



Sistema Económico
Latinoamericano y del Caribe

Latin American and Caribbean
Economic System

Sistema Econômico
Latino-Americano e do Caribe

Système Economique
Latinoaméricain et Caribéen

Program for Direct Assistance to the Caribbean SMEs, in the framework of integration CARICOM-DR

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Director of Caribbean Export Development Agency
(CEDA)

Intra-Regional Relations

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Caribbean Export Bringing Excellence to the World

SME Workshop

8-9 July, Santo Domingo, Dominican Republic



CARIBBEAN
EXPORT
DEVELOPMENT AGENCY



Background

Caribbean Export is the only regional trade development and investment promotion agency in the African, Caribbean and Pacific (ACP) Group.

The Agency was established in 1996 by an Inter-Governmental Agreement as the trade development Agency of the 15 Member States of CARIFORUM. In July 2005 it assumed an investment promotion mandate after the 14th CARIFORUM Council of Ministers meeting.



Context of CARIFORUM SMEs

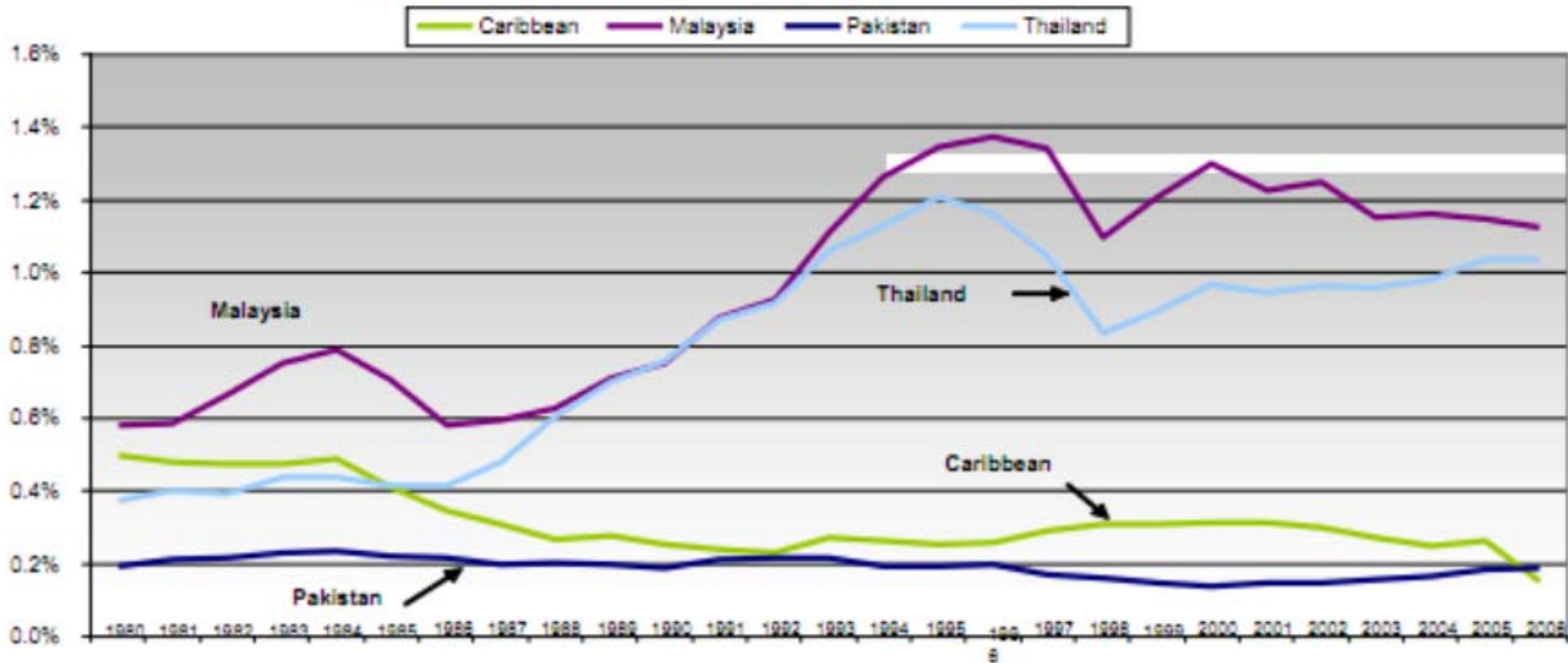


Source:

