

# TRADEWATCH

The Official E-Letter of the Caribbean Export Development Agency • January 2009

## Mission on track despite recession, says Williams

**I**N SPITE OF the financial turmoil affecting many countries' economies in 2009, the Caribbean Export Development Agency (Caribbean Export) will continue its work of stimulating regional trade and investment, offering training and financing to improve the quality of regional goods and services and providing opportunities for increased exports, according to Executive Director Philip Williams.

"Economic recession makes our work more critical as we are trying to help companies in the CARIFORUM region understand how to take advantage of opportunities offered under the European Partnership Agreement (EPA), and help them become more competitive," he told TradeWatch. "In all of this, we are trying to help individuals and companies who are not strong enough on their own to

*With a busy schedule for the first half of 2009, Caribbean Export is continuing its outreach to the region, says Executive Director Philip Williams*

work together and to build alliances through networking."

However, the effect of the credit crunch may have been seen in the huge response to Caribbean Export's recently-launched grant scheme, which was oversubscribed. "People are looking to us more for assistance," Mr. Williams notes, adding that although it was always envisioned that the grants would be awarded in two segments, "the demand after the first call was such that we could have given out nearly all of the available funds in one go."

As it turned out, nearly 100 proposals were received by the Agency by the end of the first call for proposals last October, leading to the award of 33 grants totaling BDS\$2.3 million spread around six countries.

But that programme, which Mr. Williams refers to as a "very practical form of assistance," is only one aspect of Caribbean Export's much wider mission, which encompasses trade policy, enhancing enterprise competitiveness, building institutional capacity for trade and investment and strengthening regional networks.

For example, in relation to the EPA, Mr. Williams points out that "the business community wants to know what's in it for them," and in response, the first half of this year will see Caribbean Export working with the Caribbean Regional Negotiating Machinery (CRNM) to mount four workshops around the region, starting with Martinique, to help explain the ins and outs of the EPA.

Mr. Williams says that the main exports from CARICOM into the European Union through the



**Philip Williams, Executive Director, Caribbean Export**

EPA will, at least initially, be in professional services and entertainment, especially in Information and Communications Technologies (ICTs), music and films. People in those sectors will go abroad to promote and deliver their services, but the Caribbean could also do more to promote itself as a place for film making, as was the case recently with St. Vincent & the Grenadines in the making of the Pirates of the Caribbean film trilogy. To achieve this, he notes, the legal environment needs to be conducive and Film Commissions need to be established in Member States where they do not exist.

In terms of enhancing competitiveness, Mr. Williams sees an urgent need for the region's producers to integrate modern design concepts into their products, noting that design goes far beyond simply having a "flair" for attractive packaging. Design can completely revolutionise how a

product is created and used, he notes, adding that he would like to see the region integrate design into the whole approach to production along the lines of the Scandinavian countries.

The Agency's focus on design will take a step forward at a planning meeting in Jamaica in early February. Leading regional design professionals along with Caribbean Export will meet to explore ways of improving Caribbean design and in an effort to define the concept of Caribbean style.

Mr. Williams hopes the Agency can select four designers to each work with eight handicraft companies on redesigning their products. Within a couple of years, he says, he would like to see as many as 50 producers with completely redesigned products on display at the Agency's flagship Caribbean Gift and Craft Show.

Even that show, says Mr. Williams, is in for a makeover this year, as it will be re-conceptualised as a Best of Caribbean Show, with fewer exhibitors offering a higher, more export-ready standard of product.

The Agency will also host a series of specialty food workshops when top professionals from the trade in the United States along with Caribbean Export officials undertake a weeklong multiple-island workshop tour. The goal is to improve demand among foreign buyers for Caribbean specialty food brands.

As for strengthening institutional capacity, Mr. Williams says that April will see a major meeting in the Dominican Republic for Business Support Or-

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## Planning Meeting on Caribbean Design

**THE LINK BETWEEN** good design and improved exports will be the focus of a planning meeting which takes place from February 11-13 in Ocho Rios, Jamaica with a group of small and medium-sized enterprises (SMEs) and designers from the region.

With the goal of strengthening design capacity in the Caribbean, the Caribbean Export Development Agency (Caribbean Export) is hosting the meeting, which will include case studies and current issues as they relate to craft. Other items on the agenda include a discussion in what constitutes a Caribbean style of design, and the formation of a Design Initiative Task Force.

