway for an enthusiastic audience who were very receptive to the Caribbean lines.

The brands, The Fifth Element, drennaLUNA, Heather Jones International and MEILING each showed their spring/summer 2014 collection. The differences among the work of the designers was striking, both in the styles of their collections and the resultant presentations. Each designer portrayed their own distinctly individual interpretations of a Caribbean design aesthetic.

As a result of participating in this event two (2) of the clothing brands have received market penetration with German stores now carrying a number of the lines and three (3) sent samples on request.

It is through the platform of "Caribbean Essence" that small CARIFORUM businesses within the fashion industry can receive much needed market exposure in order to maximize opportunities under the CARIFORUM-EU Economic Partnership Agreement (EPA), while keeping in good faith with the key principles of trade and development cooperation established between Caribbean Export and GIZ.



Design Caribbean

Design Caribbean, formally known as the Caribbean Gift and Craft Show (CGCS), is an event which highlights the excellent standards of quality and craftsmanship in the region's creative industries. The event continues a 15-year long tradition of promoting market-access opportunities for emerging and established artisans in order to enhance the region's creative export competitiveness. The scope for success in this arena has already been demonstrated by the recent success of the Jamaican animation industry in creating collaborative relationships with the American animation industry.

Design Caribbean is the platform on which designers can showcase their most recent collections while making invaluable connections with both fellow artisans and buyers. The event also provides industry linkages with the design programmes of the region's tertiary institutions, creating opportunities for cross-disciplinary activities. Additionally, it provides a catalyst for the generation of innovative concepts through the involvement of special international guest exhibitors. Design Caribbean invests in the formal training of artisans in order to expose them to the demands of the various international markets, the opportunities offered as well as the processes by which products are developed and marketed to meet specific consumer needs.

In 2011, Caribbean Export and GIZ facilitated a Design Caribbean trade fair in Santo Domingo, Dominican Republic which proved to be a resounding success for its participants.

Kiran Alkal CEO and owner of SMAKS Bespoke Teas, Trinidad and Tobago shared that:

“Design Caribbean...gave me confidence to go ahead with my product. Before the trade fair, my business was still just an artisanal shop. Today it is a major international trade partner.”

Marie Roberte, owner of Belzeb, Grenada expressed similar sentiments:

“By attending Design Caribbean, I was able to discover the real demand for my products. As a consequence, I was soon able to double my production and export sales.”

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CARIFESTA

In further support of the cultural industries, Caribbean Export and GIZ participated in the CARIFESTA fair from August 16-25, 2013 in Suriname. The key objectives of the initiative were to give regional recording artistes and musicians international exposure, to coach regional artists on how to fully capitalise on B2B meetings with international industry representatives as well as to enhance knowledge of their intellectual property rights and means by which to defend them.

CARIFESTA allows for artistes to explore the signing of new record deals as well as collaboration opportunities with international record labels; to be exposed to the procedures and production quality of these record labels and ultimately to be ambassadors for the Caribbean music festival brand. Last year's fair provided life-changing opportunities for one artiste in particular, Trinidadian A. Jaikaran. Jaikaran was able to secure his solo album with an American record label and to headline a holiday season tour. The agencies also assisted Jaikaran to establish a local record label in Trinidad and Tobago through Northfire Studio, USA. Other artistes also made deals to record solo albums with Northfire Studio. Northfire Studio was so impressed by the performance of the participating artistes that the studio offered to host an international version of CARIFESTA in the USA.





Trade & Investment Convention (TIC) and Services Week, Trinidad & Tobago

Caribbean Export partnered with the GIZ in order to provide support to the Trinidad & Tobago Manufacturers Association (TTMA) for the 2012 and 2013 Trade & Investment Convention (TIC) held in Port-of-Spain, Trinidad. In 2013, part of this support activity included a jointly held seminar on standards and regulations. Hundreds of companies from Trinidad and Tobago as well as others from across the Caribbean had the opportunity to display their goods to international and regional buyers at their booth displays. Additionally, the agencies provided information on the topics of standards and quality infrastructure. The convention was attended by key institutions such as the Trinidad & Tobago Customs Authority and organizations such as the Trinidad & Tobago Bureau of Standards (TTLABS) and gave valuable input.

