Caribbean Export Calls for Design Awareness

With the formation of the Caribbean Design Network (CDN) in 2009 and National Design Networks in the OECS countries, Barbados, Jamaica and Trinidad and Tobago (http://www.facebook.com/group.php?gid=1506686400334585&ref=search&sid=585074925.1453918621..1), the region is slowly focussing on the importance of design as a marketing tool says Philip Williams, Executive Director, Caribbean Export Development Agency (Caribbean Export). “Design assistance is clearly needed in virtually all areas of regional goods and services production. So far design in the region is only partially understood as it relates to fashion, graphics, interior design and now handicraft.”

Mr Williams asserts, “A major public awareness job is needed, training of more designers and the encouragement of innovative new products, focusing on the definition of Caribbean style/design, so that Caribbean design becomes an internationally understood concept, like Scandinavian design. Good design sells products.”

The CDN is presently planning to host a Design Forum in 2011 to galvanise interest in developing a strategy and work programme for regional design, which could attract funding. Caribbean Export will continue to play an important role in facilitating the work of this network, in bringing regional practitioners together to further the awareness of the importance of design to the region. [TW]

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This “regional product development laboratory” extends from Haiti and Jamaica in the North Caribbean, through the OECS, to Barbados in the East and Trinidad and Guyana in the South; blending a melting pot of influences which is authentically regional; authentically Caribbean. The development of new prototypes is now well advanced, spearheaded by the design leadership of Lesley-Ann Noel (Trinidad), Philip Marshall and Stella Hackett (Barbados), Andy Manley (Dominica) and Cassandre Mehu and Hansie Duvivier (Haiti).

Product design differs from traditional crafting practices, in that it is an intentional and iterative process, which merges critical thinking about the function, purpose and utility of objects with aesthetic considerations including materials, shape, colour and ornamentation. As with good architecture and advertising, good product design is self-explanatory and logical in hindsight; aiming to communicate and evoke a reaction from the potential user which inspires enjoyment and intangible value; outlasting the commercial value of the initial purchase. It is a critical link in the value chain of manufactured objects and has been used in developed countries as a tool for creation of wealth and to drive the process of innovation.

Merging craft-based design with product design techniques and processes offers both opportunities and challenges to Caribbean producers willing to embrace this philosophy. It provides inspiration for the use of traditional practices and indigenous raw materials in ways which communicate new ideas about our culture, history and identity, to receptive audiences in new markets alongside the challenge to reverse the history of low-value-added, primary production for limited markets, particularly in rural areas of the Caribbean. Investments in craft-based design and manufacturing can only yield future benefits for the Caribbean. Shared involvement and partnership in the development process by institutions led by Caribbean Export, the Inter American Development Bank (IADB) and Trade Facilitation Office (TFO) Canada, supporting producers to meet their market access goals and designers to showcase their talent, is a unique pathway to the future. (TW)

TradeWatch thanks Lisa Callender, a member of the CDN, an entrepreneur and Development Consultant. She is a trained Industrial Designer and an Industrial Engineer. Lisa may be contacted at Email: lisazilda@yahoo.co.uk

It is always a pleasure to read your updates in TradeWatch. Congratulations on such an excellent publication. DIANE GIRARD, C. I.T.P. - PRESIDENT, GLOBAL LINKS NETWORK

I wish to express my gratitude for your newsletter which is a highly informative and professional product. This newsletter continues to enhance the body of knowledge on industry practices by contributing to the filling of the gaps on regional and international trade issues, business development, investment promotion and provides guidance on a range of activities that occurs within our economic space.

The newsletter is an exceptional value added service of Carib Export as it puts into context the impact of the new trading agreements (EPA) etc on the CARIFORUM States and provides a solid base of education for all stakeholders on these critical matters.

The staff must be complimented for producing such excellent work that is truly a contribution to the continued process of the ennoblement of our Caribbean civilisation. Once again I express my sincere gratitude for the fine work. Keep it up!! CURTIS DENNIE, BUSINESS FACILITATION SERVICES OFFICER/ AFTERCARE INVEST SVG
Twenty-three companies in the furniture, textile, home accessory and lighting sectors have been brought together by the Caribbean Export Development Agency (Caribbean Export) to launch the inaugural Caribbean craft product collection which will be debuted at the International Contemporary Furniture Fair (ICFF) May 15-18, in New York. The launch is the result of over a year of work by a 7 member regional design team and regional companies.

The regional design team began looking at the work done in the craft sector across the region with 60 companies, 23 of which have continued through the process of becoming a part of the collection.

According to Patty Johnson, the Canadian design expert coordinating the project which is organised by Caribbean Export in collaboration with the Caribbean Design Network (CDN), Barbados Investment Development Corporation (BIDC), the InterAmerican Development Bank (IADB) and the Trade Facilitation Office (TFO) Canada, this is a good time for a new collection to be launched. "... in theory, during times of recession smaller unique initiatives can gain a foothold and build a presence in the marketplace more easily.

She explained that the team of designers met regularly for two and three day sessions at crucial points in the process and are at the stage of ensuring that systems are in place to deal with the orders that should be placed at the upcoming show. "We are in the middle of discussing how to follow up orders ... and will have the basic infrastructure in place in time for the New York show but it will develop further over time."

The collection entitled, "Love, Freedom, Flow: New Caribbean Design", represents the work of companies from Haiti, Barbados, Dominica, Guadeloupe, Jamaica, St. Vincent and the Grenadines, Guyana and Trinidad and Tobago. It is expected that the profile and identity of the Caribbean design sector will be of interest in this design market with design firms, hotels, architects and high end retailers more interested than ever in ethical consumerism and hand made, high quality products. (TW)

For further information contact Veona Maloney, Manager, Core Services, Caribbean Export, at Email: vmaloney@carib-export.com.

World Bank Visual Arts Exhibition

The World Bank announces a call for entries to participate in a visual arts exhibition featuring artists from Latin America and the Caribbean and inspired by the idea of change. About Change offers a unique opportunity for emerging artists to highlight the region’s concerns and achievements, while providing them with exposure within the international art community.

The visual arts accepted include the following categories:

- Fine arts (painting, sculpture, drawing, video, printmaking, photography, mixed media, video art, experimental film and digital animation).
- Decorative arts, including design (product design, graphic design, textile and fashion design).
- Folk art (popular art, indigenous art and craft).