CARIBBEAN: Accelerating Trade Integration Policy Options for Sustained Growth, Job Creation, and Poverty Reduction
April 2009, World Bank, Department of Trade and Tourism

Context of CARIFORUM SMEs

X + M of goods and services a share of world trade



Source:

CARIBBEAN: Accelerating Trade Integration Policy Options for Sustained Growth, Job C
 April 2009, World Bank, Department of Trade and Tourism

Challenges for CARIFORUM SMEs

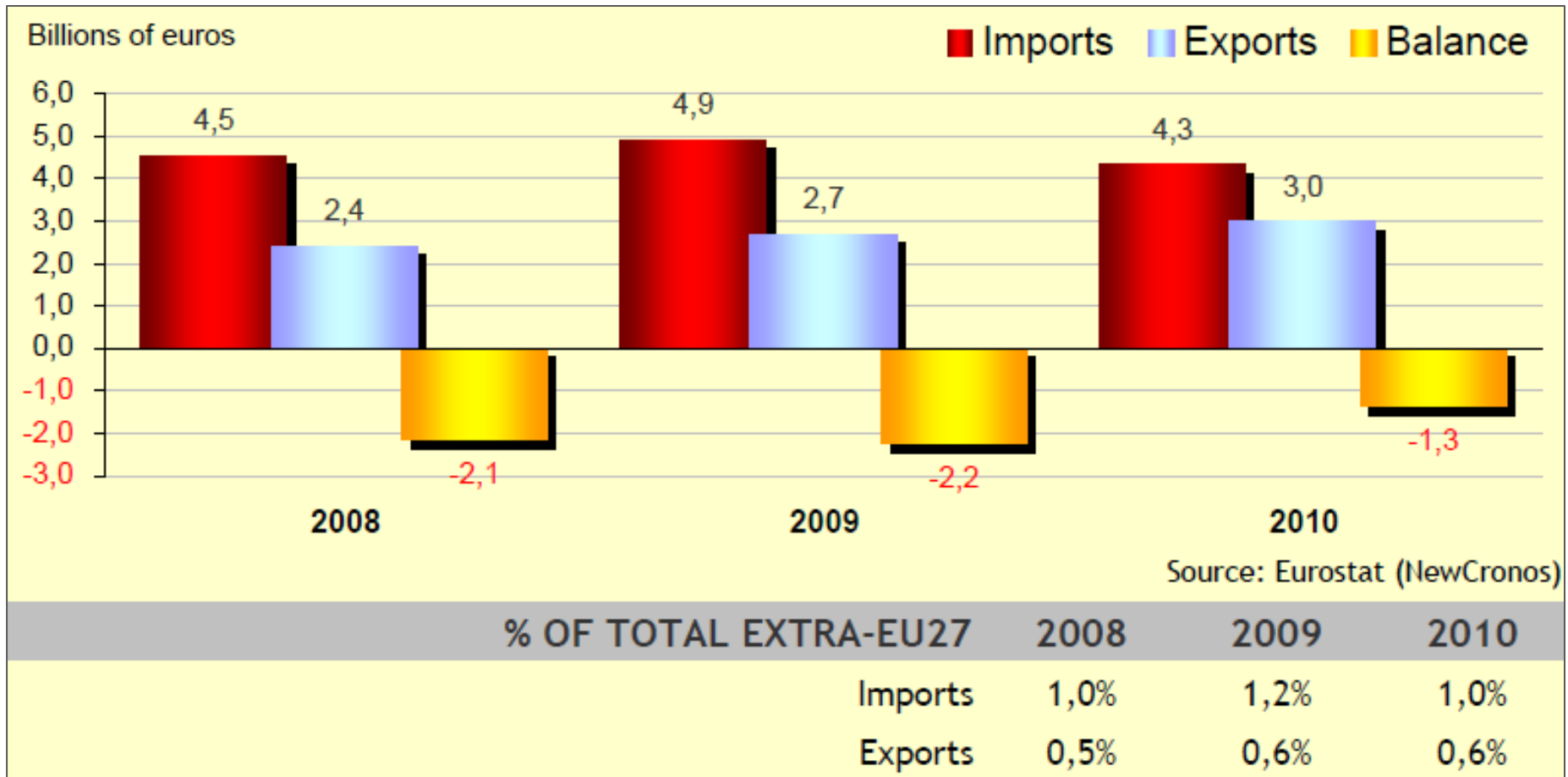
Table 1: Per Capita Growth in CARIFORUM Member Countries (%)

