

Caribbean Export to Host 2nd Management Consulting Business Symposium in St. Kitts

Following the recent First Regional Management Consulting Task Force Meeting, held in the Dominican Republic in mid May, which considered the weighty issues of: certification of Management Consultants; sustainability of the Caribbean Institute of Certified Management Consultants (CICMC) and support of the development and implementation strategy for the marketing and promotion of the management consultancy industry, regional Management Consultants are being invited by Caribbean Export Development Agency (Caribbean Export) and CICMC to the Second Management Consulting Business Symposium at the St. Kitts Marriott Hotel, St. Kitts and Nevis, from June 29-July 2.

According to Quentin Baldwin, Caribbean Export's in-house management consultant, "In mid May, the Task Force defined specific



Participants at last year's CICMC meeting

results within each key result area, as well as the activities essential in delivering those results. This strategic direction will now be disseminated to a wider set of stakeholders at the Second Management Consulting Business

Symposium in St Kitts." At that meeting, it is envisaged that regional and perhaps international experts with practical experience in the certification process will be invited.

Continued on page 3

Caribbean Flavour at New York Fancy Food Show



Caribbean specialty food suppliers will make their mark at this year's Summer Fancy Food Show.

More than 15 leading Caribbean specialty food suppliers from eight (8) countries are expected to participate in the Caribbean Pavilion at the 56th Summer Fancy Food Show, at the Jacob Javits Convention Center in New York City from June 27-29, 2010.

The Caribbean Export Development Agency (Caribbean Export) sponsored Pavilion, will highlight new products, and provide an opportunity for industry professionals to network and discuss their business needs.

Continued on page 2

In this Issue

- p 4** **COMPETITIVENESS:**
H&H Prepares for Export Food Sales
- p 5** **HANDS ON:**
Exporting to CARICOM
- p 7** **BUSINESS OPPORTUNITIES:**
Statements of Capability – Barbados Private Sector Association
- p 10** **SPOTLIGHT:**
Business Development Company of Trinidad and Tobago

Caribbean Meets Success at ICFE

The Love, Freedom, Flow: New Caribbean Design line (www.newcaribbeandesign.com) that was launched at the recently held International Contemporary Furniture Fair (ICFF) at the Jacob K. Javits Convention Centre in New York met with both commercial and critical success.

The collection which featured the work of fifteen regional companies saw leading names in the design industry from Italy, the



Liana Chair - Magenta

TRADEWATCH COMPETITIVENESS

USA, UK and Mexico showing an interest and discussions are underway for distribution agreements, orders and the showcasing of the collection in galleries. The collection covered the gamut of furnishings, from pieces of furniture to textiles and home accessories to lighting products.

The focus of the New Caribbean Design initiative is on producing regional hybrids that combine traditional craft with contemporary design. It is sponsored by the Caribbean Export Development Agency (Caribbean Export), the Barbados Investment and Development Corporation (BIDC), TFO Canada, the Inter American Development Bank (IDB) and the Authentic Jamaican Gift and Craft Cluster.

According to Veona Maloney, Caribbean Export's Manager, Core Services, "More support will be needed from donors and stakeholders for the next phase of the



Protest Cushion - Worker

initiative, which has already begun."

And she expects the trend of positive feedback and concrete business opportunities to continue given the reviews from the industry's press. The LA. Times called the collection a "pleasant surprise". NYDailyNews.com said, "Caribbean objects never looked as good as they do in this perfectly conceived exhibit booth from New Caribbean Design ..." ^(TW)

Caribbean Flavour at New York Fancy Food Show

Continued from page 1

Products showcased will include sauces, syrups, spices and seasonings, jams and jellies, condiments, candy and snacks, rum, juices and sodas, salsas, dips and seafood.

"In a city with the world's largest Caribbean-born population, Caribbean food is a staple in New York's restaurants and kitchens," said Sam Kruiner, Grant Advisor, of Caribbean Export. "The Summer Fancy Food Show is a tremendous opportunity for the biggest names in the food and beverage industry to meet and do business with top Caribbean food suppliers."

As the global recession continues to restrict family budgets, Caribbean Export has worked to highlight the tremendous value of authentic Caribbean food products. Increasingly, families are finding Caribbean foods to be an affordable indulgence, while restaurants and food suppliers are discovering

strong demand for Caribbean products.

"As families and restaurant owners continue to stretch every dollar, Caribbean specialty foods offer both outstanding quality and unbeatable 'bang for the buck,'" said Kruiner.

The Caribbean Pavilion is funded under the Grant Project for the Development of the Specialty Food Sector of the CARIFORUM Countries, by the Caribbean Aid for Trade and Regional Trust Fund (CARTfund) administered by the Caribbean Development Bank (CDB) on behalf of the UK Department for International Development (DFID).

The Summer Fancy Food Show features 180,000 specialty foods and beverages, 2,400 exhibitors from 81 countries and more than 24,000 attendees. The exposition is ideal for specialty food retailers, supermarket chains, independent grocery and natural food stores, delis and convenience stores, gift and candy stores, mail order and internet retailers and



mass merchants and warehouse clubs.

To receive updates on the Summer Fancy Food Show, check out the Caribbean Pavilion on Twitter (www.twitter.com/caripavilion), Facebook (www.facebook.com/caribbeanpavilion) and YouTube (www.youtube.com/caribbeanpavilion). ^(TW)

Mission to Glow Wellness Conference

Exchange of experiences with the Spa and Wellness Associations of European, Asia and Pacific, Malaysia and Thailand and companies from Indonesia, India, Brunei, Australia, Hong Kong, Singapore, Taiwan and China were the highlights of GLOW, for Escipion Oliveira, Manager Special Projects, Caribbean Export Development Agency (Caribbean Export) and Steve Andrews, Chairman, Caribbean Spa and Wellness Association (C-SWA).