## CARIBISNET Website

**THE CARIBBEAN EXPORT** Development Agency (Caribbean Export), under the framework of the EU-funded Caribbean Trade and Private Sector Development Programme (CTPSD), is seeking to hire the services of specialised ICT expert(s) to further develop the website of the Caribbean Business and Investment Support Network (CARIBISNET).

Proposals must be submitted by February 18 to the Agency. For further information on the assignment, contact Escipi3n Oliveira, Manager, CTPSDP at E-mail: eoliveira@carib-export.com or visit our website: <http://www.carib-export.com>

## Mission on track despite recession

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rganisations (BSOs), while work continues on building the Caribbean Association of Investment Promotion Agencies (CAIPA), an umbrella body for the investment promotion agencies set up by the region's governments. Later in the year, Caribbean Export will also support the hosting of a Caribbean Services Summit, bringing together the several national services coalitions formed in the region.

**C**aribbean Export Development Agency's (Caribbean Export) Executive Director, Philip Williams, accompanied by Ms. Donnalee Bowe, Caribbean Export's Board Member from the Bahamas and Mr. Alan Ramirez, Caribbean Export's Deputy Executive Director, recently concluded an initial mission in Haiti, visiting several private and public sector agencies.

Arrangements for the mission were made by Mr. Allen

## Haiti initiative gathers steam

Henry, Haiti's representative on the Caribbean Export Board.

The goal was to devise an action plan for helping the country over the next 18 months. It was decided that there would be a Caribbean Export Council for Haiti established to help develop this action plan. The plan could include the Economic Partnership Agreement (EPA), handicraft design workshops, and a general development pro-

gramme for which additional funds would be sought. Mr. Williams said he was pleased that the Agency had been able to meet with a group of "committed nationals" who would carry forward the initiatives arising out of the mission.

Caribbean Export plans to make similar missions to The Bahamas, Suriname and Belize, geographically the farthest places under the Agency's ambit.

## CARIBBEAN EXPORT PUBLICATIONS

*Editor's note: With this issue, every issue of TradeWatch will highlight Caribbean Export's publications, all of which will be available on our website. Use this information to select the publication that is right for your businesses needs.*

### MARKET BRIEF SERIES

The Caribbean Export Development Agency (Caribbean Export) has published a new Market Brief Series on opportunities for small and medium-sized enterprises (SMEs) in the Caribbean Single Market and Economy (CSME).

**The available titles are Handicraft, Speciality Foods, Furniture, Engineering Services, Design Services (Fashion, Graphic, Interior Design etc.), Management Consulting Services and Health and Wellness Services.**

The series is the result of a joint effort between Caribbean Export and Trade Facilitation Office Canada.

*For further information on the market briefs contact Cora Lowe at E-mail: [clowe@carib-export.com](mailto:clowe@carib-export.com) or visit the website at [www.carib-export.com](http://www.carib-export.com).*

### EXPORT MARKETING MANUAL

Caribbean artisans will be better positioned to enhance their product and marketing skills with the publication of the new export marketing manual "How to Prepare to Export Successfully and Promote your Products through Trade Fairs" published by the Caribbean Export Development Agency (Caribbean Export).

**The eight chapters of the manual cover topics such as "From Concept to Product", "Building Company Image and Brand for Export", "The ABCs of Export Marketing", Building Buyer Relationships through Trade Shows and other Marketing Activities" etc.**

*To request your copy of this publication please contact Cora Lowe, Research and Communications Officer at Fax: (246) 436-9999, or E-mail: [clowe@carib-export.com](mailto:clowe@carib-export.com) or download from our website at [www.carib-export.com](http://www.carib-export.com).*

### AUTHENTIC CARIBBEAN CRAFT CATALOGUE

A new catalogue especially intended to showcase Caribbean handicraft products to wholesalers, retailers and consumers in the tourism and hospitality industry, is now available on compact disc or by direct download from the Internet.

*Copies of the catalogue can be downloaded from our website at: [www.caribbeangiftandcraft.com](http://www.caribbeangiftandcraft.com) or contact Undeane Padmore at Tel: (246) 436-0578 or E-mail: [ugrimes@carib-export.com](mailto:ugrimes@carib-export.com).*

### CARIBBEAN EXPORT ANNUAL REPORT 2007

The Annual Report for 2007 is an effort to present Caribbean Export's activities in a format that is both user-friendly and results-oriented. Its content provides the basis for strategic planning, resource mobilization, monitoring and reporting in the future and represents Caribbean Export's renewed commitment to transparency and informed corporate communication. To request a copy contact Quentin Baldwin at E-mail: [qbaldwin@carib-export.com](mailto:qbaldwin@carib-export.com).