Country/Region	Years					1960-2005
	1960s	1970s	1980s	1990s	2000s	
Antigua and Barbuda	na	na	6.30	2.20	2.11	3.53
Bahamas, The	5.40	0.04	1.60	-0.20	-0.21	1.32
Barbados	6.00	3.00	1.90	0.50	1.80	2.64
Belize	2.20	4.40	2.80	3.50	3.37	3.25
Dominica	na	na	6.30	2.40	0.31	3.00
Dominican Republic	1.60	5.40	1.50	2.80	2.74	2.81
Grenada	na	na	4.70	2.70	0.53	2.64
Guyana	1.30	0.90	-2.50	4.50	0.11	0.86
Haiti	-1.30	1.80	-1.50	-3.20	-1.65	-1.17
Jamaica	2.70	-0.20	0.20	0.60	1.01	0.86
St. Kitts and Nevis	na	na	6.50	3.90	0.93	3.78
St. Lucia	na	na	4.30	3.30	1.00	2.87
St. Vincent and the Grenadines	-0.20	17.70	4.80	3.00	2.14	5.48
Suriname	na	2.70	-1.70	0.40	3.55	1.23
Trinidad and Tobago	3.50	3.50	-2.50	2.20	7.47	2.83
Caribbean	2.30	3.90	2.20	1.90	1.68	2.40
Latin America and Caribbean	2.40	3.30	-0.20	1.20	1.00	1.54
East Asia and Pacific (EAP)	1.80	5.00	5.70	6.20	7.33	5.20
Caribbean Growth Gap to EAP	-0.60	1.10	3.50	4.30	5.60	2.78