Participation is open to emerging visual artists, or groups of artists, of any age, from member countries of the World Bank Group in the Latin America and the Caribbean region.*

Submissions must be received by the World Bank Art Program no later than April 30, 2010 and selected artists will be notified by the end of May 2010. (TW)

For more information on the project and entry forms, please visit: http://web.worldbank.org/WEBSITE/EXTERNAL/EXTABOUTUS/ORGANIZATION/GSDPARTPROGRAM/0,,menuPK:180191~pagePK:176673~piPK:180188~theSitePK:254046,00.html

OECS Embraces Design

The Organisation of Eastern Caribbean States (OECS) Export Development Unit (EDU) based in Dominica is spearheading the Caribbean Design Network (CDN) initiative in the OECS member states. The EDU has held nine meetings throughout the OECS countries which identified over 300 designers in the fields of graphic design, web design, multimedia design, industrial design, interior design, architecture, fashion design, jewellery design, handicraft design, furniture design, textile design, arts and photography.
Traditional Design to Change World

IDEA is a leading international, innovation and design company that works with clients in the public, private, and social sectors to tackle organizational, social, and global issues. Its client list includes Nokia, the Bill and Melinda Gates Foundation, Oxfam, the American Red Cross, the World Bank, the United States Department of Energy and the United Kingdom's National Health Service. It is responsible for the creation of the original Apple mouse and the Palm V but now focuses on using human-centred design to address major challenges, enrich, and transform the world. This is a trend that is increasingly seen in the design industry.

Jocelyn Wyatt, head of IDEA's social innovation design division says the firm has delivered several innovations in developing countries. These include a social marketing campaign to raise awareness about drinking safe water and enabling people to set up water delivery businesses in India and Kenya through the Ripple Effect water project (https://client.ideo.com/rippleeffect/project/index.html) with the Acumen Fund. The project aims to enhance access to safe drinking water for half a million people in these countries. The project began in November 2008 in India, with field research. So far, it has resulted in new distribution models and pilot business innovations. These will be repeated in Africa. There is also an eye care and eye screening programme in rural parts of India, working with Vision Spring, while in the UK, the firm has helped to generate additional revenue for Oxfam by designing parts of the charity's shops.

IDEA's workshops and projects have helped to improve design and innovation capability for many firms and organizations in developing countries. At the same time, IDEA has learned lessons about designing for the local context. Ms Wyatt says an understanding of the linguistic and cultural context is key to good design, which is one reason why the firm works with local organizations, design firms and non-governmental organizations. One of the lessons for the creative industries in developing countries is that demand for design and innovation will increase, even in areas which have not traditionally used these approaches.

Many designers are eager to work on design challenges in the developing world and IDEA has developed a human-centred design toolkit (www.hcdtoolkit.com) targeting Non Governmental Organizations (NGOs) and social enterprises. The toolkit aims to help organizations understand people's needs, and find and deliver innovative, deliver financially sustainable solutions.


Interactive Web Portal: Connecting Creative Communities

Artisanconnect is an interactive web portal which connects artisans and experts in creative and indigenous crafts and provides them with a platform for sharing their experiences and information. The aim is to encourage the exchange of information about craft makers, new technologies, designs and events. The portal was launched by the Centre for Promotion of Imports from developing countries (CBI) and the International Trade Centre (ITC), and depends on its users to add or modify the content. Visit www.artisanconnect.net.

According to Damien Sorhaindo, OECS EDU Officer “manufacturers now have the tools to develop their brand strategies in house, before taking their ideas to a design firm, which will save them a lot of time and money in the long run.” The UK based design firms are committed to maintaining interaction with OECS firms, and the EDU is currently preparing a follow up in-firm branding and design project for those firms who participated in the workshop and successfully applied the acquired tools to meet eligibility requirements.

For further information contact Jennifer Julien-Laudat at Email: jlaudat@oecs.org.
Promoting Caribbean Music with Grant Funding

Maturity Music, based in Trinidad and Tobago recently received funding from Caribbean Export Development Agency's Direct Assistance Scheme funded by the European Union under the 9th Economic Development Fund Caribbean Trade and Private Sector Development Programme. TradeWatch spoke to Jean Michel Gibert, Managing Director, Maturity Music, about the project to promote a new album by Calypso Rose.

TW - What was the name of your project and what were the objectives?
The project was a promotional campaign for the new international album by Calypso Rose. Its overall objective was to increase the access of Caribbean productions to international markets by the development of innovative and exemplary approach associating traditional methods and digital support for the promotion and marketing of these products. Specifically, the project aimed to pilot a business model for the systematic promotion of a Caribbean production.

TW - Why this particular project at this time?
This project had to be implemented at this time as it was part of the ongoing buzz in Europe to promote Calypso Rose's new album. In particular, June 2009 was perfect timing to release the new video Israel by Bus just before Rose's summer tour in July and August.

TW - What are the opportunities to be derived from the project for your business?
We have derived tangible opportunities as the project has resulted in:

- a major touring opportunity for Calypso Rose with 12 dates in France and in UK from mid July to mid August 2010 (including the prestigious Barbican Theatre in London and the popular WOMAD festival in Reading)
- the filming of her show in Les Escales in St Nazaire, France which resulted in a movie and DVD to be released in June 2010
- finalising the ROSE CALYPSO DIVA documentary with a newly built site www.calypsorosediva.com and a trip to film Calypso Rose in Africa at the end of March 2010

TW - What activities have taken place so far?
Activities so far include post production of the Israel by Bus video, which was shot in Trinidad by a French crew and edited and post produced in France; production of 300 CD/DVD samplers of the video; and meetings in Paris in June to finalise the video and discuss a tour with Azimuth Productions in June, July and August. The summer tour will incorporate appearances at the Nice Jazz Festival, Montreux Jazz Festival and the Edinburgh Film and Music Festival. In addition, the Rose, Calypso Diva documentary will be presented as a work in progress at the Sunny Side of the Docs documentary festival in La Rochelle.

TW - How successful is the project so far?
The project has been very successful. The documentary will be released at the Trinidad and Tobago Film Festival in September 2010, and then there will be releases in Paris and London, with a premiere scheduled for November. In June 2010, there will be a new digital campaign in Europe with Harmonia Mundi. There are also plans in the work for a new album for Calypso Rose with the French label Rue Bleue.

TW - How did you learn about the Direct Assistance Scheme?
I first learned about the scheme 15 years ago when we first applied and received a grant.

TW - How has the Direct Assistance Scheme assisted you in this particular venture?
The Direct Assistance Scheme is crucial for our development; we would not have been able to achieve all this without the grant.

TW - Is there anything else you would like to share about the project and the funding?
The post production of the movie is the next step; we can work on that with the next grant.
Be Successful in Accessing Funds

Regional specialists in trade, investment and manufacturing have gained insights on how to successfully access grant funding from donor agencies, when they participated in a three day Grant Proposal Writing workshop held in Barbados in early March under the auspices of Caribbean Export Development Agency (Caribbean Export). Participants were also exposed to information on the European Union - CARIFORUM Economic Partnership Agreement (EPA) and its potential for regional firms.

According to Senior Grants Advisor with Caribbean Export, Kirk Brown, the main objectives of the workshop were to enhance the capacity of Business Support Organisations (BSO) to assist firms to access funding and to increase the number of successful applications and grant awards to CARIFORUM member states under the Direct Assistance Scheme funded by the European Union under the 9th Economic Development Fund (EDF) Caribbean Trade and Private Sector Development Programme (CTPSDP). The workshop sessions were interactive and dynamic with practical components to ensure that participants would know how to submit applications and prepare budgets for funding purposes.