In 2012 and 2013 there was service week in Trinidad & Tobago which served the same purposes. In 2013, Caribbean Export and GIZ partnered to provide technical expertise specifically targeted at the financial services sector, under the theme of "Creating the Future You Want".





Tasting the Future

"ANUGA Fine Food" is the world's most premier exhibition for gourmet and delicatessen products attracting around 6,700 exhibitors from 100 countries. ANUGA is not only the largest food and beverage fair in the world, it is also the sector's most important fair for access to new product markets and access to target groups. It is the perfect venue for all the latest trends and themes in the food and beverage industry to be brought into the spotlight and also a great place to make first-rate contacts and business deals.

Caribbean Export, in partnership with GIZ, enabled the participation of 11 businesses from the CARIFORUM agro-processing sector in ANUGA, October 5-9, 2013 under the umbrella brand 'Caribbean Kitchen'. The sector is mainly made up of small and medium sized enterprises involved in the process of adding value to traditional agricultural products such as fresh fruits and vegetables for domestic use as well as export.

"In one week [we] have gained access to at least 5 EU markets which is a dream come true".

Glyn Partridge, Director, 10 Saints, Barbados

The inaugural presentation of Caribbean Kitchen at ANUGA, transformed a 212sqm space into a Caribbean beach bar. The vibrant setting became a hive of activity for visitors sampling a variety of food and beverage products from across the region, while rhythmic Caribbean music set the mood in the background. Many visitors were enticed to sample the Taste13 award winners Banana Ketchup from Baron Foods, Tiger Malt from Beverages Caribbean Inc. and Marie Sharp's Fruit Flavours from Belize. Taste13 is an event considered to be the central showcase for innovation at ANUGA, and brings together the best new products, trends and future-oriented concepts. It is where visitors get an overview of the top new products at ANUGA that were selected by an international jury of trade journalists.

The Agency's strategy for market penetration is to take market ready firms into the target markets where they will have the best opportunity to meet the industry trade buyers and decision makers required to maximize the export potential for the region. The participation of Caribbean Kitchen at ANUGA achieved this with a number of participating firms capitalizing on the opportunities: Barbadian brand 10 Saints "received definite orders from four (4) European markets" and has since closed a deal with an African distributor. Director Glyn Partridge expressed complete satisfaction, stating that: "In one week [we] have gained access to at least 5 EU markets which is a dream come true".

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Caribbean Exporters' Colloquium

Caribbean Export held two days of high-level discussions on the state of the Caribbean region's export strategy during the Caribbean Exporter's Colloquium at the Hilton Barbados Resort in Bridgetown, Barbados from March 21-22, 2013. The Colloquium formed part of, and is the capstone activity of, the inaugural Caribbean Export Week, which ran from March 17-22, 2013 under the theme 'Promoting Regional Trade, Export Development and Investment'.

The main objective of the Colloquium was to review the recommendations emanating from the 'Time for Action' Report that was prepared by the West Indian Commission (WIC) for the CARICOM Heads of Government in 1992 and to take stock of the Region's trade and export performance since the Report was tabled by the Commission. Panellists at the event included The Honourable Anthony Hylton, Minister of Industry, Investment and Commerce for Jamaica, Sir Shridath Ramphal, Former Chairman, The West Indian Commission, The Honourable Ryan Pinder, Minister of Financial Services for The Commonwealth of the Bahamas and Prof Victor Bulmer-Thomas of London University and UCL Institute of the Americas, London who discussed the issues raised in the report and assessed the region's current export performance in light of developments taking place at the global level.

GIZ supported the facilitation of regional stakeholders in this year's colloquium while Caribbean Export established a Private Sector Advocacy group. The group comprised of representatives from CARIFORUM countries that are both large and small such as Grace Kennedys, Angostura and Banks Holdings to Baron Foods and the BrainStreet Group.