UNIDO/CDE 2008

Trade in Commercial Services*

EU 27 - Caribbean ACP Countries

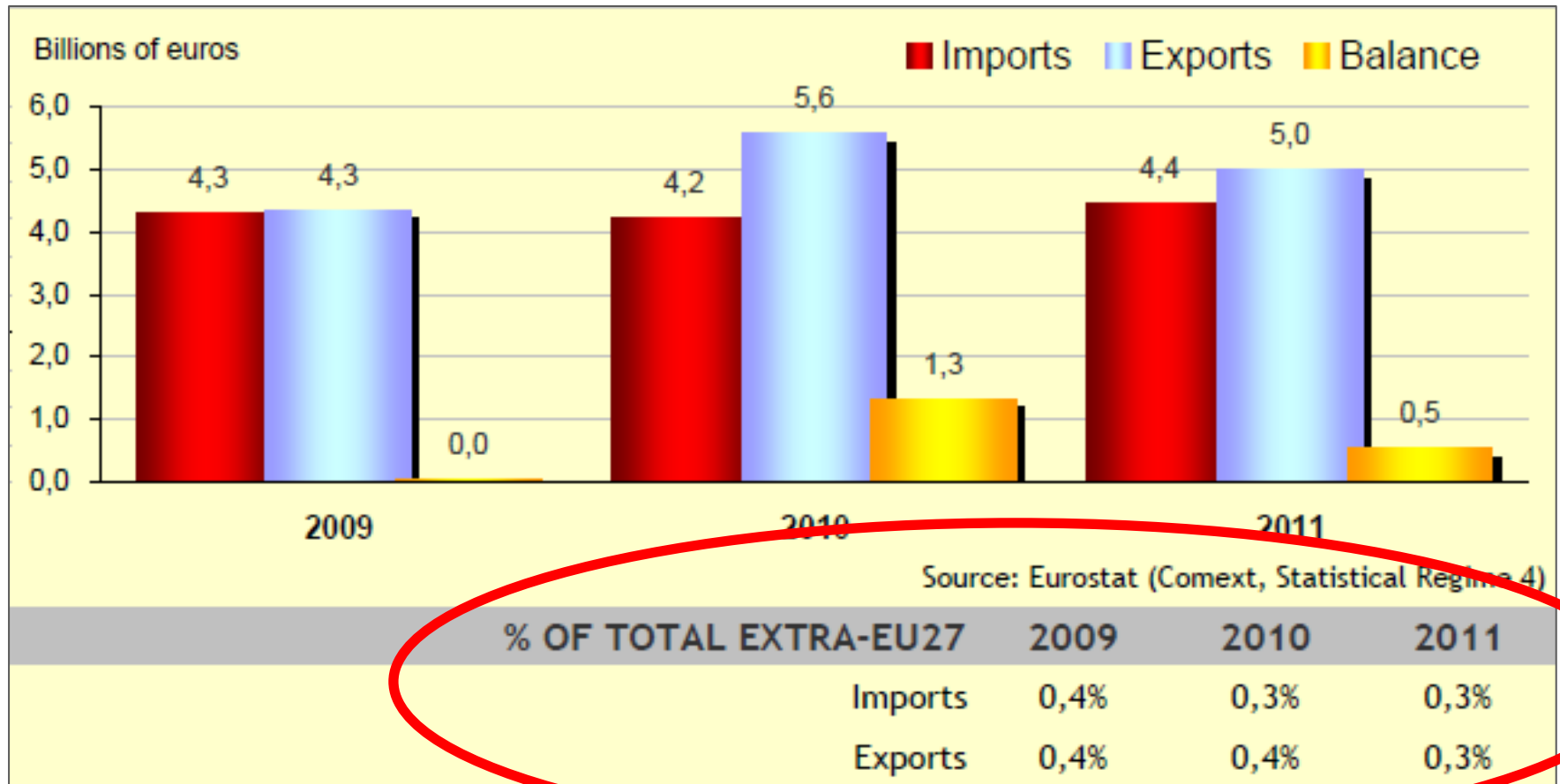


Source: European Commission, DG Trade

* Excluding Government Services

Trade in Goods

EU 27 - Caribbean ACP Countries



Source: European Commission, DG Trade

Challenges for CARIFORUM's Private Sector



- ④ *Fierce competition in local markets*
- ④ *Harsh financing conditions*
- ④ *Insufficient infrastructure and Institutional framework*
- ④ *Low product recognition*
- ④ *Difficulty in competing in international markets (price, quantity, quality, standards, distribution, product adaptation; market knowledge/intelligence...)*
- ④ *Technical Barriers to Trade, Non Tariff Barriers (visa issue for several countries)*
- ④ *Outdated and/or unsuitable technology*
- ④ *Economic and Environmental vulnerability*

CARIFORUM SME's Perception on the EPA

The Gleaner
Jamaica WI
Established 1834

Small Manufacturers More Worried About EPA After European Tour

Published: Wednesday | August 1, 2012

1 Comm

Trade agreements with the European Union have little to offer small operators in the medium term, according to some local manufacturers, citing small-scale production in many Jamaican plants, which affects pricing and the ability to compete.



Globalisation has changed the way people live and trade. Innovations in telecommunications and transport have shrunk the dimensions of time and space and expanded the notion of markets. Competition has become fiercer, putting a supplementary strain on the competitiveness of CARIFORUM SME's. Therefore, the need to re-establish our competitiveness exploiting that "Je ne sais quoi" that makes us, Caribbean people, special.