These gentlemen recently returned from the New Age of Total Wellness International Exhibition and Conference held in Kuala Lumpur, Malaysia in mid May which allowed them to discuss with Asian, Pacific and European practitioners and entrepreneurs, the approaches and techniques to sustain spa businesses in the current economic crisis, the latest trends and techniques of the industry and innovative strategies to market the spa and wellness industry.

TRADEWATCH COMPETITIVENESS

C-SWA is positioning the region to take full advantage of the possibilities offered by the health and wellness sector which according to SRI International was estimated at over US\$250 billion in 2007 and is reported to be three times the size of the cruise industry. Given the Caribbean's natural advantages, the region is bound to play a leading role in the future development of the industry, which, according to the Commonwealth Secretariat, is growing at approximately 30% per annum. As "the biggest spa in the world" the region should take full advantage of the possibilities offered by the high valued added sector.

The mission was funded under the Spa and Wellness Programme by the Caribbean Aid for Trade and Regional Trust Fund (CARTfund) administered by the Caribbean

Development Bank (CDB) on behalf of the UK Department for International Development (DFID) and supported by the European Union under the Caribbean Trade and Private Sector Development Programme.^(TW)

Jamaica Boosts Business Succession

The Private Sector Organisation of Jamaica (PSOJ) has received US\$700,000 in funding for a two year project to assist businesses with succession planning. A recent study by the University of the West Indies (UWI) revealed that just 12 per cent of Jamaican businesses were acquired by inheritance, with other businesses going under because they were not passed on to the next generation.

Most of the funding (US\$526,000) for the FamBiz project comes from the InterAmerican Development Bank (IDB), with the rest coming from local businesses including the Development Bank of Jamaica, Scotia Bank Jamaica and the Pan Jamaican Investment Trust. The project has begun with six seminars to promote awareness and includes training by family business experts. The second phase of the project will provide technical assistance to enhance operations, and to get companies ready for external funding and listing on the stock exchange.^(TW)

For further information, visit <http://www.psoj.org/>



Caribbean Export's Escipion Oliveira (back row, third from left) and CSWA's Steve Andrews (far right) join participants at the Glow Wellness Conference in Malaysia.

Caribbean Export Hosts 2nd Management Consulting Business Symposium

Continued from page 1

"We are looking particularly at tertiary institutions which have experience in accreditation." For the other result areas, support for priority sectors depends on the certification of management consultants and their integration into those sectors. And, while the promotional aspects of industry awareness began with the America's Hub Conference in 2008, the issue of regulation and the legal

framework that supports it depends on actions by the CARIFORUM grouping.

Management consulting has previously been identified as an area with great potential in developing professional services in the region. However, globally-recognised standards, certification and code of ethics are required to enable Caribbean management consultants to compete effectively in the global market. This will also assist other sectors seeking to develop their export capacity.^(TW)



H&H Prepares For Export Food Sales

H&H Farms, Jamaica recently received funding from the Caribbean Export Development Agency's (Caribbean Export) Direct Grant Assistance Scheme funded by the European Union (EU) under the 9th Economic Development Fund (EDF) Caribbean Trade and Private Sector Development Programme (CTPSDP). TradeWatch spoke to owner Mr Howard Hill about the Tilapia and Food Fish Distribution Project.

H&H Farms has enhanced production of tilapia fingerlings and food fish for local and regional distribution, thanks to a grant from Caribbean Export's Direct Grant Assistant Scheme. The objectives of the project were to cut production costs for tilapia fingerlings and tilapia food fish by 30-40% and identify export markets for 80% of projected production.

So far, the project has undertaken:

- the development and testing of fish value-added products;
- installation of a 15 ton bulk feed storage bin for receiving wholesale quantities of feed;
- landscaping the process and office facility area;



Jerked tilapia

TRADEWATCH COMPETITIVENESS



Reaping tilapia at H&H Farm

- continued maintenance of water ways and drains to ensure consistent flow of water to the project, particularly during the prolonged drought;
- preliminary preparation for establishment of a cooked fish retail outlet;
- YS Valley Farm participation in poly culture trials involving the simultaneous stocking of Tilapia fingerlings and fresh water shrimp post larvae. This was done to investigate the effect of fish/shrimp

poly culture on pond net profit.

According to Mr. Hill, "Without the funding, progress on these areas would have been delayed until the venture reached profitability. To date, there has been high demand from YS Valley Farm, but low production because of drought conditions. As a result H&H Farms intends to improve the production system by adding aerators for selective use in ponds stocked with larger fish (>150g). H&H has also worked with the Jamaica Fish Cluster to introduce new brood stock to produce faster growing hybrids."

Other notable successes as a result of the fund include the development and local sampling of a smoked, jerked whole Tilapia achieved through partnership with the Holy Spirit Foundation (HSF), the location of a processing facility in Maggoty, St. Elizabeth and preparation for packaging and labelling the food product for local and export sale.

Mr. Hill first heard about the scheme through Jamaica Trade and Invest, which promotes investment for national growth and development. ^(TW)

TRADEWATCH INVESTMENT PROMOTION

DR Leads Region in Foreign Direct Investment

The Dominican Republic receives more foreign direct investment than any other Caribbean country, according to statistics from the Economic Commission for Latin America and the Caribbean (ECLAC) Annual Report. In the past five years, the Dominican Republic has received US\$9.15 billion compared with US\$3.28 billion received by Trinidad and Tobago, which is in second place.