Responses to the workshop were overwhelmingly positive, with many participants commenting on the quality of the presentations and information. Jacqueline A. Yearwood of the Antigua and Barbuda Investment Authority said: “The content and delivery provided a most informative and practical application to grant proposal writing, and has made the process that must be undertaken to access the funding much clearer and the procedures no longer as daunting as previously envisioned.”

Workshops held in Grenada and Dominican Republic during March were similarly well received with attendance of thirteen and twenty-nine participants respectively.

Caribbean Tales Film Festival 2010

The Best of Caribbean Tales Film Festival, held recently in Barbados, placed the Caribbean Audiovisual sector in high definition focus. The Festival involved a diverse array of partnerships and a well packaged eco system of opportunities including showcases of the best Caribbean films made in recent years. Other events included a symposium on Global Distribution, a Caribbean Film Market, workshops and master classes, and a dialogue between independent film makers and the region’s broadcast community.

There were screenings of films from emerging film makers from Barbados, Jamaica and Trinidad and Tobago who, in true Caribbean style, broke with form and tone and showed a bold sense of innovation. The Symposium on Global Distribution, hosted by Mr. Terrence Farrell, Group CEO, One Caribbean Media, provided participants with the opportunity to learn from and engage with leading international players in the broadcast and distribution field, including Christopher Laird, founder of Gayelle TV, the Caribbean’s first Caribbean content only television channel; Sherryl Deer from Time Warner and representatives from South African Broadcasting Corporation.

Mr. Farrell urged the creation of a regional lobby to governments to invest in the development of a sustainable audio visual sector. He saw that the recently created Caribbean Audiovisual Network (CAN) has a major role to play in pushing for the creation of region wide legislation to be added to the CARICOM agenda as a priority issue to move the industry forward. Specifically, Mr Farrell’s vision is for the establishment of regional fund of about US$40 million initially to encourage independent producers to create more content for local and international distribution.

Continued on page 8

For further information on the Direct Assistance Scheme contact Kirk Brown, Senior Grant Advisor (kbrown@carib-export.com) or Sam Kruiner, Grant Advisor (skruiner@carib-export.com).

Participants at Grant Proposal Writing & EPA Workshop

The 3rd and final Call for Proposals under the Direct Assistance Scheme will end on April 20. The Direct Assistance Scheme provides assistance to companies to address the constraints encountered as they enhance their capacity, develop new products or access regional and extra-regional markets. To date 67 firms representing twelve (12) CARIFORUM States have been awarded grants totalling EUR 1,273,398 in the following sectors: Creative Industries, Professional Services, Health & Wellness and Information & Communication Technology and manufacturing. (IV)
Two recent sets of figures have shone the spotlight on Caribbean trade. The Caribbean Regional Negotiating Machinery (CRNM) has released a Private Sector Trade Note on CARICOM-US trade, while there are figures on trade in merchandise from the Eastern Caribbean Currency Union (ECCU). In both cases, figures are for the period to 2008.

Overview of CARICOM-USA Trade

The report covered duty preference agreements between the USA and CARICOM, including the Caribbean Basin Economic Recovery Act (CBERA), the Caribbean Basin Trade Partnership Act and the Haitian Hemispheric Opportunity through Partnership Encouragement Act (HOPE). It noted that the waiver request from the US on the Caribbean Basin Economic Recovery Act (CBERA) was approved by the World Trade Organisation in March 24, 2009, allowing the region to export specified goods to the US duty free. The approval of the waiver will remain valid until 2014. The CBERA was substantially expanded in 2000 through the U.S.-Caribbean Basin Trade Partnership Act (CBTPA) which remains in force until September 30, 2010. The expanded agreement covers products excluded from the CBERA namely footwear, canned tuna, petroleum products, watches, watch parts, apparel and hand loomed/handmade/folklore articles.

The top 20 exports accounted for over 90 per cent of total export earnings in 2008. Of these, only 6 depend on the CBI preferences for their duty free status. The top five exports to the US during the year included LNG, anhydrous ammonia, methanol, light petroleum distillates and crude petroleum oils. Products which showed growth in the first quarter of 2009 compared to the first quarter of 2008 included cotton pullovers/cardigans, cotton t-shirts, aluminium oxide, rum/tafia, beer made from malt, liquefied propane, men’s/boys cotton trousers, gold, salt, papayas, men’s/boys shirts of man made fibres and molluscs.

In 2008, the USA was CARICOM’s top trading partner, with US$12 billion in export sales and $11 billion in import expenditure. Between 2001 and 2008, CARICOM’s merchandise export sales to the region grew by 16 per cent a year, while import spending grew at 11.3 per cent a year. Trinidad and Tobago is the top CARICOM exporter to the US, with Jamaica and Haiti also being significant.

The report suggested that the region could find opportunities in the USA services sector, which might also be more inclusive, equalising trade benefits for the entire CARICOM region. These services include transportation, travel, other business services, construction, personal/cultural/recreational services, computer/ information services and insurance.

OECS Trade

Provisional estimates on merchandise trade in the Eastern Caribbean Currency Union (ECCU) for 2008, show exports from the region increased from EC$647.45 million in 2007 to EC$885.77 million in 2008 (see Table 1 below). The value of imports from increased from EC$5,543.33 million in 2007 to EC$ 6,158.07 million in 2008. The trade deficit, which was EC$4895.87 million in 2007, stood at EC$5272.31 million in 2008.

Table 1 – Value of OECS Exports 2007–2008 by Country – EC$m

<table>
<thead>
<tr>
<th>Country</th>
<th>YEAR</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>2007</td>
<td>2008</td>
<td></td>
</tr>
<tr>
<td>Anguilla</td>
<td>24.8</td>
<td>30.98</td>
<td></td>
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<tr>
<td>Antigua and Barbuda</td>
<td>469.71</td>
<td>533.35</td>
<td></td>
</tr>
<tr>
<td>Dominica</td>
<td>98.14</td>
<td>107.98</td>
<td></td>
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<tr>
<td>Grenada</td>
<td>90.12</td>
<td>81.68</td>
<td></td>
</tr>
<tr>
<td>Montserrat</td>
<td>7.13</td>
<td>10.96</td>
<td></td>
</tr>
<tr>
<td>St. Kitts and Nevis</td>
<td>92.82</td>
<td>139.78</td>
<td></td>
</tr>
<tr>
<td>St. Lucia</td>
<td>205.52</td>
<td>373.45</td>
<td></td>
</tr>
<tr>
<td>St Vincent and the Grenadines</td>
<td>128.83</td>
<td>140.96</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>674.45</td>
<td>885.77*</td>
<td></td>
</tr>
</tbody>
</table>

*- Provisional estimates

Source: ECCB and Central Statistical Offices of the ECCU

The top exports in 2008 were chemicals and related products, food and live animals and crude materials (inedible except fuels), beverages and tobacco, mineral fuels and related materials, machinery and transport equipment and miscellaneous manufactured articles.