CARIFORUM- Gateway to the world

15 Countries

23.4 million persons

4 Official languages

10 FTAs

Preferential access to 932 million consumers

1 Heart



CARIBBEAN
EXPORT
DEVELOPMENT AGENCY

Bahamas

Haiti

Dominican Republic

Belize

Jamaica

St Kitts and Nevis

Antigua and Barbuda

Dominica

St. Lucia

St Vincent &
the Grenadines

Barbados

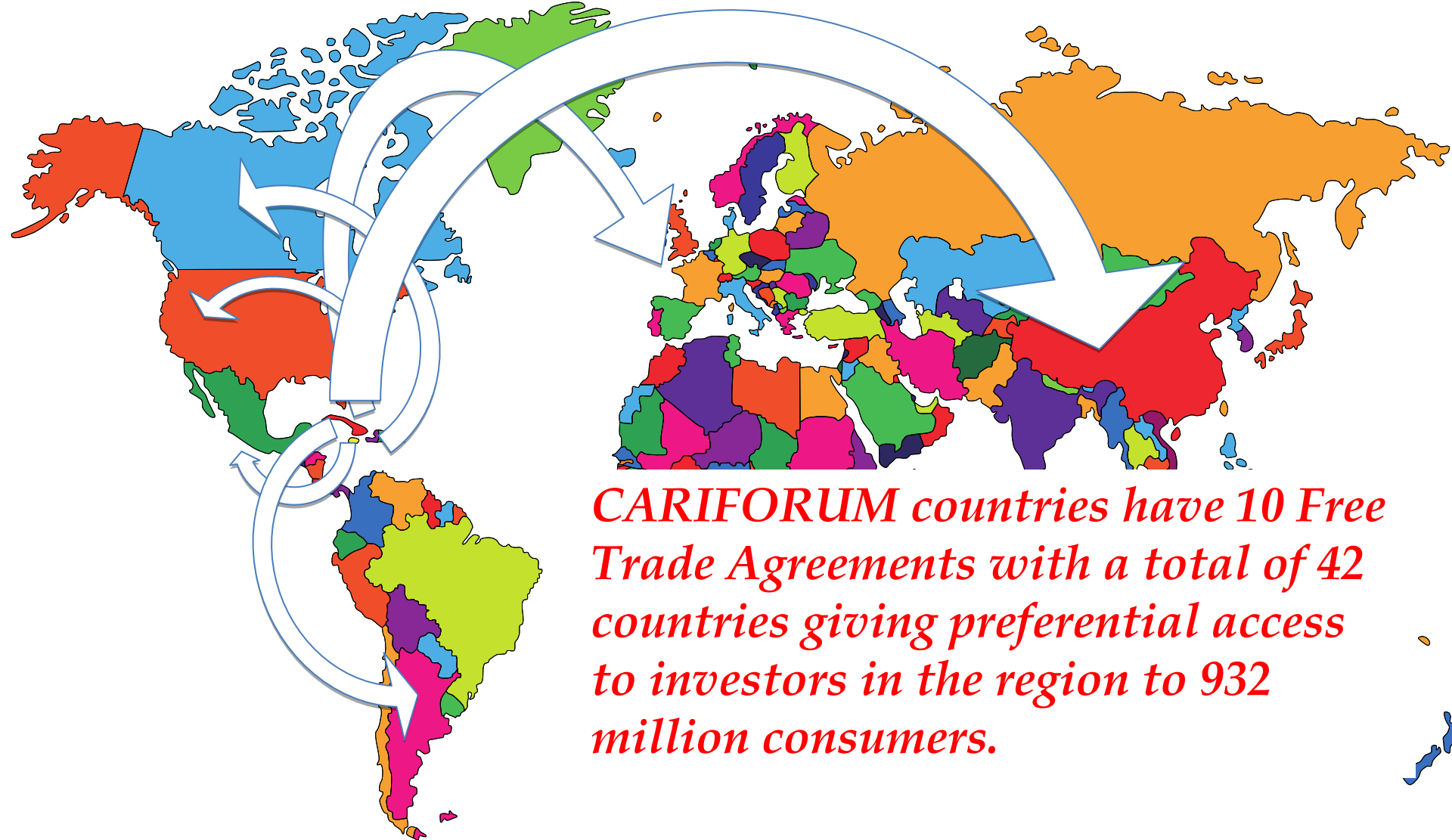
Grenada

Trinidad and Tobago

Guyana

Suriname

The Caribbean – Gateway to the world



CARIFORUM countries have 10 Free Trade Agreements with a total of 42 countries giving preferential access to investors in the region to 932 million consumers.

Translating our region in competitive advantages

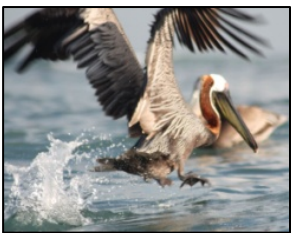


The Caribbean is widely recognized as a great place to live and spend vacations.

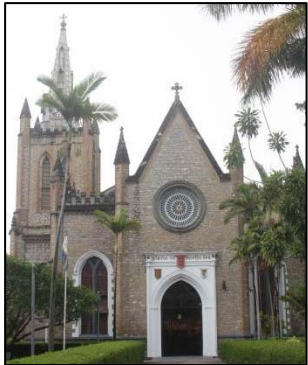
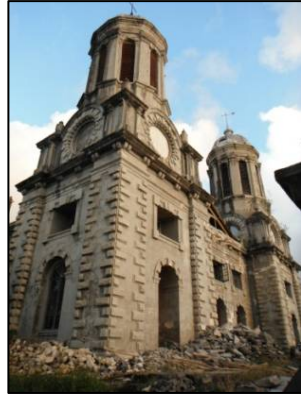
Our countries should exploit this positive image and use our: heritage, culture, diversity, identity, knowledge and history to develop brands adapted to our target markets.