### CGCS 15TH ANNIVERSARY MAGAZINE

The magazine highlights the 15th Anniversary of Caribbean Gift and Craft Show (CGCS) which over the years has been an occasion to celebrate the creativity, excellence and uniqueness of Caribbean people in the art, craft, gift and clothing sectors. *Copies of the magazine can be obtained Undeane Padmore at Tel: (246) 436-0578 or E-mail: [ugrimes@carib-export.com](mailto:ugrimes@carib-export.com).*

## New Call for Proposals

**THE CARIBBEAN EXPORT** Development Agency (Caribbean Export) will launch a 2nd Call for Proposals under the Direct Assistance Grant Scheme on Monday, February 9th, 2009. This 2nd Call for Proposals relates to the Regular Procedure grants and the deadline for submitting applications is Friday, February 20, 2009 at 4:30 p.m.

The programme is focused on enhancing the competitiveness of firms in the Caribbean Region (CARIFORUM) through increasing export potential and expansion of export markets.

According to Kirk Brown, Caribbean Export's Senior Grants Adviser, Revised Guidelines and applications forms for the Regular Procedures 2nd Call for Proposals can be downloaded or accessed from Caribbean Export's website at [www.carib-export.com](http://www.carib-export.com). The maximum funding contribution for Regular Procedures under the 2nd Call for Proposals is €30,000 (70% of the total project cost).

For further details on how Caribbean Export may assist your business in increasing its exports and/or competitiveness regionally and internationally, contact Grant Advisors Messrs. Kirk Brown ([kbrown@carib-export.com](mailto:kbrown@carib-export.com)) or Sam Kruiner ([skruiner@carib-export.com](mailto:skruiner@carib-export.com)) at Tel: (246) 436 0578.

## Seminars on US Specialty Food Market

**THE CARIBBEAN BECAME** a player in the U.S. Specialty Food market in the 1990's when some of its products made their first appearance at the annual National Association for the Specialty Food Trade's (NASFT)/Summer International Fancy Food Show in New York City.

Over the past several years, however, there has been a decline in the quality and interest in the region's specialty food market. In an effort to revive both and also to make producers more aware of the Fancy Food Show, Caribbean Export will be hosting a series of seminars to be held in The Bahamas, Barbados, Belize, Dominica, Jamaica and Trinidad and Tobago in late February/early March.

Presenters will include Derryck Cox, president, International Trade Promo-

# Behind the Scenes: Kirk Brown

IN OUR DECEMBER issue, we reported on the success of Caribbean Export's Direct Assistance Grant Scheme, which has awarded grants to nearly three dozen companies in several economic sectors around the region (Trade-Watch, Dec. 2008, page 3).

This month, we go behind the scenes to discuss the grant scheme with Kirk Brown, Caribbean Export's Senior Grant Advisor. What's the goal of this programme and how are the funds allocated? Trade-Watch asked Mr. Brown.

"The objective is to help Caribbean firms which are already exporting and those which need help in getting ready to do so," he points out, adding that there are certain sectors to which the agency has given priority status.

For example, the Agency wants to help Caribbean nationals who are professionals in their fields, like architects, lawyers, scientists and accountants, to provide services within the European Union, especially the United Kingdom, explains Mr. Brown.

Other sectors given prior-

**"Our objective is to help Caribbean firms which are already exporting and those which need help in getting ready to do so," explains Mr. Brown.**



**Kirk Brown, Caribbean Export's Senior Grant Advisor.**

ity include information and communications technology (ICT); the creative industries (e.g. film, music, handicraft and art); and health and wellness. "It's very hard for companies in some of these sectors to get financial help in the real world," he states.

But it's one thing to get an application form and another to complete it in a way that will help Caribbean Export to view your needs in

the most favourably light possible, and Mr. Brown offers some advice that might help prospective applicants.

Noting that the applications with the greatest chance for approval are those which provide a clear understanding of what the company wants to do with the grant funding, whether it be marketing, product improvement, quality management, getting HACCP or ISO 22000 designations, or help in funding the cost of bringing a company's book-keeping up-to-date, or training for employees in new technology.

"The application process is in keeping with the European Union's spirit of fairness and transparency, hence the call for proposals, which is like a tendering process, so that everyone involved in approving grants at Caribbean Export understands your company and its products or

*Continued on next page*



**Jamaica's BABA Roots products on display at the Fancy Foods show.**

tions Ltd; a representative of the NASFT, and a US importer/distributor of food products. Companies in the specialty

food sector interested in attending the seminars should contact Sam Kruiner at E-mail: [skruiner@carib-export.com](mailto:skruiner@carib-export.com).