The top imports in 2008 were manufactured goods, machinery and transport equipment and mineral fuels and related materials. (TW)

The report concluded that tariffs do not deter import activity in sensitive areas, so a future trade approach between CARICOM and the USA should place emphasis on competitiveness, trade development, and innovation rather than an over reliance on tariff protection. (TW)

For further information, visit www.crnm.org.
5th CARIFORUM/FCOR/OCT Task Force

In keeping with its mandate to diversify exports for CARIFORUM Firms, Caribbean Export Development Agency (Caribbean Export) hosted the 5th CARIFORUM/French Caribbean Outermost Region (FCOR)/Overseas Countries and Territories (OCT) Task Force on Trade and Investment on March 02, 2010 in Barbados. The Task Force is mandated to increase dialogue and cooperation between CARIFORUM Countries, the French Caribbean, the Dutch Antilles as well as BVI.

Among the issues discussed at the meeting included the waiving of visas requirements for nationals from Barbados, Trinidad & Tobago, St. Kitts and Nevis and Antigua & Barbuda seeking entry to the FCOR; an ongoing Caribbean Export study that is intended to assist with the identification of sectors that have potential for export; a number of bilateral projects currently being pursued by Caribbean Export and the Regional Councils of Martinique and Guadeloupe aimed at improving the level of cooperation between CARIFORUM and the French Caribbean. These projects will cover research, trade missions, training and capacity building for firms and finally, the CARIFORUM/FCOR/OCT Task Force on Interconnectivity given the link between trade, transportation and communications infrastructure. (TW)

For further information on the Task Force contact Escipion Oliveira, Manager, Special Projects at Email: eoliveira@carib-export.com.

New Joint Eu-Caribbean Strategy Being Drafted

Caribbean and European Union (EU) diplomats, government officials and representatives from regional organisations, the private sector and non-governmental organisations met in Barbados in mid March to discuss an enhanced Caribbean–EU partnership. The goal is to draft a new joint EU-Caribbean strategy in response to regional and global developments such as economic and financial crises, challenges related to climate change, crime and security and new geo-political interests and alignments.

The participants worked on determining priorities and areas of strategic importance for both the Caribbean and the EU, looking at the principles for a joint Caribbean-EU strategy and the deepening of dialogue to ensure inclusiveness of consultation in developing the joint strategy. The programme also involved an assessment of Caribbean-EU relations, including strengths, weaknesses and achievements.

An outline of the strategy is to be presented at the European Union/Latin America and the Caribbean, (EU/LAC) Summit in Madrid on May 17, 2010. (TW)

Caribbean Tales Film Festival 2010

Continued from page 6

Mr. Philip Williams, Executive Director of the Caribbean Export Development Agency (Caribbean Export) officially opened the first ever Caribbean Film Marketplace. Modelled on the Rotterdam Cinemart, the Marketplace gave selected independent producers the opportunity to pitch their projects to buyers. Mr Williams reiterated Caribbean Export’s commitment to support events like Caribbean Tales to provide opportunities for the region to showcase the Caribbean image, promote its talent and attract investment into the audiovisual sector.

He said: "The region needs to adapt quickly to new and rapidly evolving forms of communication technologies. Audio visual tools are now, more than ever, the preferred means of communication, especially for the young … These are the tools which will help the region to disseminate its culture to the World, but these tools require content and it is by producing our stories and ideas in the new electronic formats that we can help to determine and define Caribbean-ness and promote it to the World."

The Marketplace gave regional producers a better appreciation of how to attract buy in for their projects, solid financing partnership leads and new market opportunities. It is hoped that this event will spark the inclusion of similar market places at other major regional film festivals and thus contribute to improvements in the quality of regional productions and their commercial viability internationally.

The Festival left a strong sense that growing collaboration between creators, teachers, promoters, distributors, organisers and financiers will create a fertile environment for this sector to become a major player on the global audiovisual production stage. (TW)
Barbados Coalition of Service Industries

Established as a public/private sector partnership in 2002, the Barbados Coalition of Service Industries Inc’s (BCSI) objective is to foster the international competitiveness of the Barbadian services sector with the aim of positioning Barbados as the ‘services hub of the Caribbean’.

Understanding that successful services exporting is a process, the BCSI with a small staff of four project officers under the management of Michelle Hustler, Project Manager, Trade in Services, has adopted a four-fold approach: Education – Development – Export Promotion – Lobbying/Advocacy.

Service exporting begins with the understanding of the concepts of trade in services. The BCSI labels this awareness-building process as Education. Under the unit Education trade in services issues are communicated to members and the general public. This unit is also responsible for the public relations of the organisation.

Upon acquiring an understanding of trade in services, a service provider must then develop the capacity to export. The capacity to export involves enhancing the competitiveness of the BCSI’s members through training in key trade in services areas. This unit of the organisation is known as Development.

When a company that has developed the capacity to export, the organisation engages in trade facilitation activities, namely trade missions, to encourage and enable service providers to enter new markets. This is achieved through the Export Promotion unit.

The BCSI recognises that the most meaningful input in terms of public policies with respect to trade in services or input into trade negotiations comes from service providers who have attempted to export or who have exported successfully. It is at this point that they will understand better their potential as a service exporter and their needs in this respect. Lobbying and Advocacy is the fourth unit of the BCSI. This unit is responsible for government liaison and member relations.

The BCSI has offered support throughout the region and recently as far away as East Africa and Ghana regarding the establishment of service coalition organisations.

For further information contact Michelle Hustler, Email: mhustler@bcsi.org.bb, Website: www.bcsi.org.bb.

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

CAIPA Focuses on Belize

Caribbean Export Development Agency (Caribbean Export) has met with public and private sector groups in Belize to discuss investment promotion issues as part of the activities of the Caribbean Association of Investment Promotion Agencies (CAIPA). Caribbean Export’s Senior Investment Promotion Advisor Dixie Rampersad-Pfister met with officials of Belize Trade and Investment Development Services (BELTRAIDE) to determine that organisation’s needs.

BELTRAIDE requires capacity building assistance to support work in six business areas: investment promotion, trade, capacity building of small and medium enterprises, information, promotion and business facilitation. BELTRAIDE has targeted five sectors for investment and promotion: agri-processing, aquaculture, ICT, tourism and related services and environmental goods & services.

Caribbean Export/CAIPA agreed to support BELTRAIDE by recommending promotional tools and techniques to assist the Investment Promotion Department.

Mrs Dixie Rampersad-Pfister also met with the Belize Chamber of Commerce, Ministry of Economic Development, Commerce and Industry, Belize Tourism Board and Belize Bank, as well as private sector companies Tiger Run Farms Ltd., Bowen & Bowen and Roe Group.