Therefore, we should brand our products and services in way that captures our uniqueness and appeal to a large number of consumers and investors.

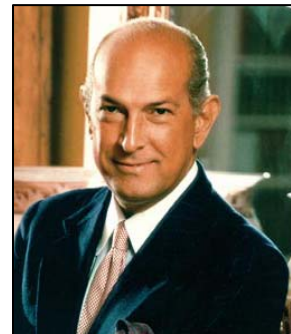
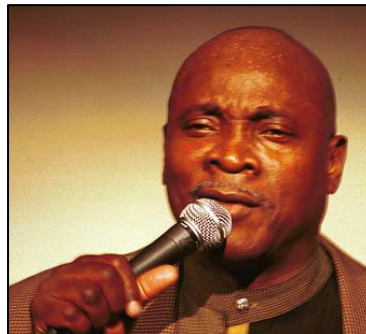
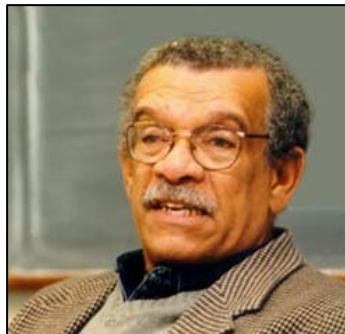
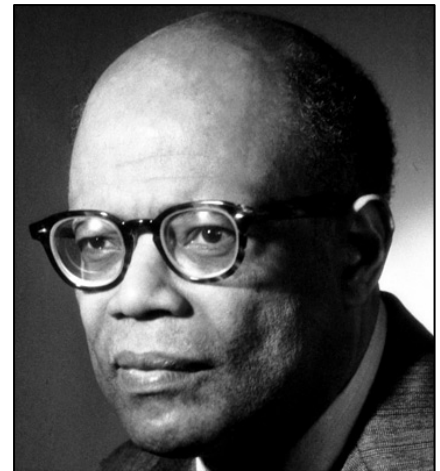
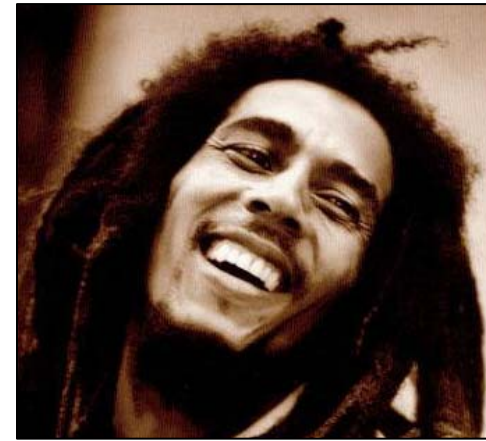
The Caribbean is: Paradise



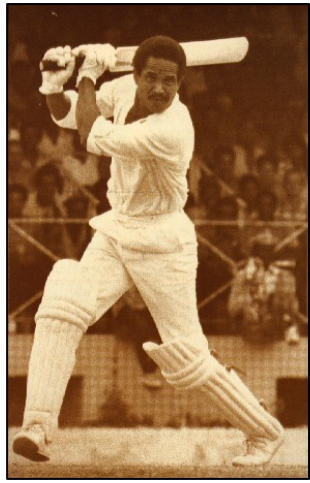
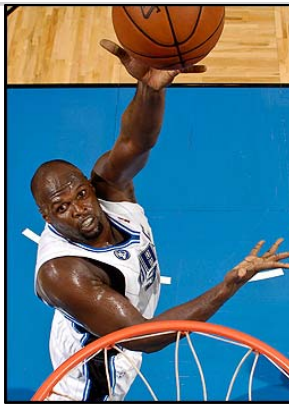
The Caribbean is: History