Last year, the country received 27% less than 2008 (US\$2.15bn), as regional investment was affected by the global financial crisis. Foreign direct investment to the region is expected to improve in 2010, rising 40 to 50%. For further information, visit www.eclac.cl/cgi-bin/getProd.asp?xml=/prensa/noticias/comunicados/... ^(TW)

Exporting to CARICOM

Export documentation

Export documentation identifies the goods, the terms of sale and provides title to the goods and evidence of insurance coverage, and certifies that the goods are of a certain quality and standard. These documents allow shipment to pass through customs, loaded on a carrier and transported to the destination. Key shipping documents in exporting to CARICOM include:

- *CARICOM Certificate of Origin* – a minimum of five (5) copies are required
- *CARICOM Invoice / Commercial Invoice* – a minimum of five (5) copies are required.
- *Suppliers' Packing List* – a minimum of five (5) copies are required. This facilitates customs clearance
- *Phytosanitary Certificate / Treatment Certificate* – required for the importation of meats, fruits and vegetables, live animals, and plants. For example Barbados, has set up monitoring programmes at its ports of entry to protect the agricultural sector from dangerous insects such as the Red Palm Mite which affects products made of coconut, banana shag, grass and palm. Hence a Phytosanitary Certificate/Treatment Certificate is required for products made of wood, bamboo and grass into Barbados.
- *Bill of Lading* – provided by the shipper

Duties and taxes

The Common External Tariff (CET) introduced in January 1991 provides a harmonised coding system and a consistent tariff rate structure for the importation of goods from outside the CARICOM region. The CET sets minimum and maximum duty rates for all member countries. Non-CARICOM goods have a rate structure of 0-20% applied to them. Due to the sensitive nature of the agricultural sector, a rate of 40% is applied.

Additional Taxes

CARICOM countries also apply a number of additional charges to imports. These include

- **Customs Surcharges:** these charges are applied on all imports regardless of

TRADEWATCH HANDS ON

Hands On is targeted towards small and medium-sized businesses who are contemplating exporting in preparing for the export market. 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.

originate. It is the most commonly used additional trade charge and varies from 2% in Jamaica to 10 per cent in Antigua and Barbuda.

- **Additional taxes and charges:** these are all applied against all imports and include, Consumption Tax, Environmental Levy, and Value Added Tax (VAT).

Table 1: Additional Taxes

Country	Consumption Tax	Customs Surcharge	Environmental Levy	VAT	Others
Antigua & Barbuda		5%- 10%	25 cents per bottle/can - \$6000.00	15%	ET- 0-50%
Barbados			BD\$20.00 - tyres, fridges, stoves; BD\$300.00 new vehicles, BD\$4,000.00 used vehicles. 3% on all other items	15%	ET -on alcoholic beverages, cigarettes, fuel and motor vehicles.
Belize				10% - called Goods and Services Tax (GST)	ET on spirits, beer and cigarettes RRD – 0% and up
Dominica		3%	1.5%	15%	ET varies between 0% - 75% on specific items
Dominican Republic	The Selective Consumption Tax is applied to the acquisition or import of certain goods and services, including motor vehicles, guns, tobacco products, alcohol products, jewelry, Electronic products, long distance phone calls and insurance. The rate varies according to the good or service.			16%- Called Tax on the Transfer of Industrialized Goods and Services (ITBIS)	
Grenada		5%	25 cents per container/can and 1% of cif value on white goods	15% - Tourism 0% certain goods and services	ET- On alcoholic beverage and tobacco SD - On alcoholic beverages
Guyana		US\$50.00 - US\$250.00	GS\$10 per every non-returnable metal, plastic glass or cardboard container	16%	ET -On products which requires import licenses SSC - US\$6.50 for 20ft container and US\$8.50 for 40ft container SD - 1%
Jamaica		2%		16.5%	
Montserrat		5%			
St. Kitts and Nevis	0% - 22.5%	6%	30 cents per container (called a Bottle Deposit Levy) Vehicles – - 4 years or more after the date of manufacture - \$5000 E.C. - 2 years or more but less than four years after the date of manufacture - \$3500 E.C. - less than 2 years - \$1000 E.C.	To be introduced in November 2010	
Saint Lucia	0% -35%	5%	1.5%		
St. Vincent & the Grenadines		4%	\$0.50 per bottle/can	15%	ET – 10%
Suriname					Sales Tax 10% – Goods 8% – Services CT – 1.50% ST – 0.50% ET – 0-60%
Trinidad and Tobago				15%	

ET – Excise Tax; SD – Stamp Duty; RRD – Revenue Replacement Duty;
SSC – Security Service Charge; CT – Concent Tax; ST – Statistics Tax

ACP-EU Private Sector Conference

The Centre for the Development of Enterprise (CDE) and the ProInvest programme have organised a conference of intermediary organisations from the private sector of African, Caribbean, Pacific (ACP) and European Union countries in Belgium on July 12-13. The aim of the event is to promote or finalise operational partnerships between these organisations and to reinforce the capacity of ACP Intermediary Organisations to provide direct assistance and a wide range of services such as facilitating members' access to domestic, regional and international markets and boosting trade exchanges. For further information contact Jean-Marie Delchambre, Directeur a.i., Email: jde@cde.int or visit: <http://www.cde.int>

EU, Central America Conclude Trade Negotiations

Trade negotiators from six Central American countries (Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua and Panama) and the European Union have finalised an Association Agreement, following talks at the Latin America-Caribbean and European Union Summit in Madrid, Spain. The agreement began with the establishment of a working group in January 2005 and there have been several rounds of complex negotiations since.

TRADEWATCH BUSINESS OPPORTUNITIES

Call for Proposals - "Technologies for Financial Inclusion" Programme

The Inter-American Development Bank (IDB), the Multilateral Investment Fund (MIF) and the Andean Development Corporation (CAF) have announced a call for project ideas that would improve the low-income population's access to financial services by applying innovative technological solutions in Latin America and the Caribbean.

The three organisations announced the launch of the programme Technologies for Financial Inclusion and issued a call for proposals to private enterprises, providers of technological services, NGOs, cooperatives, associations, finance companies, banks, foundations and other groups.

Technologies for Financial Inclusion gives priority to collaborative projects and creation of knowledge among participating institutions, enabling them to make a joint effort to create an accessible knowledge base of the best practices and lessons learned about using technology in access to financial services.