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Building Capacity with ProNET

Following a joint planning workshop in October 2009 with BSOs from the manufacturing sector, Caribbean Export and GIZ have been involved in an on-going partnership to provide training to BSOs and CARIFORUM firms on a regional basis.

In 2010 Caribbean Export and InWEnt implemented a modular training programme in export marketing including online coaching and on-site visits. The programme was designed to assist in institutional strengthening and export marketing training for small and medium-sized enterprises (SMEs) and BSOs in the specialty food and beverages, furniture, handicraft and gifts and fashion/design sectors. Three training cycles were implemented with a total of 74 participants from across the CARIFORUM region including 35 BSO staff members.

“I came to the workshop to see what I need to do to expand exports. From the workshop I now see that I have to improve labeling and work on market penetration.”

Leonor Garcia Serviconfe S.A

Through contact with the SMEs it was apparent that many companies needed support to improve their basic productivity and competitiveness in order to be export ready. Based on this, Caribbean Export and GIZ agreed to begin another training programme for BSOs. The training programme, ProNET is a modular training programme specifically for manufacturing enterprises who want to develop their business and become more competitive. The training programme was originally developed by a GIZ project in Southern Africa where the model of “Training Trainers” has proved to be successful.

The first ProNET workshop was held in November 2011 with 19 participants who were introduced to the 8 modules by two GIZ ProNET Consultants. The participants then modified the training material to make it relevant to the region. Following the ‘train the trainer’ model the region now has 23 certified trainers and over 290 private sector businesses have participated in at least one module of the 9 module programme. The programme is available in English, Spanish and Dutch.



Capacity Development in the Services Sector

Similarly to the ProNET initiative, such human and institutional capacity building has also been extended to the services sector through work with the Caribbean Network of Services Coalitions (C-NSC). In this regard GIZ in partnership with the Caribbean Export Development Agency (CEDA), wish to provide further assistance towards the development of the regional services sector.

There are presently nine (9) functioning national services coalitions: Antigua & Barbuda, Barbados, Belize, Dominica, Grenada, Guyana, Jamaica, St. Lucia and Trinidad & Tobago. It is the region's intention to establish a coalition in every CARIFORUM member state.

Such a training programme will enhance the business and export skills of the service providers which will ultimately enable the private sector to penetrate new markets and generate foreign exchange.

One of the core objectives of the coalitions of services industries (CSIs) is to develop the export capacity of service providers through the provision of information and through training programmes which increase the amount of service exports from the region. To this end the development agencies are supporting the development and implementation of a services train-the-trainer programme to address the repeated demand of CARIFORUM SMEs under the ProNET experience. In the past, companies from the managing consulting, insurance, training and investment services sector have been participants, indicating that interest within the private sector does exist for such an adaptation.

Such a training programme will enhance the business and export skills of the service providers which will ultimately enable the private sector to penetrate new markets and generate foreign exchange. The programme would also improve the relevance of the service coalitions and provide a means by which revenue generation is possible. As such the programme developed is expected to contribute to the enhanced sustainability of the CSIs.

In terms of sustainability of support to the services sector, intuitional capacity building initiatives in partnership with the regional services coalitions also includes a 'Sustainability Framework' programme, to be conducted in tandem with the train-the-trainer project. This initiative will eventually result in the highlighting and the implementation of activities which generate revenue for the coalitions, thus making them more sustainable beyond the end of donor support.

Presentation

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Performance Features
to customers?

your services unique?