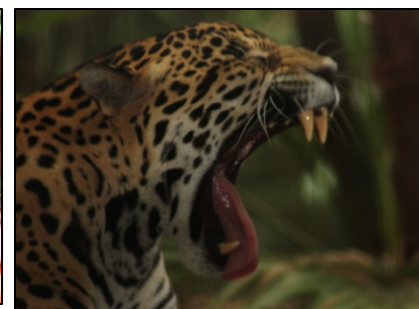
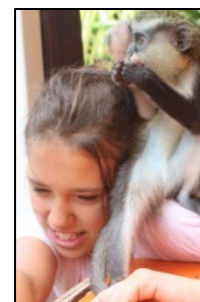
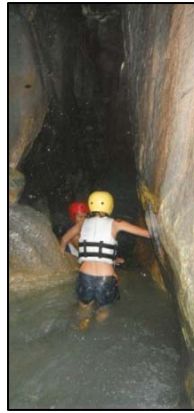
The Caribbean is: Excellence



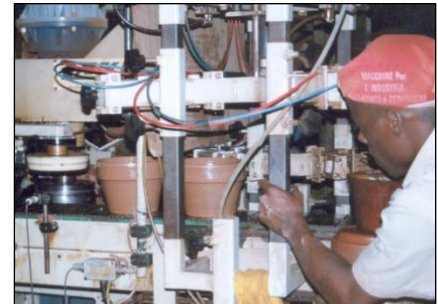
The Caribbean is: Passion



The Caribbean is: Adventure



Caribbean is: Business



Caribbean Export's *HELIX MODEL*



*Competitiveness
& Innovation*

Production Capacity

*Research & Development
(Innovation)*

HOW

Innovation

DAGS

PP Dialogue

BSO Support

Storytelling

WHAT

Creativity

Build capacity

*Specific Sector
Focused*

*Harnessing
our culture*

*Trade & Export
Development*

Business Management

Marketing & Sales

WHERE

Market Intelligence

*Take advantage of Trade
agreements*

IP Rights – Brand Ownership

Standards and Quality

In Market trade activities



Effectively tackling the world market

WHERE, WHAT, & HOW are crucial to competitiveness



WHERE: Market segments in which we have a competitive advantage



WHAT: The products we offer, not competing on prices or quantity but in niches based on quality and uniqueness



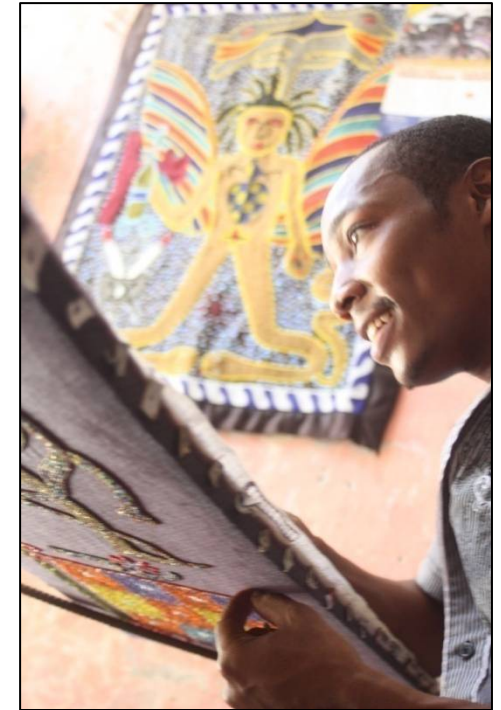
HOW: The stories we tell, best practices, management, quality certifications, productivity, logistics, innovation, R&D...



Caribbean Export manages the 10th EDF Regional Private Sector Development Programme (RPSDP)

5 years - 32.1 Million Euros of which
28.3 Million from the EDF

“The overall objective of the 10th EDF RPSDP is to contribute to the gradual integration of CARIFORUM countries into the world economy enhancing regional economic growth and by extension alleviate poverty.”