Additional activities planned to support Caribbean Export’s/CAIPA’s work in the period to July 2010 include two Regional Investment Climate Studies on the more advanced countries and the OECS grouping including Belize, online training for IPA professionals, a completed CAIPA website and promotional materials.

For further information contact Dixie Rampersad-Pfister, Senior Investment Promotion Advisor at Email: drampersad@carib-export.com
Services

Belize – Enhancing Export of Professional Services

A roadmap for the export of professional services from Belize will be the major outcome of a study funded by the Commonwealth Secretariat for the Belize Government, aimed at improving the competitiveness of the Professional Services sector in Belize.

The project will end in August, will be undertaken in two phases. Phase I includes prioritisation and consensus building aimed at generating a menu of priority services. Phase II involves the preparation of a roadmap to determine priority sub-sectors, establish supply side capacity, identify priority markets, review the business and regulatory environment, institutional framework and provide recommendations for action plans, roles and responsibilities, timelines and resource requirements.

Antigua and Barbuda to Form Coalition of Service Industries

Antigua and Barbuda is to establish a national Coalition of Service Industries. The first steps were taken at a one day workshop in late February held by the country’s Ministry of Finance and Economy and the Trade Policy Unit of the Organisation of East Caribbean States (OECS). The workshop targeted services firms with a view to creating a roadmap toward the establishment of the national body. The workshop discussed trade in services, accessing donor funding and organisational structure and considered best practice experience from St Lucia.

Coalitions of Service Industries exist in Barbados, Belize, Dominica, Grenada, Guyana, Jamaica, St. Kitts and Nevis, St. Lucia and Trinidad and Tobago. For a listing of Coalitions of Service Industries visit our Database of Trade, Investment and Related Organisations at www.carib-export.com

Food

More Consumers Read Food Labels

More than 50 per cent of US consumers often read the label when they buy a product for the first time, according to the US Food and Drug Administration (FDA) in its recently released 2008 US Health and Diet Survey which polled 2,500 adults. Of those who read the label, two thirds read it to get informed about calorie content and 55 per cent to find out about nutritional content. The survey found that many consumers are sceptical about food claims such as ‘low fat’, ‘high fibre’ or ‘cholesterol free’ on food packages.

Consumers are more aware of how good nutrition can reduce the risk of disease. Some 91 per cent of consumers were aware of the link, with around 62 per cent mention fats as a risk factor. Consumers are also more knowledgeable about the role of trans fats in raising the risk of heart disease and the role of omega 3 fatty acids in lowering that risk.

For further information see the fact sheet http://www.fda.gov/Food/LabelingNutrition/ucm202780.htm. For the full survey visit http://www.fda.gov/Food/ScienceResearch/ResearchAreas/ConsumerResearch/ucm195695.htm
Developing Your Export Marketing Strategy (Part 2)

Setting prices

Strategic pricing is one of the most important factors in achieving financial success in your export business. Part of setting a realistic export price, and therefore an appropriate profit margin, is to examine production, delivery costs, competition and market demand. You should also understand the variables of your target market and other export-related expenses such as:

- currency exchange rates;
- market research and credit checks;
- receivables/risk insurance;
- business travel;
- international postage, cable and telephone rates;
- translation;
- commissions, training charges and other costs involving foreign representatives;
- consultants and freight forwarders; and
- product or service modification and special packaging.

Market demand

As in domestic markets, demand in foreign markets can affect your price. In other words, what will the market bear?

For most consumer goods, per-capita income is a fairly good way to gauge a market’s ability to pay. Per-capita income for most industrialised nations is similar to that of Canada or the United States, while it is much lower for the rest of the world.

It’s true that some products or services may create such a strong demand that even low per-capita income will not affect their selling price. Generally, though, simplifying products or services to reduce the selling price may be the best option in less affluent markets.

Remember that currency valuations affect affordability so your pricing should try to accommodate currency fluctuations and the comparative value of the local dollar.

Competition

In domestic markets, few companies can set prices without considering their competitors’ pricing. This is also true in exporting.

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.

We continue the series this month with Developing Your Export Marketing Strategy. Part 2

If you have many competitors in a foreign market, you may have to match or undercut the going price to win a share of the market. If your product or service is unique or new to a market, though, you may be able to set a higher price.

Pricing strategies

How will each market affect your pricing?

To begin with, you have to include things like product modifications, shipping and insurance in your calculations. Refer to your market objectives when setting your price. For example, are you trying to penetrate a new market? Looking for long-term market growth? Or pursuing an outlet for surplus production?

You may have to tailor your marketing and pricing objectives to certain markets. For example, pricing strategies for high per capita markets will differ from your objectives for developing nations. This all means that you have several pricing strategies available:

- **Static pricing**—charging the same price to all customers.
- **Flexible pricing**—adjusting prices for different types of customers.
- **Full cost-based pricing**—covering both fixed and variable costs of the export sale.
- **Marginal cost**—covering only the variable costs of production and exporting, while you pay overhead and other fixed costs out of domestic sales.
- **Penetration pricing**—keeping your price low to attract more customers, discourage competitors and gain quick market share.
- **Market skimming**—pricing the product high to make optimum profit among high-end consumers while there is little competition.

After you’ve determined your costs and chosen your pricing strategy, establish a competitive price for your product or service that gives you an acceptable profit margin.

Promotion

The outcome of your promotional strategies can make or break your export venture. In this context, promotion refers to all the communications tools you use to convince people to buy your product or service. They are:

- **Advertising**—carefully select the media that have a wide circulation within your target audience. If few people have televisions, is radio a better bet? Or print?
- **Promotional materials**—you may need to redesign your marketing materials and packaging to remove elements that are inappropriate, offensive or meaningless in the target market. You’ll also need to translate these materials into the native language, so be prepared to hire a professional translator with experience in commercial and business writing. And before you use the translation, have it double-checked by a native of the country.
- **Direct mail**—a targeted direct mail campaign can be very effective. Research and experience in your target market will help you build a base of potential buyers and clients to whom you can direct your company’s message.
- **Media**—publicity via the media is a good way to establish awareness, profile and credibility. Prepare a media kit that introduces a profile of your company, new products/services or newsworthy activities. Include copies of any articles published about your company.

Continued on page 12
WTO Speaks on Trade

The multilateral trading system “has proven its sturdiness as a bulwark against runaway protectionism,” says World Trade Organisation (WTO) Director-General Pascal Lamy in a recent address to the European Policy Centre. Mr. Lamy noted that world trade had contracted by about 12 per cent in 2009, under the impact of negative GDP growth (-2.2 per cent) and the highest rate of global unemployment ever. He added that trade had an important role to play in driving economic growth beyond the “fleeting impact” of economic stimulus packages. Mr Lamy said trade could increase the incentives for innovation, allow the adoption of institutional norms, increase income growth and reduce unemployment, especially in the export sector.