Project ideas selected will receive US\$25,000 to US\$50,000 to develop a project strategy, and up to US\$500,000 to implement it. The awards will depend on each project's rationale, its cost-benefit ratio and its approval.

Technologies for Financial Inclusion can also supply technical assistance resources for ideas in more developed stages, as well as for ideas that would implement pilot projects or test a technology, in order to spur learning about relevant issues in the region.

Interested groups must enter the website www.tec-in.org, register and provide information about their idea between May 10 and June 14, 2010.

Distributors Of Cranberry Juice Wanted

Ecoiberica Dominicana is seeking distributors for Cranberry Juice.

Interested Companies should contact: Juan Carlos Arvelo Rancier, General Manager, ECOIBERICA DOMINICANA (Caribbean Flow)

Max Henriquez Ureña N° 57, Piantini, Santo Domingo, Dominican Republic, Cell: +1 (809)903-4811 Email: ecoiberica@correo.tricom.net

Editor's Note: The Caribbean Export Development Agency assumes no responsibility for any liability arising from the pursuit of the listed opportunities.

Caribbean Export Supports Regional Integration with Curaçao Meetings

The Public Authorities and the Private Sector of Curacao will receive information on the integration processes currently underway in the Caribbean Region on June 10, when Caribbean Export Development Agency (Caribbean Export), the Government of Curacao and the European Union host a seminar on Regional Integration in Curacao. Speakers include H. E. Ambassador Rosalyn Hazelle, Chairperson, Caribbean Export, Yves Ferreira, Head of EIB's Regional Representation in the Caribbean European Investment Bank (EIB), Mrs. Anna Paula Laissy, Chief of Unit, Coordination with the Outermost Regions, European Commission, Luis Fernando Andrade Falla, Secretary General of the Association of Caribbean States (ACS) and Dr. Domingo Jimenez, National Authorizing Officer for the Dominican Republic.

Following that meeting, on June 11-12, representatives from the architects and interior design sectors will meet in Curacao to promote greater integration and competitiveness of their regional network and the Enhancement and implementation of the roadmap for Caribbean architects and designers. They will hold discussions on

- Doing Business in the Caribbean
 - Implications of the EPA for Architects and Designers
 - Report on the Discussions for Mutual Recognition Agreements between FCAA, ACSAC and the Architects Council for Europe (ACE)
 - New Opportunities for Caribbean Architects and Interior Designers
- Business to business meetings and site visits will also be organised. ^(TW)

For further information contact Escipion Oliveira, Manager Special Project, Caribbean Export, Email: eoliveira@carib-export.com.

Export Promotion for Growth, Innovation & SME Development

Export Promotion for Growth, Innovation & SME Development will take place in Dublin, Ireland, from September 20-23, 2010. The four day programme aims to assist with the development of analytical and advisory skills in order to identify export promotion opportunities and assist potential Exporters to penetrate foreign markets as well as introduce a variety of measures to increase SME marketing effectiveness. The programme includes modules on Strategic Market Research and Analysis for SME Development, Promotions, and SME Strategy for Entrepreneurs. The programme will also include visits to key multinational organisations, Enterprise Ireland and the Exporters Association. The fee for participation is €4,000 and the registration deadline is August 16, 2010. For further information visit www.idi.ie or Email Bernadette Carew bernadette.carew@dublin.idi.ie

Opportunities from the BPSA

The Barbados Private Sector Association (BPSA) has received a Grant from the Caribbean Aid for Trade and Regional Integration Trust Fund (CARTFund), administered by the Caribbean Development Bank (CDB), financed by the UK Department for International Development (DFID) with decisions on approval of projects made by a Steering Committee comprising DFID, CARICOM and CARIFORUM. The BPSA now invites the submission of Statements of Capability from eligible Consultants who are interested in undertaking the following services.

1. Private Sector Project Proposal Hub

The project proposal hub is intended to give the private sector access to a Consultant with expertise in developing project proposals that meet the criteria set out by the major international funding agencies. The project will also seek to create and strengthen capacity within private sector organisations and individual firms through the design and delivery of short-term specialised training courses in project proposal writing.

2. Private Sector Communications Enhancement Project

The main objective of this project is to improve the Barbados Private Sector Trade Team's (PSTT) communications management capacity. More specifically the consultancy will:

- (a) enhance the capacity of the PSTT to manage communications between PSTT and the private sector on the entire panoply of trade issues;
- (b) ensure that the private sector has ready access to easily digestible and pertinent information related to the EPA, the CSME and other multilateral and bilateral trade agreements so that they can make more informed business decisions; and
- (c) ensure PSTT and BPSA has timely and reliable information on the impact of trade agreements on the Barbados private sector.

Consultants shall be eligible for procurement if:

- (a) in the case of a body corporate, it is legally incorporated or otherwise organised in an eligible country, has its principal place of business in an eligible country and is more than 50 per cent beneficially owned

by a citizen or citizens and/or a bona fide resident or residents of an eligible country or countries or by a body or bodies corporate meeting these requirements;

- (b) in the case of individuals and unincorporated firms, the person or persons is or are a citizen or citizens or bona fide resident or residents of an eligible country; and
- (c) in all cases, the Consultant has no arrangement and undertakes not to make any arrangements whereby any substantial part of the net profits or other tangible benefits of the contract will accrue or be paid to a person not a citizen or bona fide resident of an eligible country.

Eligible countries are CDB Member Countries.