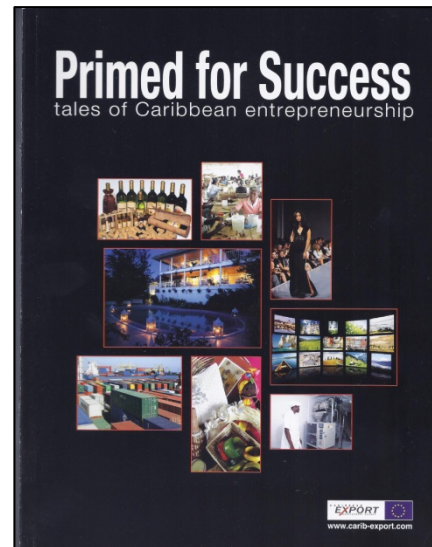
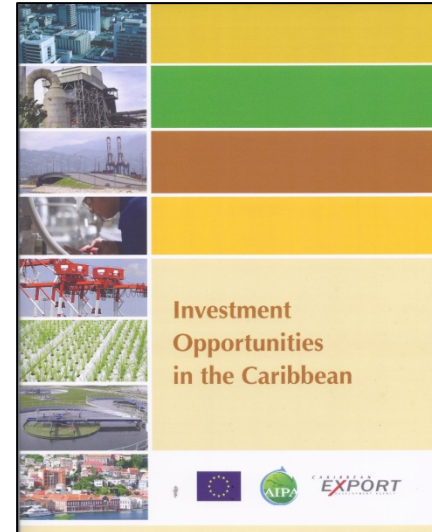
Specific Objectives of the 10th EDF RPSDP

1. Enhancing Competitiveness and Promoting Innovation among CARIFORUM's private sector
2. Promoting Trade and Export Development among CARIFORUM States
3. Promoting stronger trade and investment relations between CARIFORUM, French Caribbean Outermost regions (FCORs) and EU Overseas Countries and Territories (OCTs) in the Caribbean.
4. Promoting stronger trade and investment cooperation between CARICOM and the Dominican Republic



Expected Results of the 10th EDF RPSDP: Highlights

- ✓ Regional Investment and Export Strategies successfully implemented
- ✓ CARIFORUM IPAs, TPOs and BSOs strengthened
- ✓ High potential sectors benefit from the EPA
- ✓ Links between training institutions & SMEs strengthened
- ✓ Knowledge and effective use of trade & investment agreements, laws and regulations by PS increased
- ✓ Increased use of IPR as a trade development tool
- ✓ Export opportunities identified and exploited
- ✓ Region-wide enterprise networks strengthened
- ✓ Vertical & horizontal integration of CARIFORUM economies strengthened.



EPA Implementation - Services Sector Component (SSC)

Caribbean Export is partnering with the CARIFORUM Directorate and the European Commission to implement the Services Sector Component of the commitments undertaken under the CARIFORUM-EC Economic Partnership Agreement (EPA).

With a budget of EUR 3.2 million from the 10th EDF the SCC is complementary to the RPSDP as well as other Private Sector Development Programmes in the region.



10th EDF Regional EPA Implementation Programme - Services Sector Component (SSC)

Actions :

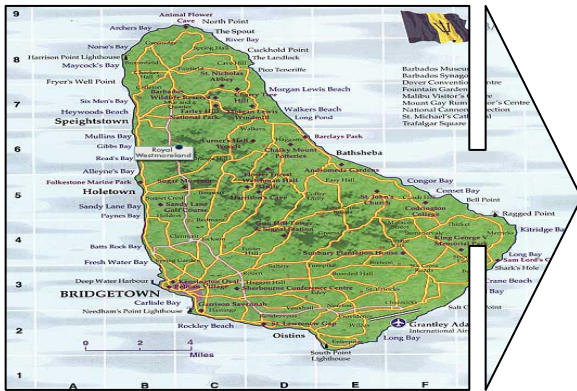
1. Support to the development of policy and regulatory frameworks;
2. Strengthening regional/national BSOs;
3. Collection and dissemination of data/statistics



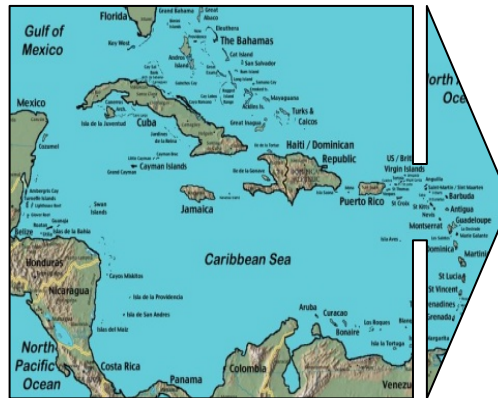
Priority Sectors: (a) Financial; (b) Professional; (c) Cultural Entertainment and Sporting; (d) Tourism; (e) Spa & Wellness; (f) Education; (g) ICT/Telecommunications; (h) Courier; (i) Merchant shipping; (j) Waste management; and (j) Hazardous Waste.



Fostering Regional Integration: Competitiveness and Innovation



National



Regional



*International
Markets*





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