Advantage

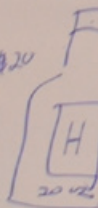
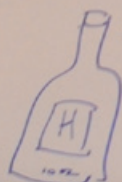
become more Efficient

Value Proposition

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HOT
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20



- Competitive pr

- recipes

- cooking classes

- home grown pepper

Exports & Local (H)

Family owned

secret ingredient

- taste b

- Consistency in production

- wider distribution

- private labeling



London Engage and the CARIFORUM-EU Business Forum

During the London Olympics in July and August 2012 Caribbean Export produced the London Engage programme. The event consisted of a series of workshops, meetings and study tours for the agro-processing, audio-visual and fashion sectors and brought together EU and CARIFORUM companies for business networking and matchmaking sessions. Discussion panels were also held on key opportunities and challenges of trade between CARIFORUM and EU states. As a result of the B2B meetings, several match-made companies indicated their interest in partnering in business ventures. This spirit of integration and collaboration was fostered not only between the EU and CARIFORUM firms but additionally amongst the CARIFORUM companies themselves.

The activities culminated in the CARIFORUM-EU Business Forum which was held on August 8-9, 2012 in collaboration with the ACP Business Climate (BizClim), CARIFORUM Directorate, CARICOM Secretariat and GIZ under the theme "Making the CARIFORUM-EU Economic Partnership Agreement Work". The objective of the Forum was to create awareness of the CARIFORUM-EU Economic Partnership Agreement (EPA) and to promote business opportunities within sectors that are readily positioned to do business in the European Union (EU). The event, which was a component of Caribbean Export's London



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Engage initiative, was attended by approximately 200 stakeholders from the public and private sectors of the CARIFORUM Region, European Union and the Pacific Region. The forum provided a platform for participants to discuss the issues affecting trade between CARIFORUM and the EU. The participation of representatives of the EPA Implementation Units of the region was facilitated by GIZ.

The event focussed on the manufacturing and cultural industries (music, audio-visual, fashion) sectors, however given the timing of the event, a session was also held on the Business of Sport. The first day of the event included discussions on:

- Investing and doing business in the Caribbean's Sports Industry
- Taking advantage of Investment opportunities within the Caribbean and Europe
- Trading with Europe: Making the CARIFORUM-EU Economic Partnership Agreement Work

On the second day participants broke out into two groups – agro processing and cultural industries – to share their experiences and challenges and to receive recommendations. In addition, representatives from the Pacific Group provided case studies on their particular experiences.

During the wrap-up, Pamela Coke-Hamilton, Executive Director of Caribbean Export highlighted the issues raised during the two day event and the way forward. Coke-Hamilton emphasised the need for:

- countries to put in place legislation and policy parameters to allow them to take advantage of the EPA;
- an action-plan for sports and sports tourism;
- enhanced market intelligence mechanisms;
- regional branding;
- building partnerships;
- improved transportation infrastructure within the Region;
- quality control;
- increased consultations with the relevant stakeholders.



Management Consulting and the Professional Services

Globally, the management consulting industry has been identified as one of the fastest growing sectors: in a 2010 study commissioned by the Agency, with the global market for consulting services expected to reach US \$350 billion for that year. A priority niche sector for the Agency, the facilitation of the annual Management Consulting Symposium provides a tangible opportunity to engage regional and international experts and bring renewed focus to establishing strategic alliances and generating opportunities for CARIFORUM management consulting firms to exploit the CARIFORUM-EU Economic Partnership Agreement (EPA) and those in the emerging markets.

In September 2013, the 5th Management Consulting Business Symposium brought together over 75 CARIFORUM Management consultants and consulting firms from Europe, South America and Africa. A major activity on the 3 day agenda was the series of business to business matchmaking sessions with EU consulting firms to generate business and thus increase the penetration of the EU market by CARIFORUM firms. This was a highly successful facet of the 4th meeting with a number of consulting firms reporting positive partnerships and successful bids as a result.

“Our firm has been able to partner with seven (7) of the CARIFORUM consultants/consulting firms present at the Symposium on proposals, three of which were successful bids.”

Pernille Fischer Boulter, CITP,
Kisserup International Trade Roots Inc.
& Kisserup Europe.

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Supporting the Green Economy

The Leadership in Energy and Environmental Design (LEED) Certification was developed specifically for construction professionals and in November 2012, twenty-five (25) regional construction professionals received their LEED certification.

Construction professionals include; architecture, engineering, interior design, construction and project management.