Statements of Capability must be submitted in sealed envelopes marked either "STATEMENT OF CAPABILITY: PRIVATE SECTOR PROJECT PROPOSAL HUB" or "STATEMENT OF CAPABILITY: PRIVATE SECTOR COMMUNICATIONS ENHANCEMENT PROJECT" no later than 15:00 hours on June 16, 2010. For further information contact: Project Coordinator, Barbados Private Sector Association Inc, Tel: 1 (246) 430-6541, Fax: 1 (246) 271-5135, Email: natasha.ward@tradeteam.bb

Brumar SRL is interested in purchasing white sugar from Barbados, Belize, Dominican Republic, Guyana, Jamaica, Suriname, Trinidad and Tobago, and Antigua and Barbuda. The company is also interested in purchasing powdered Glucose, Isoglucose and Fructose. For further information contact: Tel: 0039 0424 72722 / 72071 Fax: 0039 0424 72670 Email: info@brumarsugar.com Web: www.brumarsugar.com

Innovation Award for the Empowerment of Women and Girls: Call for Concept Papers

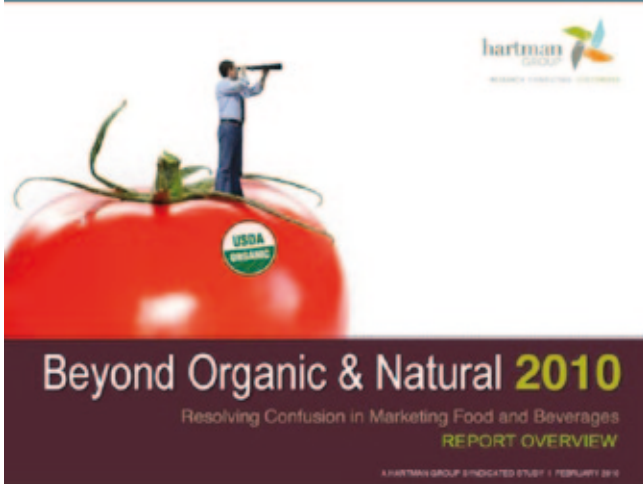
The U.S. Embassy at Bridgetown, Barbados announces The Secretary of State's Innovation Award for the Empowerment of Women and Girls: A call for concept papers. Concept papers are due by June 21, 2010, and should be emailed to: SGWIRFPInnovation@state.gov.

The award seeks to find and bring to scale the most pioneering approaches to the political, economic and social empowerment of women and girls around the globe. Each year, two awardees will be selected by a prominent panel of jurists and will receive up to US \$500,000 to expand on their innovations.

Concept papers can be submitted either by individuals or by non-governmental organizations. There are no restrictions as to citizenship or country of residency.

Interested parties are invited to submit a concept paper that describes innovations that have proven to have a positive impact on the lives of women and girls politically, socially, or economically. The concept paper should: (1) describe the innovation, (2) how it has been successful, and, (3) how it can be supported and enlarged with additional financial support to empower women and girls in their communities. For further information and guidelines for submission, visit <http://www.state.gov/s/gwi/innovation/index.htm> or contact Juanita Lynch, U.S. Embassy, Bridgetown, Barbados. Tel: +1 (246) 227-4102.

Food/Organics



Consumers Move beyond Organic Label

A report from the Hartman Group, Beyond Organic & Natural 2010, suggests that consumers continue to be sceptical and confused about the meaning of the term 'natural' in describing goods. Despite this, research from Mintel shows that the term 'natural' was featured on 23 per cent of new products launched in 2009, making it the leading label claim on new products.

'Organic' is also a loaded word for them. According to the report, consumers see 'organic' as being about what happens to food at the point of origin, while 'natural' is about what happens to the food after it is grown. However, they see the term 'natural' as a marketing term, which may be meaningless on its own, and may be disappointed when food products labelled this way do not meet their expectations. Consumers expect natural foods to have short ingredient lists, while organic foods are expected to highlight the production process.

A more important term for consumers, found the report, is the word 'clean' which encompasses quality attributes relating to farming, production, processing and ingredients. "To consumers clean has both symbolic associations (fresh, safe, local, healthy) and objective associations (less processed, no chemicals, nothing artificial)," states the report.

The Hartman Group adds that while growth in the organics sector has flattened, the sector has remained stable even through the recession.

An overview of Beyond Organic & Natural 2010 is available for download at: <http://www.hartman-group.com/downloads/beyond-organic-natural-report-overview.pdf> ^(TW)

Specialty Natural Foods a Growing Trend

Recent research in the specialty foods sector, suggests that there is a crossover between specialty foods and natural foods, with increased consumer interest in items with certifications that go beyond the organic label, such as Fair Trade, non-GMO and Gluten Free foods. Gourmet private label products are also popular. Foods that are both premium and natural are doing well, as are products containing coconut, because of its health benefits. The lesson for specialty food manufacturers and retailers is to examine the role of natural ingredients in their food products. ^(TW)

Creative Industries

Region Missing Opportunities in Cultural and Creative Industries

The region is failing to maximise opportunities in the fast growing cultural and creative industries sector, laments Dr Hilary Brown, the CARICOM Secretariat's Programme Manager on Culture and Community Development.

Dr Brown said that member nations are losing out, noting that between 2000 and 2005, trade in cultural goods and services grew at an average of 8.7 per cent per year, while the value of world exports of creative goods and services was US\$424.4 billion in 2005, representing 3.4 per cent of world trade. She pointed out that the creative industries was the leading sector in more developed countries, noting that in the United States in 2003, for example, creative industries contributed six per cent of GDP and accounted for 4.7 million jobs.

She said that developing countries are not currently benefiting from the potential of their creative economies despite the richness of their cultural expressions, talents and diversity. "Out of 132 developing

Continued on page 9

TRADEWATCH BUSINESS OPPORTUNITIES

Competitiveness Through Linkages

The St Lucia Chamber of Commerce is offering consulting opportunities through its Competitiveness through Linkages Project. The organisation is seeking:

- A Quilting Specialist
- An Inventory Management System Specialist
- An Ice cream Cart Design/Production Specialist
- A Beauty Therapy Cosmetology Training Consultant

For further information visit www.stluciachamber.org or Email: chamber@candw.lc

Handicraft Designer and Producer is interested in Joint Ventures for creating custom made souvenir items and functional handcrafted items. For further information contact Claudia Jean Baptiste, Email: claudiesstl@yahoo.com.