## DR's new company formation law

**ON DECEMBER 15**, President Leonel Fernandez signed a new law establishing new simplified criteria for the formation of companies in the Dominican Republic. For example, just two shareholders are now needed to form a limited liability company under the new law, which also establishes new grounds for subsidiaries, branches and agencies of foreign companies in the DR.

The new law has no effect on Law 173, which governs the distribution and representation of foreign-made goods and services in the Dominican Republic. For more on this new Law 479-08 - the Ley General de las Sociedades Comerciales y Empresas Individuales de Responsabilidad Limitada, see [www.suprema.gov.do/pdf/leyes/2008/Ley\\_479-08.pdf](http://www.suprema.gov.do/pdf/leyes/2008/Ley_479-08.pdf). Law 173 of April 6, 1966 can be found on our website at the link: <http://www.carib-export.com/section.php?Sec=3&Ssec=6&Info=130>.

## Energy Mission to French Caribbean

ON MARCH 31 – APRIL 2, 2009, Caribbean Export Development Agency (Caribbean Export) in collaboration with the Caribbean Regional Negotiating Machinery (CRNM) will be hosting an Economic Partnership Agreement (EPA) Workshop and Energy Trade Mission to Martinique.

The objectives are to present to the private sector and other economic operators in the French Caribbean Outmost Regions (FCOR) the opportunities and challenges of doing business with CARIFORUM States in the framework of the Economic Partnership Agreement (EPA) between CARIFORUM and the European Union; and to promote the use of alternative energy sources, via the trade and investment facilities offered by the EPA, with a view to reducing operational costs of Small and Medium-sized Enterprises (SMEs) and their reliance on non-renewable energy sources in the Caribbean region.

According to Carlos Wharton, Carib-

bean Export's Senior Trade Policy Advisor, the EPA Workshop/Mission will target the business community of Martinique, Guadeloupe and CARIFORUM member states. The energy trade mission will, inter alia, bring together various actors in the energy business, namely, producers and distributors of energy; consumers, including hoteliers (with special emphasis on spa-and wellness), and other high energy-consuming industries; and service suppliers that have impact on the reduction of energy costs (ICT experts/companies, architects and engineers).

Business support organisations (BSOs) and firms that produce, distribute or consume energy products are invited to participate in this event.

For further information contact Carlos Wharton, senior trade policy adviser, Caribbean Export Development Agency, Tel: 1 (246) 436-0578, Fax: 1 (246) 436-9999, Email: [cwharton@carib-export.com](mailto:cwharton@carib-export.com)

## Banana dispute update

**HOPES FOR A NEGOTIATED SETTLEMENT** in the long-running banana dispute remain distant following the January 6 adoption by the World Trade Organisation's (WTO) Dispute Settlement Body of the Appellate Body's report that in turn had backed an earlier WTO panel's find-

ing (in Dec. 2007) against the EU.

Ecuador and the United States complained to the WTO when in January 2006 the EU gave the Caribbean and the rest of the ACP countries a duty free import quota for bananas of three-quarters of a million metric tonnes, and sought to further protect ACP bananas by applying a tariff of 176 euros per metric tonne to all other banana exporting countries.

Ecuador and the EU are still at odds over a deal cut last July, with the EU saying its agreement to cut its banana tariff to 114 euros/mt by 2016 was part of an overall Doha package that fell through.

## WTO launches new DB

**THE WORLD TRADE ORGANISATION** (WTO) has launched a database containing regional trade agreements (RTAs) established by its members. The database, one of the requirements of the General Council's Transparency Decision on RTAs, contains all the notifications, links to the contents of the agreements, and information on the organisation's assessments of them. This facility will be useful to researchers or persons interested in Trade Agreements to compare the preferences offered in the RTAs.

The database, online at <http://rtais.wto.org>, can be searched by country, region, legal provision, date of notification

or entry into force of the RTA. Summary tables of all RTAs currently in force, containing various types of information, can be easily exported by users of the database.

## T&T fully paid up

**TRINIDAD AND TOBAGO IS FULLY PAID** up to the Caribbean Community (CARICOM) Development Fund (CDF), say CEO Ambassador Lorne McDonnough, responding to media reports that the government was about to end its contribution to the fund.

Trinidad and Tobago, as the largest CARICOM economy, is the biggest contributor to the CDF, which launched in July last year by the CARICOM Heads of Government in Antigua to provide assistance under the CSME to disadvantaged member states and sectors.