He urged his listeners to keep trade open and to conclude the Doha Development Round to “provide for more certainty in trading arrangements by securing binding commitments from member countries. This is especially important for economic growth to create jobs, as experience from past recessions suggests that employment growth will be sluggish in the aftermath of the crisis even though output expansion may have resumed.”

New FTA

The European Union, Colombia and Peru are to sign a free trade agreement (FTA) in May, after three years of negotiations. Several outstanding matters including issues relating to market access, rules of origin and intellectual property were resolved at recent talks. Implementation of the FTA is not expected until 2012 at the earliest. Negotiations on an agreement between the EU and Central America are expected to be completed in April.

US Releases 2010 Trade Agenda

The US plans to focus on increasing global exports this year, according to its recently released 2010 trade agenda. That plan ties in with President Barack Obama’s goal of doubling US exports within the next five years. The report expresses the country’s dissatisfaction with current trade talks. The US is seeking more clarity on market access contributions by advanced developing countries as well as market opportunities for American agriculture, goods and services. The report also says that the White House will pay attention to enforcing the country’s rights, with rules on genetically modified food and poultry sanitation and pork product import restrictions cited. In addition, the US plans to act on pending free trade deals with Colombia, Panama and South Korea.

Caribbean/Latin America to Form Community

The leaders of the Caribbean Community (CARICOM) and Latin America have agreed to form a new regional grouping, to be called the Community of Latin American and Caribbean States. The grouping excludes the US and Canada. CARICOM’s Chairman Prime Minister Roosevelt Skerrit of Dominica noted that the purpose of the new body was not to set aside the Organisation of American States (OAS) but to create: “another avenue where we could all meet together, Caribbean and Latin American countries, to discuss matters which are germane to us.” The organisation is scheduled to be formally established in July 2011 at a summit to be held in Caracas, Venezuela.

Developing Your Export Marketing Strategy (Part 2)

- Personal visits—personal contact with potential clients is perhaps the best means of promotion. Many cultures value such contact in their business relationships. Your attention to it can impress your foreign contacts.
- Trade shows—attending or participating in international trade shows is an excellent promotional method. It also allows you to check out the competition and do market research. If it’s difficult for your company to take part in a trade event, consider teaming up with other Caribbean companies, or joining a regional delegation.
- Internet—it’s generally assumed that a business will have a website. A well-designed site can help your export venture in many ways, from promotion to customer service. Be prepared to commit time and money to keeping the site up-to-date, though—an outdated site can do your enterprise more harm than good.

Source: www.exportsource.ca
Next issue Entering Your Target Market.
Strategic and Regulatory Considerations

Convergence in Information and Communication Technology: Strategic and Regulatory Considerations

By Rajendra Singh and Siddhartha Raja

This volume analyzes the strategic and regulatory dimensions of convergence. It offers policy makers and regulators examples from countries around the world as they address this phenomenon. The authors suggest that countries that enable convergence are likely to reap the greater rewards. But the precise nature of the response will differ by country. Hence, this book offers global principles that should be tailored to local circumstances as regulatory frameworks evolve to address convergence. http://publications.worldbank.org/ecommerce/catalog/product?item_id=9430268

Creative Economy: A Dynamic Sector in World Trade

The Creative Economy Report 2008 includes contributions from UNCTAD, the UN Development Programme, the UN Educational, Scientific and Cultural Organisation, the World Intellectual Property Organisation and ITC. It is the first study giving the UN's views on this topic. It presents the most recent data and outlines the opportunities and challenges for this dynamic industry. The report is available for download at http://www.unctad.org/en/docs/dite20082cer_en.pdf

Emerging Markets Take Centre Stage: A Dramatic Shift in Purchasing Power

This report from Business Monitor International (BMI) looks at the relative value of opportunities present in emerging markets across the globe. It analyses and forecasts the outlook for key regions and considers the likely impact of major economic and political risks. It assesses the strength of EM following the global credit crunch and recession compared to their developed counterparts, in order to gauge the likelihood of macroeconomic outperformance, increased investment from developed regions and opportunities for some industries to benefit. For further information email terence.alexander@businessmonitor.com or visit http://store.businessmonitor.com/hs_the_2010_global_outlook_emerging_markets_lead_the_way/

Free Trade, Fair Trade, And Gender Inequality In Less Developed Countries

By Julie Steinkopf Rice. Sustainable Development, 30 March 2009. Fair trade is often viewed as an alternative to free trade that reduces global inequality and poverty. This paper examines whether fair trade is truly an alternative to the free market and as a consequence whether it can effectively advance gender equality and alleviate the poverty of women in less developed countries (LDCs). After a review of neoclassical economics and trade liberalisation policies, the paper examines how fair trade seeks to correct market imperfections, thereby making the free market more efficient in distributing wealth. The ability of fair trade to address the central issues related to trade liberalisation and women in LDCs is discussed, and the gendered structures of fair trade are identified. Whether fair trade can provide gender equality within global capitalist structures is a theoretical matter that requires further empirical inquiry. To access this publication, please refer to http://www3.interscience.wiley.com/journal/122276379/abstract?CRETRY=1&SRETRY=0. photo available

Global Economy Briefing – CAPRI


Harmonised Tariff Schedule Of The United States Annotated

US International Trade Commission, January 2010. This publication provides the applicable tariff rates and statistical categories for all merchandise imported into the US. The harmonised tariff schedule is based on the international Harmonised System, the global system of nomenclature used to describe most world trade in goods. The statistical annotations enable interested persons to determine the classification of and the tariff rates applicable to imported goods with great depth and detail as well as the requirements for reporting statistical data on imports. To view this publication, please visit http://www.usitc.gov/tata/hts/index.htm. photo available

International Regulation and Treatment of Trade Finance: What Are the Issues?

The paper by Marc Auboin discusses a number of issues related to the treatment of trade credit internationally, both by banking regulators and by debtors and creditors in the case of default, which are of interest to the trade finance community, in particular the traditional providers of trade credit and guarantees, such as banks, export credit agencies, regional development banks, and multilateral agencies. The paper is available for download on http://www.wto.org/english/res_e/reser_e/ersd201009_e.pdf

Local and Community Driven Development: Moving to Scale in Theory and Practice

This volume brings together the experiences of leading practitioners of local and community-driven development (LCDD) projects. LCDD empowers communities and their local governments to drive economic and social development upwards and outwards. This book includes historical background, best practices, toolkits, analysis, and lessons learned for developing supportive national policies and programmes that fit the individual contexts of countries and localities. For further information http://publications.worldbank.org/ecommerce/catalog/product?item_id=9476329

Making Monitoring and Evaluation Systems Work: A Capacity Development Tool Kit

By Marelize Goergens and Jody Zall Kusek

This publication will help readers to build functional monitoring and evaluation systems and provide the tools and concepts for helping others build their systems. After more than a decade of development investments in monitoring and evaluation few countries are able to
regularly report on how effective their policies and programmes are in achieving the results they desire. It is not through lack of good Monitoring and Evaluation (M&E) design, nor political mandates to support the effort, but from a lack of sustained management and delivery of effective M&E programmes within established organisations. This publication will help readers to build functional monitoring and evaluation systems and provide the tools and concepts for helping others build their systems. For further information see http://publications.worldbank.org/ecommerce/catalog/product?item_id=9505243

MERCOSUR Report N° 14
Through the publication of this MERCOSUR Report, INTAL’s intention is to facilitate access to information by potential readers who are interested in this region. Furthermore, the aim is to convey the interest that MERCOSUR arises at the sub-regional level, facilitating dissemination to the international community through the publication of a report in English, besides both official languages in the region: Spanish and Portuguese.