Deborah McCollin is offering consulting services in the areas of marketing, accounting, formulating policy and analysing agreements, statistics and research methods, IT and project management. Ms McCollin can also conduct training in these areas. For further information, email: deborah_mccollin@hotmail.com

Continued from page 8

countries, 85 have never produced one commercial film and can only account for three percent of world markets for paintings and approximately four percent for sculptures."

According to Dr Brown, the global demand for Caribbean creative industries was growing and provided good returns on investments, especially in literary works, fashion, festivals, and music. All this, she said, should boost the Caribbean economy, "if only we would tap into these tremendous possibilities." "It is time for the Caribbean to recognise what others have long discovered that culture has great economic value and our region is poised to realise significant earnings from the many excellent cultural goods and services we produce, for which we are known and respected globally," Dr Brown said.

She noted that estimates value the culture and creative industries at seven percent of the world's gross domestic product. That figure is projected to grow at 10 percent per annum.^(TW)

Handicraft

Designing Our Context Forum

The Designing Our Context forum was held on May 11, 2010 at the University of the West Indies St Augustine Campus. The forum, organised by graduating students of the Design programme of the Visual Arts Department, addressed the ideas of designed space and its importance within a Caribbean perspective. Its aim was to impart a greater awareness for design consciousness and design thinking with a public focus and to also discuss pertinent issues involved in designing within a global spatial context. In discussing these ideas students referred to their own work which included furniture, costume design, illustrations, surface design, baskets and ceramics. The event was also the launch of the Trinidad and Tobago Design Network.^(TW)



Right: UWI - Designing Our Context poster designed by Richard Ryan.

Above top: Detail of Textile Design- "Coloured Breadfruit Slices" designed by Anyah McNeil

Above bottom: Detail of Clay vase designed by Crystal Saunders

OECS Agrees Export Subsidy Removal

Officials from the Organisation of East Caribbean States (OECS) has agreed to remove government subsidies for regional exporters by the end of 2015, as part of a deal with the World Trade Organisation (WTO). OECS member states can continue to use subsidies after this time, once these are not simply based on exports and can use subsidies to foster or sustain employment. Member states have already begun working on legislation which works with the WTO agreement.^(TW)

TRADEWATCH BUSINESS OPPORTUNITIES

Call For Tenders

The Organisation of Eastern Caribbean States, Export Development Unit (OECS/EDU) is calling for tenders to deliver 4 Workshops on "Business Administration – The Profitable Way to Grow Your Business"

The overall objective of these workshops is to equip OECS/EDU client companies and support organisation personnel with the business management tool in Costing and Pricing, Marketing, Records Management and Human Resource Management skills to successfully manage their business for the competitive export market.

Workshop Locations: Dominica, Antigua (Montserrat & Antigua), St. Kitts, St. Lucia, Grenada, St. Vincent and BVI (Anguilla & BVI)

Date of Tender Submission: June 24, 2010 at 4:30 pm

For full details of the tendering procedures, please refer to the **Practical Guide to contract procedures for EC external actions and its annexes**, which may be downloaded from the following Web site: http://ec.europa.eu/europeaid/work-procedures/index_en.htm.

For further information contact, Head of Unit, Organisation of Eastern Caribbean States, **Export Development Unit**, Tel: +1 (767) 448-2240. Fax: +1 (767) 448-5554. Email: eduinfocenter@oecs.org

READERS' COMMENTS

Thank you for your request for comments. I have had a notes page at <http://csisvg.ning.com> since prior to St. Vincent and the Grenadines' Coalition of Service Industries putting up a site. Do you have a link that would allow me to link to the TradeWatch magazine so that the link always takes me to the latest published TradeWatch issue? **RUDI DANIEL**

TW: MR. DANIEL WAS PROVIDED WITH THE LINK.

I am very grateful for constantly receiving Trade Watch. Your newsletter is very informative and keeps me informed of what's going on and of course gives me pointers on directions I should consider. **CLAUDIA JEAN BAPTISTE**

Business Development Company Limited of Trinidad and Tobago: Taking your business further

Taking your business further is the corporate tagline for the Business Development Company Limited (BDC). According to Nadia Narine, Manager - Market Planning and Development, BDC, "Unlike with most companies, these are not simply words on our stationary, we live this mandate. How do we do this? We do it by actively seeking out ways to assist those companies that we serve."

BDC offers a range of services including:

- Business Development Services - An impressive and comprehensive portfolio of solution-driven products and services to assist businesses grow:
- Financial Products - BDC's wholly owned subsidiary Caribbean Leasing Company Limited (CLCL) provides financial leases to businesses for the acquisition of equipment, machinery and/or working capital. This facility allows businesses to become more competitive through the upgrade and modernisation of their operations, thereby equipping businesses to compete locally as well as internationally as they produce goods and services with state of the art machinery.

Financial support service is also offered under the Loan Guarantee Programme. This programme is specially designed to assist businesses in securing loans from lending agencies by providing part collateral. The Loan Guarantee provides support for existing and expanding businesses with needs for working capital, inventory purchases, revolving loan facilities, the purchase of an existing business as a going concern, and the purchase of equipment.

- Training - Training Services place emphasis on "Training for Impact". Training interventions are needs driven and results oriented, addressing the root causes of a company's shortcomings or faltering performance. Some training initiatives include leadership training, innovation and entrepreneurship, customer relationship management and strategic management. Other productivity and capacity building initiatives include: ISO 14001 Environmental Standard, Hazard Analysis Critical Control Points Food Safety Standard, Occupational Health and Safety and Good Manufacturing Practices.