Participating Member States have agreed to contribute US\$120 million to the capital fund, to be paid in two tranches. So far, they have paid their initial contributions and the CDF's capital fund now stands at approximately US\$67million. Another US\$130 million is to be raised from potential donor partners.

Member states are expected to have access to the CDF by the middle of this year. •

## What readers are saying about TradeWatch

Congratulations TradeWatch Team. The new look is very professional and the content very informative. Great way to stay connected with what's happening in the region. -*Diane Girard, Global Links Network*

Just a note to say I love the new format - it can be downloaded and read at leisure, really befitting the content. Congratulations! -*Lisa Callender, Innovative Projects Solutions Ltd., Jamaica*

Great new format, always very informative. I consider your information a great inspiration to up and coming businesses in the region. Keep it coming. -*Anthony Pestaina, Howell Jewellers/VISAGE*

Thanks very much. Truly world-class news bulletin. Once this is translated to assist business around the region we would all be proud of our efforts. -*Annie Dyer-Howe*

Congratulations. This is an excellent look and feel. It is extremely user-friendly. I like it. Keep up the good work. -*Wendy Sealy*

This new look is excellent, very eye-friendly. -*Enrique Hernandez*

This is a much nicer and easier-to-read format. I love it. -*Kevin Forbes*

Congratulations, it's quite attractive! -*Norman Girvan*

## Behind the Scenes: Kirk Brown

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services, and why you need the grant." He adds that one of the major weaknesses in applications occurs when applicants "think we know their business. But we may not. We don't want proprietary information, but we do want to know a lot about you."

Mr. Brown explains that grants are not given out upfront, but only after the applicant agrees to spend certain amounts in approved activities, after which a portion (up to 70%) is reimbursed. Under the 1st Call for Proposals, approved spending can go as high as 65,000 Euros (or close to US\$84,000).

If all of the agreed activities have not been undertaken, the amount funded is based on what was actually spent, but Mr.

Brown says this can be a major disadvantage for the programme, because when the grant is awarded it is done so on the basis that all of the activities will be undertaken, and therefore the full effect of the grant will not have been achieved and committed funds would not be disbursed.

A major challenge to the Caribbean's development is that smaller companies do not pay enough attention to financial accounting, but having an up-to-date set of accounts is essential to receiving a grant from Caribbean Export, he points out.

Mr. Brown says he is encouraged with the roll-out of the programme under Phase 2, which saw BDS\$2.3 million awarded to 33 companies in six countries out of a total of nearly a hundred proposals for the 1st Call for Proposals. •

*(Editor's Note: This new section will offer advice, tips, suggestions and ideas which we hope will be helpful to the operators of Small and Medium-Sized businesses, or SMEs. We welcome your feedback on this section and invite suggestions from readers on topics you would like to see covered, in order to make this section even more relevant to SMEs as time goes on.*

## See me, feel me, touch me, sniff me...

*Packaging that also appeals to a consumer's sense of smell, touch and sound improves the chances that a product will get noticed, picked up and bought, writes U.S. Consultant Ted Mininni.*

**T**HERE ARE SO MANY products competing for the consumer's attention nowadays that you may wonder: How will they ever notice mine? Ted Mininni, a U.S.-based brands consultant, addresses this topic in a recent article titled "Multi-sensory packaging emotionally satisfies consumers", in which he notes efforts to incorporate more sensory experiences into the packaging of products to make them stand out from the crowd.

The writer quotes research findings by 'brand futurist' Mark Lindstrom that while the look of product impacts buying decisions 58% of the time, smell has the next most significant on the purchasing decision (45%), while sound is not far behind at 41%, taste at 31% and touch at 25%.

### Scratch-and-sniff sells

In fact, says Mininni, while scratch-and-sniff panels have been used for a long time in ads, new plastics are allowing manufacturers of consumer products like shampoo or fabric softener to embed the fragrance right into caps, while coatings or inks with embedded scents can also be used on food and cosmetics packaging. "This is especially desirable for delectable desserts, coffees, teas and pricey gourmet foods...not to mention premium quality cosmetics," he notes.

Adding tactile elements to the actual structure of a package, such as a mix of materials or interesting surface textures, also entices consumers to touch them, says the writer, adding that "from 10 feet away, structural design tends

to catch and hold their attention first." Applying over-varnishes on packaging can create alternating matte and shiny finishes, while 3-D effects can be created through the use of films or foils.