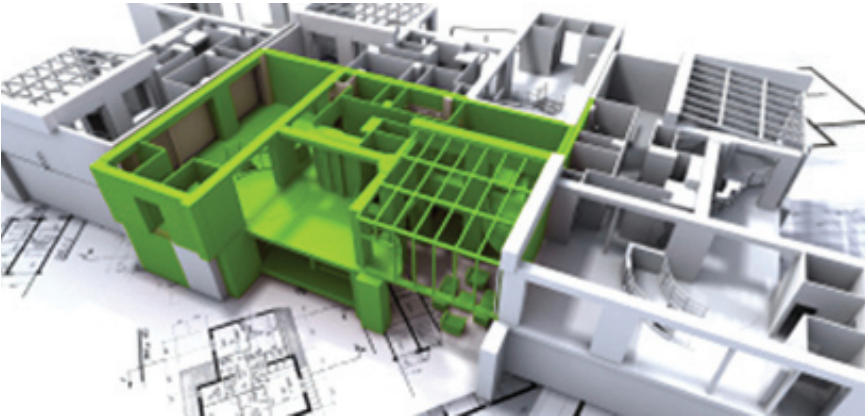
Their certification was facilitated in collaboration with Barbados Coalition of Service Industries, GIZ and Caribbean Export and is an important step towards transforming the Caribbean to a Green Economy because;

1. Professionals are able to identify and implement practical and measurable green building design, construction, operations and maintenance
2. There is a knock-on effect into the manufacturing sector where more green building products are produced domestically or regionally to service a growing domestic/regional industry

The Green Economy is now practical and commercially attractive to the business community. Shell Oil, one of the largest oil companies in the world recently released a report which stated that any country that wishes to remain viable must develop a low-carbon economy. The drive towards going green has evolved beyond being only an environmental concern, to now incorporating a decidedly market led and economic imperative.

While global policy makers are advancing the international framework, industry leaders in all sectors are keeping pace with and setting trends which bring industry into environment policy as practitioners. This trend has the potential to significantly reduce the economic cost of environmental preservation and sustainable development practices given the increase in supply and the attendant creation of demand by more conscious consumers.

Professional qualifications such as LEED and other similar designations now play an important role in making professionals in the construction sector more in tune with environmental practices, methodologies, products and trends, but it also creates new market niches which they can pursue to expand their businesses and export potential.





ABOUT CARIBBEAN EXPORT

Caribbean Export Development Agency (Caribbean Export) the only regional export development, trade and investment promotion organisation of the Forum of Caribbean States (CARIFORUM) currently executing the Regional Private Sector Programme (RPSDP) funded by the European Union under the 10th European Development Fund (EDF).

Caribbean Export'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. GIZ works closely with Caribbean Export's technical departments supporting the facilitation of programmes for the Caribbean private sector.

Caribbean Export carries out numerous work programme activities specifically designed to enhance the competitiveness of firms from CARIFORUM countries through 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 agencies and investment promotions agencies through these activities.

Caribbean Export's 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 Trinidad Trade and Investment Convention (TIC), Dominicana Moda and Design Caribbean; and 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.

For more information on Caribbean Export and our projects,

visit our website

www.carib-export.com

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www.youtube.com/TheCaribbeanExport

ABOUT GIZ

The GIZ Economic Partnership Agreement (EPA) Implementation Support Project was established in 2010 by the German Federal Government for Economic Cooperation and Development. The Project is located in Barbados and provides support for the implementation of the EPA through the provision of assistance to regional and national organisations in both the private and public sectors. Private sector outreach largely focuses on the services sector with much work being conducted with the regional Coalitions of Services Industries (CSIs). Public outreach on the other hand, is mainly conducted in cooperation with the respective national EPA Implementation Units (EIUs) and the regional Unit (REIU) within the CARIFORUM Directorate of the CARICOM Secretariat.

Information on our project can be found on our Projects Facebook Page at: www.facebook.com/GIZ.EPA.Implementation.

General information about GIZ can be accessed at: www.giz.de

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