Report On G20 Trade and Investment Measures
The latest report by the WTO, OECD and UNCTAD on G20 trade and investment measures says that high unemployment rates and uncertainties on global growth indicate the need for G20 governments “to remain vigilant in opposing protectionism”. The agencies urged the G20 leaders to undertake “a clear and stronger commitment to open markets and make concrete their many calls to bring the Doha Round to a rapid conclusion”. The report is available for download at http://www.wto.org/english/news_e/news10_e/trim_report_08mar10_e.doc

The relation between international trade and freshwater scarcity
By Arjen Hoekstra. This report reviews current knowledge with respect to four questions: What is the effect of international trade on domestic water resources? What is the effect of water availability on international trade? Can international trade increase global water-use efficiency? And finally, what type of international trade rules would promote a more wise use of water worldwide? For further information visit http://www.wto.org/english/res_e/publications_e/wtr10_hoekstra_e.htm

Trade, Globalisation and Emerging Protectionism Since the Crisis (ECIPE Working Paper No. 2/2010)
The global economic crisis, and governments’ responses to the crisis, did not precipitate a descent into 1930s-style protectionism. That is a relief. But it provides no refuge from policy measures that will slow down globalisation and growth in the next decade. “Creeping protectionism” is increasing, and the crisis has reinforced trends visible before the start of the crisis. New patterns of protectionism are similar to developments in the 1970s and 1980s rather than the 1930s. Domestic “crisis interventions”, especially in capital and product markets, and the return of Big Government, will spill over to external policy, with more defensive trade policies as a consequence. The paper is available for download on http://www.ecipe.org/trade-globalisation-and-emerging-protectionism-since-the-crisis/PDF

Trade in Sounds is an initiative of the International Trade Centre (ITC) working with local stakeholders concerned about intellectual property and other international organisations, in particular the World Intellectual Property Organisation. The initiative aims to help music industries in developing countries and transition economies to increase legal online sales and revenues. As well as helping to assess the export potential of digital content, Trade in Sounds offers training to help the industry move to the new digital marketplace. For more information, visit http://www.tradainsounds.org/

World Trade Report 2010
This year’s World Trade Report, to be published in July 2010, focuses on natural resources. You are invited to participate in this discussion by submitting short articles (of no more than 1,000 words). In these articles, we would ask you to express your opinion on the relationship between international trade and natural resources, such as fish, forestry, and fuels, and on the role the WTO could play in encouraging a more efficient management of these resources. For further information see http://www.wto.org/english/res_e/publications_e/wtr10_e.htm

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TRADEWATCH BUSINESS OPPORTUNITIES

Scholarships administered by the U.S. Embassy to Barbados and the Eastern Caribbean

Fulbright Visiting Researchers Scholarship
Deadline April 5, 2010
The application form is available at https://apply.embark.com/student/fulbright/scholars/30/

Fulbright Faculty Development Scholarship
Deadline May 3, 2010
The application form is available at http://www.laspau.harvard.edu/fulbright/
You will need a user name and password in order to enter this site. Send an email to bridgetownpublicaffairs@state.gov for the username and password

Fulbright Science and Technology Student scholarship
Deadline June 1, 2010
The application form is available at https://apply.embark.com/student/fulbright/international

Continued on next page
**Business Opportunities**

**Scholarships administered by the U.S. Embassy to Barbados and the Eastern Caribbean**

Continued from page 14

**Fulbright Foreign Student Scholarship**
Deadline July 15, 2010

The application form is available at: http://www.iie.org/fulbright/apps

**Hubert Humphrey scholarship**
Deadline September 3, 2010

The application form is available at: http://apply.embark.com/student/humphrey/fellowship/

For all scholarships, applicants must be citizens of and live in one of the islands to which the Embassy at Bridgetown is accredited, that is Antigua/Barbuda, Barbados, Dominica, Grenada, St. Kitts/Nevis, St. Lucia and St. Vincent and the Grenadines

For further information, Tel: (246) 227-4102 or email bridgetownpublicaffairs@state.gov

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**Postgraduate Diploma in Arts and Cultural Enterprise Management (ACEM)**

ACEM is a trans-disciplinary programme that equips graduates with the entrepreneurial skills for the development and management of the artistic and cultural resources of the region. The programme is open to graduates in the humanities, social sciences or other related fields, as well as to managers of arts and cultural enterprises in the public and private sectors. The course of study runs over a period of one intensive mid-year session (May - August) of four weeks each, followed by nine months of independent study.

For further information, please contact Suzanne Burke, programme coordinator via email Suzanne.Burke@sta.uwi.edu or Department of Creative and Festival Arts Tel: 1 (868) 662-2002 ext: 3793 or 3622 e-mail: acem.cfa@gmail.com

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Editor’s Note: The Caribbean Export Development Agency assumes no responsibility for any liability arising from the pursuit of the opportunities listed above.
APRIL 2010
CARICOM EVENTS
www.caricom.org/jsp/secretariat/meeting_calendar/jsp

Renealus Energy and RETScreen Advanced Workshop
April 6 – 7, 2010
BARBADOS
For more information:
Email: carrienergy@aol.com

Caribbean Conference on Higher Education (CCHE)
April 11 – 13, 2010
Paramaribo
SURINAME
For more information:
Email: nduncan@oas.org
Persons interested in receiving the final documents of this event may contact comunicaciones@unesco.org
ve.
Web: www.iesalc.unesco.org.ve or www.oas.org

4th International Aruba Piano Festival
April 17 – 24, 2010
For further information contact:
The Crescendo Foundation
Stichting Crescendo
Irenestraat 13
Oranjestad
ARUBA
Email: info@arubapianofestival.com

Dominican Annual Tourism Exchange
April 19 – 21, 2010
Moon Palace Convention Center
Punta Cana
DOMINICAN REPUBLIC
For further information contact:
CTA Conferences & Events Department
Tel: +1 (305) 443-3040, extension 110
Email: events@caribbeanhotelandtourism.com

"The CARIFORUM-EU EPA one year on: regional integration and sustainable development"
April 22 – 23, 2010
University of the West Indies
Cave Hill
St. Michael
BARBADOS
For further information contact:
Mr. Rico Zampetti
Tel: +1 (809) 295-6568
Email: americoleo.beviglia-zampetti@cc.europa.eu