### Sound also important

Sound is another important sense, says Mininni, "but the trick here is to largely suggest the sounds associated with freshness or quality." For example, he notes, "crisp" sounding packaging on food products, for example, Doritos snacks, is associated with freshness for many consumers. Another example is Sprite soda "with its bubbles and large lemon/lime icon over its brand mark", which invite consumers to think of the fizzy sound the package will make when the top is popped open.

But despite the importance of the packaging's appeal to the senses, the brand identity, brand elements and signature colors have to be used correctly, because "consumers see packaging structure and color, and identify the brand signature before they engage with it in any other way."

And finally, even if all of these enticements work and the consumer buys the package, "actual engagement with the product within has to deliver on the brand's promises," he warns, adding that unless this happens the packaging is unlikely to entice consumers to repurchase the product, "no matter how compelling or emotionally evocative."

*Ted Mininni is president of Design Force Inc. Call 856-810-2277 or visit [www.designforceinc.com](http://www.designforceinc.com).*

### SRI LANKA CONSULTANCY

**Consulting companies** registered in, and independent consultants who are nationals of, Commonwealth member countries are invited to apply for a consultancy to benchmark trade facilitation systems and processes in Sri Lanka. The duration is 20 person weeks and the closing date is Feb. 6, 2009.

Consultants must demonstrate their knowledge of the subject by clearly interpreting the terms of reference and providing a methodology and approach that they will adopt in undertaking the assignment.

A financial proposal on fees, air and local travel, subsistence and other costs must be attached to the proposal, as well as the names and nationalities of all the consultants who will be involved in the project.

Proposals should be submitted to the attention of Mr James Lek via email at [j.lek@commonwealth.int](mailto:j.lek@commonwealth.int). For further information, visit [www.thecommonwealth.org](http://www.thecommonwealth.org).

### DISTRIBUTORS WANTED

**We are seeking distributors** for Eezee Cricket, the innovative, challenging, international award-winning cricket trivia board game. [www.eezeekricket.com](http://www.eezeekricket.com). Eezee Cricket's board has sixty-four squares, each one representing an event in cricket during an actual match.

The game is easy to play and fun for the whole family, bringing people together and from ages 8 to adult. It comes with easy and challenging questions for the young and old. Distributors are required for all countries.

Contact James Corbin 246-230-1230; [James@eezeekricket.com](mailto:James@eezeekricket.com)

### SEEKING EXPORT MARKETS

• **Dutch based trading company** is seeking export markets for machinery parts; Wacker, Stihl, Honda, Partner, Husqvarna and Robin. Please contact: Mr. C. Blanca, Oudejans Imex in Assendelft, Netherlands, E-mail: [oudejansimex@hotmail.com](mailto:oudejansimex@hotmail.com), Tel: 0031614049070.

• **Washington, DC-based company** seeking export markets. Our exports include beef & beef products; fish & fish products; plastic raw materials; pipes & fittings, leather articles; and used construction, textile, printing and plastic machinery.

Contact: Mr. Mehreteab Woldemariam, CEO, Mer Inc., Wash., DC 20036 U.S.A. Tel. 202-368-1878 E-mail: [merincorp@gmail.com](mailto:merincorp@gmail.com)

### FIRMS FOR PURCHASE/SALE

**We have two business opportunities:**

- Major US producer of a range of gourmet food products is seeking a large corporate buyer to acquire it.

- Asian company interested in acquiring overseas companies that have revenues over \$100 million. We can also help European companies to enter into business partnerships with companies in North America, focusing on specific areas such as marketing, manufacturing, packaging and distribution.

Contact: Derek Perkins, President, Perkins Associates Tel: 1 (978) 443-6181 Email: [derrek@perkins-associates.com](mailto:derrek@perkins-associates.com) Website: [www.perkinsassociates.biz](http://www.perkinsassociates.biz)

### CREATIVE DESIGN SERVICES

**Consultant/designer** specializes in print advertising/corporate ID, Annual Reports, press ads, brochures & publications etc. Based in St. Maarten, Netherland Antilles.

Contact: Steve Morris email: [chicomorales@hotmail.com](mailto:chicomorales@hotmail.com) Mobile: (599) 5231161 Tel: (599) 5471012

### SEEKING TO SET UP C'BEAN FACILITY

**Manufacturer/exporter** of food products based in India would like to set up a facility in some of the Caribbean islands. We specialize in Caribbean products and promote these products in the UK & European markets.