Participants at BDC's first Corporate Internship Programme held in July 2009

TRADEWATCH SPOTLIGHT



BDC team pose with feature speaker Mr. Roger Harrop at our Excellence in Business Forum 2009

- Research and Development Facility - BDC is also responsible for managing the Research and Development Facility (RDF), which is targeted to businesses that need to acquire specialised technology or introduce innovative ideas into their operation in order to improve profitability and competitiveness. Under the RDF, companies in the manufacturing and services sectors can access a grant which covers up to two-thirds of the cost of their research and development projects. The business would be expected to cover the remaining project costs.
- Consultancy - The Consultancy Services team works with clients by providing assistance in strategic business planning, performance management, management decision support systems, change management, business research (supporting access to improved technologies; and supply and output markets), operations research (improved logistics management) and industrial engineering (plant layout, process optimisation, health and safety management).
- Trade Support Services - BDC is also the official trade promotion organisation of Trinidad and Tobago, assuming the international business promotion and export certification functions once directed by the Tourism and Industrial Development Company of Trinidad and Tobago Limited, which ceased operation in 2006. Some of the services offered in this regard are:
 - ▶ Trade Assistance services provide an understanding of the "best practices" locally and internationally for targeted industries, as well as, the administration of productivity and capacity building initiatives which serve to enhance companies' ability to compete and remain competitive in their respective markets.
 - ▶ The smeXchange.com online business platform was launched on January 25, 2006 and boasts of more than 900 registered companies from across the globe. It allows SMEs to access the online e-business guide, examine case studies, upload company

Continued on page 11

Business Development Company Limited of Trinidad and Tobago: Taking your business further

Continued from page 10

and product information, retrieve a list of e-business service providers, compare hardware and software costs, access the e-business activity schedule and view the e-business glossary of terms. On March 26, 2009 smeXchange.com added to its service offerings e-commerce and e-learning.

- ▶ The key to BDC's trade support services is Trade Certification. The Trade Certification Office certifies goods for export to countries with which CARICOM has trade agreements. These are Canada, the Dominican Republic, Costa Rica, Venezuela, Colombia, Cuba and the CARICOM Member States. This certification reduces the tariffs that are

TRADEWATCH COMPETITIVENESS



Nadia Narine (Ms.), Manager - Market Planning and Development, Business Development Company Limited

charged by the Customs Division when these goods enter the importing market. BDC's Trade Promotion Office provides

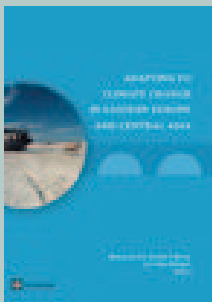
general trade information services and can assist companies with market intelligence reports and explanatory documents on CARICOM's trade agreements. The Office also supports companies through its International Business Promotion support services such as participation in international trade fairs and exhibitions. The Trade Information Facility offers local exporters free access to current market information on regional and international markets. ^(TW)

For further information on the BDC visit the website www.bdc.co.tt.

Do you wish your organisation to be featured in Spotlight? Contact Cora Lowe, Email: clowe@carib-export.com

TRADEWATCH ONLINE BUSINESS INFORMATION CENTRE

Here are some of the latest publications uploaded to the Online Business Information Centre (OBIC) www.carib-export.com/obic



Adapting to Climate Change in Eastern Europe and Central Asia By Marianne Fay, Rachel I. Block, and Jane Ebinger

This report presents an overview of what adaptation to climate change might mean for Eastern Europe and Central Asia (ECA). It discusses emerging best practice adaptation planning around the world and reviews the latest climate projections. It also discusses possible actions to improve resilience organised around impacts on natural resources (water, biodiversity, and the coastal environment), health, the 'unbuilt' environment (agriculture and forestry), and the built environment (infrastructure and housing). It concludes with a discussion of two areas in great need of strengthening: disaster preparedness and hydrometeorological services. For further information: http://publications.worldbank.org/e-commerce/catalog/product?item_id=9365247

Green Paper: Unlocking the potential of cultural and creative industries

This EU Green Paper is part of a consultation to gather views on issues affecting creative and cultural industries in Europe. It looks at capacity building, skills development and promotion of creators internationally. Download the paper from http://ec.europa.eu/culture/our-policy-development/doc/GreenPaper_creative_industries_en.pdf

Boosting Competitiveness: ITC's New Business Guides

The ITC guides are intended to boost trade competitiveness and inspire entrepreneurship. The guides are aimed at firms in developing countries and trade support institutions. For further information, visit http://www.tradeforum.org/news/fullstory.php/aid/1488/Boosting_Competitiveness:_ITC_92s_New_Business_Guides.html

Public-Private Partnerships and the Creative Sector By Georges Poussin, Chief, Creative Industries for Development Section UNESCO

International Trade Forum - Issue 4/2009
Through initiatives such as the Global Alliance for Cultural Diversity and the Creative Cities Network, the United Nations Educational, Scientific and Cultural Organization (UNESCO) has highlighted the importance of fostering public-private partnerships (PPPs) as a model for making cultural and creative industries the drivers of economic growth.

To download a copy of the latest issue of Trade Forum visit www.tradeforum.org

Beyond Investment: Engaging the Private Sector in Trade Facilitation

By Angela Strachan, Regional Adviser on Trade Facilitation Trade and Investment Division, UNESCAP(i)

International Trade Forum - Issue 4/2009

The private sector has an important role to play in the effective development and implementation of trade facilitation strategies beyond investment alone. Public-private partnerships (PPPs) in trade facilitation are valuable in identifying the needs of government and traders, improving transparency and information flows, and promoting viable and sustainable trade facilitation solutions. Current success stories prove that the focus needs to be on an integrated strategy that does not assume a "one-size-fits-all" approach.

