

APPENDIX 1- Caribbean Export Outlook (Projected Outline)

Below outlines the main headings for the content of Caribbean Export Outlook and is for your information to gain an understanding of the type of publication that is to be produced. Please note this is a guide and subject to change. The average size of an article will be 1500 words maximum but can be longer (2000 words) in the case of interviews.

Recommended Topics and Authors

Section 1: Pulse of the Caribbean: *Readers can expect this section to establish the foundation of the state of regional trade and exports. Articles in this section will address not only the current regional context but will also speak to visions for our region's future.*

4 Articles

Section 2: Trade & Export Hot Spots: *Keeping abreast of markets is critical to understanding where the opportunities or 'hot spots' are for trade and exports. Articles in this section will focus on select markets that present opportunities for CARIFORUM firms.*

5 Articles

Section 3: Our Competitive Advantage: *When the Harvard Business School professor Michael Porter first wrote his book on Competitive Advantage, companies quickly learnt that they had to distinguish themselves from the competition in the minds of their customers. The same applies to countries. This section provides articles on the niche sectors that offer the Caribbean region a competitive advantage.*

4 Articles and 3 Special Features

Section 4: Clearing the Hurdles: *In order to build our competitive advantage as a region and to capitalize on the trade and export opportunities, presented to us, there is a pertinent need to clear a few hurdles, i.e. overcome a number of cross cutting issues facing exporters. Articles in this section are meant to provide points of view from our region's experts on doing so.*

6 Articles

Section 5: Led By Women: *Women in the Caribbean have long been enterprising and innovative in the way they manage their households and similarly their businesses. This section focuses on topics of interest to women in business, the unique challenges women entrepreneurs face and the solutions they have developed to succeed in business.*

3 Articles

Section 6: Exporters Insights: *It is not often we get the opportunity to hear the real-life experiences of successful business owners in building strong exporting companies. In this section, we provide an inside perspective of the exporting experiences of some of the region's leading entrepreneurs.*

4 Articles

Section 7: Companies to Look Out For: *Over the years, Caribbean Export has worked with a number of firms enabling them to become export ready in order to take advantage of the Economic Partnership Agreement. This section focuses on describing some of the various platforms Caribbean Export has created to help firms to export and the results we have seen.*

4 Articles

Section 8: Investor's Corner: *There are numerous investment projects being undertaken to further support trade and export promotion in the region. This section will highlight some of these projects and provide potential investors with an understanding of important developments.*

5 Articles

Exporters Tool Box: *A strong contact base is important for building a business and getting into export markets. This section aims to provide exporters with essential regional and international business contacts and services:*

- Caribbean Export suite of services for exporters & relevant Caribbean Export staff member to contact
- List of Key Contacts (National, Regional & International Business Support Organizations)

Section 9: Appendix

- *Tabular Country Profile of each CARIFORUM Member State*
- *Economic indicators - Inflation, Growth, debt to GDP, interest rate, trade indicators etc.*
- *Doing business index*