Contact: Manish Majithia, Clique Export Pvt. Ltd., 406, 4TH Floor, Crescent Towers, Off. Andheri Link Road, Beh. Hyundai Showroom, Andheri (W), Mumbai 400053 Tel: +91 (22) 65278998 / 65278999/+91 9819632668 E-mail: [sales@cliqueafrocaribbean.com](mailto:sales@cliqueafrocaribbean.com)

### U.S. FREIGHTING

**Reliable Freight Carriers (RFC)** is a U.S. domestic freight forwarding company offering nationwide trucking service throughout the continental U.S.A. RFC offers very competitive rates for transporting heavy freight to all points in the U.S.A especially ports of export such as Miami, Ft. Lauderdale, FL, and any other port of export serving the Caribbean.

For further details on the services of the company contact: Carson Alston, President, 938 East Swan Creek Rd., # 703 Fort Washington, Maryland 20744. Tel: 1-240-508-6524, Email: [ccarsonhalston@aol.com](mailto:ccarsonhalston@aol.com)

### EVENT PLANNING

**Training in managing**, organising and planning, etiquette and protocol for event management, including launches, exhibitions and trade shows. Bridal consultancy and Interior design are available. Contact: Audine Cyrus, HIPS Corporate Planners, #116 Upper Level, Warrens Terrace East, St. Thomas, Mobile: 1 (246) 269-0645 Email: [dncyrs@yahoo.com](mailto:dncyrs@yahoo.com)

*The Caribbean Export Development Agency assumes no responsibility for any liability arising from the pursuit of the opportunities listed above.*



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## EVENTS

### FEBRUARY 2009

#### Export Promotion Conference

**February 6, 2009** - UWI, Mona, Jamaica  
Contact: Marie Freckleton, Senior Lecturer  
Department of Economics  
University of the West Indies, Mona, Jamaica  
Email: marie.freckleton@uwimona.edu.jm

#### Planning Meeting on Caribbean Design

**February 11-13, 2009** - Ocho Rios, Jamaica  
Contact: Quentin Baldwin  
Caribbean Export Development Agency  
Tel: (246) 436-0578 Fax: (246) 436-9999  
E-mail: qbaldwin@carib-export.com

#### Jamaica Minerals Trade Show

**February 15 – 21, 2009**  
Jamaica National Minerals Week Trade Show and Exhibition, Jamaica Conference Centre, Kingston Jamaica. Theme - "Modernizing the Minerals Sector, Meeting the Global Challenge." The exhibition is being organized by the Ministry of Mining (GOJ) and the Mining and Quarry Association of Jamaica. Other regional import/export organizations are invited to attend and participate.  
For further details contact: Mr. Oral Rainford  
Tel: (876) 929-8990-9; Fax: (876) 960-1623  
E-mail: nettro@yahoo.com  
Mr Clinton Thompson Tel: (876) 927-1936-40.  
E-mail: commissioner@mgd.gov.jm  
Mr Anthony Morgan Tel: (876) 330-3573, 928-7419. E-mail: morgan@kasnet.com

### FEB.-MARCH 2009

#### AgroFest 2009

**February 27 – March 01, 2009**  
Queen's Park, Bridgetown, Barbados  
Produced by: The Barbados Agricultural Society, The Grotto, Beckles Rd.. St. Michael, BARBADOS. Contact: James Paul Tel: (246) 436-6683/84 Fax: (246) 435-0651 Email: agrofest@caribsurf.com

#### Seminars on US Specialty Food Market Feb/March, 2008

The Bahamas, Barbados, Belize, Dominica, Jamaica and Trinidad and Tobago  
Contact: Sam Kruiner  
Caribbean Export Development Agency

Tel: 1 (246) 436-0578  
Fax: 1 (246) 436-9999  
E-mail: skruiner@carib-export.com

#### Caribbean Bridal Expo and Marketplace February 28 & March 1, 2009

Puerto Rico Convention Center, San Juan, PR  
Producer: IB Communications  
PO Box 19901, San Juan, PR 00910  
Tel: 1-888-882-6321 Fax 1-787-788-3250  
Email services@caribbeanbridalexpo.com  
Website: <http://www.caribbeanbridalexpo.com>

### MARCH 2009

#### 41st Caribbean Hardware & Construction Trade Show

**March 6-8, 2009** - San Juan, Puerto Rico  
Contact: Hardware/Housewares Show Caribbean Inc., Urb. Ponce de Leon #325 calle 20, Guaynabo, PR 00969  
Tel/Fax: (787) 731-3693  
E-mail: info@hardwareshowpr.com  
Website: <http://www.hardwareshowpr.com/>