To download a copy of the latest issue of Trade Forum visit www.tradeforum.org

The Little Data Book 2010 by World Bank

Now in its eighth edition, this pocket-sized reference on key development data for over 200 countries provides profiles of each country with 54 development indicators about people, environment, economy, technology and infrastructure, trade, and finance. It is intended as a quick reference for users of World Development Indicators and the Atlas of Global Development.

For further information: http://publications.worldbank.org/e-commerce/catalog/product?item_id=9564617

TRADEWATCH EVENTS

JUNE

CARICOM EVENTS

WTO/IDB/INTAL Regional Workshops on Market Access for Non-Agricultural Products (NAMA) for Caribbean countries June 8-9, 2010
Port of Spain
TRINIDAD AND TOBAGO

Export Marketing Training Programme for SMEs and BSOs June 8-10, 2010
Accra Beach Hotel and Spa, BARBADOS
Contact: Veona Maloney, Caribbean Export Development Agency
Email: vmaloney@carib-export.com

Seminar on Regional Integration in CARICOM and Trade Mission of Architects and Interior Designers June 10-12, 2010
CURACAO
Contact: Escipion Oliveira, Caribbean Export Development Agency
Email: eoliveira@carib-export.com

Regional Workshop on Geographical Indicators: Adding Value to Limited Volumes June 14-15, 2010
Port of Spain
TRINIDAD AND TOBAGO
For further information visit

http://www.caricom.org/jsp/secretariat/meetings_june_2010.jsp?menu=secretariat

Caribbean Fashion Week CFW 2010, 10th Anniversary June 15-21, 2010
National Indoor Sports Centre Kingston, JAMAICA
For further information
Email: kc@pulsecaribbean.com
Website: www.caribbeanfashionweek.com

30th Annual Caribbean Insurance Conference 2010 June 13 - 15, 2010
The Ritz Carlton Golf and Spa Resort Rose Hall Montego Bay, JAMAICA
For further information visit:
<http://www.iac-caribbean.com/conference2010/>

EXPO Jamaica 2010 June 17 - 20, 2010
The National Arena Kingston, JAMAICA
Websites: www.jma.com.jm, Website: www.jamaicatradeandinvest.org, Website: www.exportjamaica.org

Distinguished Leadership & Innovation Conference 2010 Hyatt Regency Port of Spain TRINIDAD AND TOBAGO
For more information contact:
Email: conferencing@gsb.tt or fgrant@uwichill.edu.bb

Belize Tourism Expo (BETEX) 2010 June 23 - 27, 2010
Marketing & Management Company: Idea Lab Studios P.O. Box 1444
1755 Coney Drive, 3rd Floor Belize City, BELIZE
Email: info@ideallabstudios.com
Website: www.ideallabstudios.com or www.btia.org

28th Annual Conference of Accountants June 24 - 26, 2010
Sheraton Nassau Beach Resort Nassau, THE BAHAMAS
For further information contact:
Ms. Misha Lobban
Email: icac@cwjamaica.com

Trade, Innovation Policy Small States - A Professional Training Programme June 28 - July 3, 2010
Cave Hill Campus University of the West Indies Cave Hill St. Michael, BARBADOS
For more information contact:
Email: src@cavehill.uwi.edu
Website: www.shridathramphalcentre.org

2nd Management Consulting Business Symposium June 29 - July 2, 2010
ST. KITTS
Contact: Quentin Baldwin, Caribbean Export Development Agency
Email: qbaldwin@carib-export.com

JULY

34th Annual Conference of the Society for Caribbean Studies July 7 - 9, 2010
For further information visit:
<http://www.caribbeanstudies.org.uk>

46th Annual Meeting of the Caribbean Food Crops Society July 11 - 17, 2010
DOMINICAN REPUBLIC
For further information contact:
Centro para el Desarrollo Agropecuario y Forestal, Inc CEDAF José Amado Soler #50
Email: cfcs2010@gmail.com

AUGUST

18th Biennial Conference "Caribbean Languages and Poular Culture" August 9 - 13, 2010
Cave Hill Campus University of the West Indies Cave Hill St. Michael BARBADOS
For further information contact:
Secretary-Treasurer, SCL
Tel: +1 (868) 662 2002, Ext. 2035
Email: secretary (a) scl-online.net

Barbados International Fair Governor General's Residence Pine Hill St. Michael BARBADOS
August 28, 2010
Email: bif@bydesignerservices.com

TRADEWATCH ABOUT US

Caribbean Export Development Agency

Head Office:

Hastings main Road,
Christ Church, BB15154, P.O. Box 34B, Brittons Hill Post Office, St. Michael, BB14000, BARBADOS

Tel: +1(246) 436-0578

Fax: (246) 436-9999

E-mail: info@carib-export.com

Sub Regional Office:

Calle Carlos Lora No. 9, Ensanche Los Restauradores,
Santo Domingo,
DOMINICAN REPUBLIC

Tel: +1 (809) 531-2411

Fax: +1 (809) 473-7532

E-mail: c.export@codetel.net.do

Website: www.carib-export.com

CARIBBEAN EXPORT'S KEY RESULT AREAS AND GOALS

- **Fostering an enabling environment** - for trade and investment within the region through regional integration, cooperation and advocacy initiatives designed to position the region more effectively in the world economy.
- **Enhancing Competitiveness** - Increase the competitiveness of firms in CARIFORUM countries in selected sectors through investment, management and product development, market expansion and export diversification.
- **Promoting Investment** - Promote the Caribbean region as a prime destination for intra and extra-regional investment.
- **Strengthening Institutional Capacity and Networking** - Enhance the capacity of public and private sector BSOs, particularly sector associations, trade promotion organisations and investment promotion agencies, and support the development of vibrant Caribbean business networks to improve services to clients.

We are very interested in your feedback.

Please email your comments to: tradewatch@carib-export.com.
All material copyright © 2010 Caribbean Export



TradeWatch is made possible through the kind support of the European Union.