XI EXPO-FERRETERA ASODEFE 2010
April 22 – 25, 2010
Puerto San Souci
Santo Domingo
DOMINICAN REPUBLIC
For further information contact:
Asociacion de Ferreteros de Santo Domingo
C/Paseo de los Ferreteros #2
En. Miraflores
Apartado Postal 2444
Distrito Nacional
Republica Dominicana
Ana Ventura
Gerente Comercial
Tel: +1 (809) 566-5121 ext: 237
Fax: +1 (809) 562-7299
Email: ana_ventura01@yahoo.es

Re-Discover the Caribbean
April 23 – 24, 2010
Lloyd Erskine Sandiford Centre
Two Mile Hill
St. Michael
BARBADOS
For further information contact:
Mr. Adrian Loveridge, Manager
Peach and Quiet Hotel
Inch Marlow
Christ Church
Barbados
Tel: +1 (246) 428-5682
Fax: +1 (246) 428-2467
Email: re-discover@caribsurf.com
Web: www.re-discover.com

Business and Investment Forum for the Reconstruction and Sustainable Economic Development of Haiti
April 26-27, 2010
Hotel Jaraqu - Santo Domingo,
DOMINICAN REPUBLIC
Contact:
Christina Baber, Executive Director
Cámara Holandeses de Comercio de la RD \ Federation de Camaras Europeas de la RD
Roberto Pastoriza 552-B, Ens.
Evaristo Morales Santo Domingo, R. D.
Tel: +1 (809) 427-4569/542-6929
Fax: +1 (809) 542-7900
Email: fedecamaras.eu.rd@gmail.com/christina.baber@gmail.com

MAY 2010
CARICOM EVENTS
www.caricom.org/jsp/secretariat/meeting_calendar/jsp

XXI FIMS Sports Medicine World Congress
May 19 – 22, 2010
Caribe Hilton Hotel
San Juan
PUERTO RICO
For further information contact:
Héctor Benor
HB Events
Tel: +1 (787) 765-1700
Email: events@hbtravelpr.com

XXI Sports Medicine Congress Central America and the Caribbean
May 19 – 22, 2010
Caribe Hilton Hotel
San Juan
PUERTO RICO
For further information contact:
Héctor Benor
HB Events
Tel: +1 (787) 765-1700
Email: events@hbtravelpr.com

Trade and Investment Convention (TIC) 2010 (11th Anniversary)
May 19 – 22, 2010
The Hyatt Regency
Port of Spain
TRINIDAD AND TOBAGO
For more information contact:
The TIC Secretariat
Tel: (868) 675-8862
Email: trade.investment.convention@gmail.com
Web: www.tic-tt.com
Skype: trade.investment.convention
Exhibitors
Mr. Richard Rubli
TIC Sales Co-ordinator
Trinidad & Tobago Manufacturers’ Association
TTMA Building, 2nd Floor
42 Tenth Avenue
Barataria
Trinidad
Tel: +1 (868) 675-8862, ext 247
Cell: +1 (868) 712-3094
Fax: +1 (868) 675-9000
Email: tic@ttma.com
Register online: http://www.tic-tt.com/exhibitors.asp
Buyers
Ms Sonja Jardine
TIC Marketing Manager
Tel: +1 (868) 765-8862 ext. 239
Email: promotions@ttma.com
Register online: http://www.tic-tt.com/buyers.asp

2010 STEP Caribbean Conference CC10
May 24 – 26, 2010
For further information contact:
Barb Crompton
Conference Manager
925 Jacarandah Drive
Newmarket, Ontario
L3Y 5L2
Canada
Tel: +1 (905) 836-7812
Fax: +1 (905) 836-8297

Caribbean Studies Association Annual Conference
May 24 – 26, 2010
BARBADOS
Soul Beach Music Festival
May 26 – 31, 2010
ARUBA
For travel packages and more information contact:
Advantage International Travel
Tel: +1 (877) 238-6843

JUNE 2010
CARICOM EVENTS
www.caricom.org/jsp/secretariat/meeting_calendar/jsp

Aruba International Film Festival
June 4 – 11, 2010
Paseo Herencia
J. E. Irasquin Blvd 382-A
ARUBA
Tel: (297) 735-0839
Email: info@arubafilm.com
Website: www.aiff.com

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TRADEWATCH EVENTS
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Caribbean Fashion Week
CFW 2010, 10th Anniversary
June 8 – 14, 2010
National Indoor Sports Centre
Kingston
JAMAICA

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
Brought to you by the JMA and JEA in partnership with JTI
For further information please contact:
Jamaica Manufacturers’ Association Ltd.
BSA Duke Street
Kingston
JAMAICA
Tel: +1(876) 922-8880-2/922-8869
+1(876) 922-0785
Fax: +1(876) 922-9205
Email: jma@cwjamaica.com
Web: www.jma.com.jm
Jamaica Trade & Invest (JTI)/JAMPRO)
18 Trafalgar Road
Kingston 10
JAMAICA
Tel: +1(876) 978 7755/3337
Fax: +1(876) 946-0090

Email: info@jti.org.jm
Web: www.jamaicatradeandinvest.org
Jamaica Exporters’ Association (JEA)
1 Winchester Road,
Kingston 10
JAMAICA
Tel: +1(876) 968 5812
Fax: +1(876) 960-9869
Email: jea@exportjamaica.org
Web: www.exportjamaica.org

Belize Tourism Expo (BETEX) 2010
June 23 – 27, 2010
Marketing & Management
Company: Ida Lab Studios
P.O. Box 144
1755 Coney Drive, 3rd Floor
Belize City
BELIZE
Central America
Tel: +1 (501) 223-6386
Fax: + 1 (501) 223-5109
Email: info@idealabstudios.com
Web: www.idealabstudios.com

BETEX is organized by:
Belize Tourism Industry Association
#10 North Park Street
P. O. Box 62
Belize City
BELIZE
Tel: +1 (501) 227-1144/5717
Fax: +1 (501) 227-8710
Email: info@btia.org
Web: www.btia.org

28th Annual Conference of
Accountants
June 24 – 26, 2010
Sheraton Nassau Beach Resort
Nassau
THE BAHAMAS
For further information contact:
The Institute of Chartered
Accountants of the Caribbean
6 Lockett Avenue
Kingston 4
JAMAICA
Tel: +1 (876) 922-3223
Fax: +1 (876) 948-6610
Ms. Misha Lobban, CEO
Email: icac@cwjamaica.com

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We are very interested in your feedback.

Please email your comments to: tradewatch@carib-export.com.

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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.

Caribbean Export Development Agency

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Calle Carlos Lora No. 9, Ensanche Los Restauradores,
Santo Domingo,
DOMINICAN REPUBLIC
Tel: +1 (809) 531-2411
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We are very interested in your feedback.

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