#### The Caribbean Arts and Crafts Festival

**March 6-11, 2009** - British Virgin Islands  
For further information on this year's Caribbean Arts and Crafts Festival please contact: Caribbean Artisan Network, Tel: 284-495-1849  
E-mail: caribbeanartisan@gmail.com or Aragon Dick-Read dreadeye@surfbvi.com  
Website: <http://www.caribbeanartisan.net>

#### Workshops on International Trade and the Impact of Standards on CARIFORUM Firms

**March 09, 2009**  
Dominica  
Contact Carlos Wharton  
Caribbean Export Development Agency  
Tel: 1 (246) 436-0578  
Fax: 1 (246) 436-9999  
Email: cwharton@carib-export.com

### MARCH-APRIL 2009

#### Energy Mission/EPA Workshop to the French Caribbean Outmost Regions (FCOR)

**March 31 – April 2, 2009**  
Martinique  
Contact Carlos Wharton  
Caribbean Export Development Agency  
Tel: 1 (246) 436-0578  
Fax: 1 (246) 436-9999  
Email: cwharton@carib-export.com

### APRIL 2009

#### Caribbean Hotel and Tourism Investment Conference

**April 14-16, 2009** – Fairmont  
Southampton, Bermuda  
Contact: Caribbean Hotel & Tourism Association, 2655 Le Jeune Road, Suite 910, Coral Gables, FL 33134 USA

Tel: 1 (305) 443-3040 Fax: 1 (305) 443-3005  
<http://www.caribbeanhotelandtourism.com>

### Fifth Summit of the Americas

#### April 17-19, 2009 - Port of Spain, Trinidad and Tobago

Theme: "Securing Our Citizens' Future by Promoting Human Prosperity, Energy Security and Environmental Sustainability"  
Contact: National Secretariat for the Fifth Summit of the Americas 2009 and Commonwealth Heads of Government Meeting 2009  
Office of the Prime Minister,  
18th Floor, Nicholas Tower, 63-65 Independence Square, Port of Spain, Trinidad and Tobago  
Tel: (868) 625-7937, (868) 625-4365, (868) 625-0859 Fax: (868) 627-1529  
Email: summitsecretariat-tt@opm.gov.tt  
Website: <http://fifthsummitoftheamericas.org>

#### 6th Annual re-DISCOVER the C'bean Show

**April 24-25, 2009** - Lloyd Erskine Sandiford Conference Centre, Barbados.  
Contact: Adrian Loveridge  
re-DISCOVER



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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### Caribbean Export's GOALS & ACTIVITIES

#### TRADE POLICY:

- Greater integration of CARIFORUM countries into the multilateral, regional and bilateral trade and investment arrangements.
- Facilitation of public/private sector dialogue, information exchange and implementation of trade agreements.

Tel: (246) 428-2129  
E-mail: re-discover@caribsurf.com  
Website: <http://www.re-discover.com>

### JUNE

#### Taste of the Caribbean

Contact: Caribbean Hotel & Tourism Association, 2655 Le Jeune Road, Suite 910, Coral Gables, FL 33134 USA  
Tel: 1 (305) 443-3040 Fax: 1 (305) 443-3005  
<http://www.caribbeanhotelandtourism.com>

### OTHER EVENTS

#### New American Chamber of Commerce Franchise Expo & Business Conference 2009

**March 28, 2009** - Brooklyn Marriott, 333 Adams Street, Brooklyn, New York, USA.  
Contact: Anisa Figaro, PR Coordinator  
Mobile: 1(347) 760-1276  
E-mail: anisafigaro@yahoo.com

#### 24th Annual Computers in Libraries 2009

**March 30 – April 1, 2009** - Hyatt Regency Crystal City, VA, USA  
Contact: Information Today Inc.  
Website: [www.infotoday.com/cil2009](http://www.infotoday.com/cil2009)

### COMPETITIVENESS:

- Enhanced competitiveness of firms
- Targeted assistance with trade financing, innovation, trade information, marketing management and promotion in new markets.

### INSTITUTIONS :

- Strengthened institutional capacities
- Support for capacity development of selected business support organisations, including technical assistance & training.
- Assistance with the development and implementation of national and sector strategies.

### NETWORKS:

- Coordination/Strengthening of regional networks.
- Hosting Caribbean Business and Investment Support Network (CARIBISNET).
- Hosting Secretariat for Caribbean Association of Investment Promotion Agencies (CAIPA).
- Hosting Database of Business Support Initiatives.
- Coordinating Meetings of the CARIFORUM Regional Preparatory Task Force (RPTF) Task Force for Trade and Investment.

