



EU-CELAC
Summit **2015** Brussels



Promoting Trade and
Investment Globally



**Workshop - SMEs: How to better integrate them in
trade & investment opportunities?**

Escipión OLIVEIRA GOMEZ - Brussels, June 10th, 2015

Caribbean Export – Who are we?



The Caribbean Export Development Agency was established in 1996 by an Inter-Governmental Agreement and is the regional trade development and investment promotion agency of the 15 CARIFORUM States.

The Agency is governed by a Board of Directors (public and private) appointed by each CARIFORUM State. The Board is accountable to the CARIFORUM Council of Ministers

***Mission:** To enhance the competitiveness and value of Caribbean brands through the delivery of transformative and targeted interventions in export development and investment promotion.*

Caribbean Export is proud to partner with the CARICOM/CARIFORUM Secretariat and the European Union (EU) in promoting the sustainable development of the CARIFORUM States.

Caribbean Export is currently implementing various European Development Fund (EDF) programmes, all of which seek to “contribute to the gradual integration of CARIFORUM countries into the world economy enhancing regional economic growth and by extension alleviate poverty.”



CARIFORUM- Gateway to the world

Bahamas

Haiti

Dominican Republic

Belize

15 Countries

Jamaica

St Kitts and Nevis

Antigua and Barbuda

Dominica

St. Lucia

St Vincent &
the Grenadines

Barbados

Grenada

Trinidad and Tobago

Guyana

Suriname

23.4 million persons

5 Official languages

10 FTAs

Preferential access +/- 1 Billion consumers

1 Heart

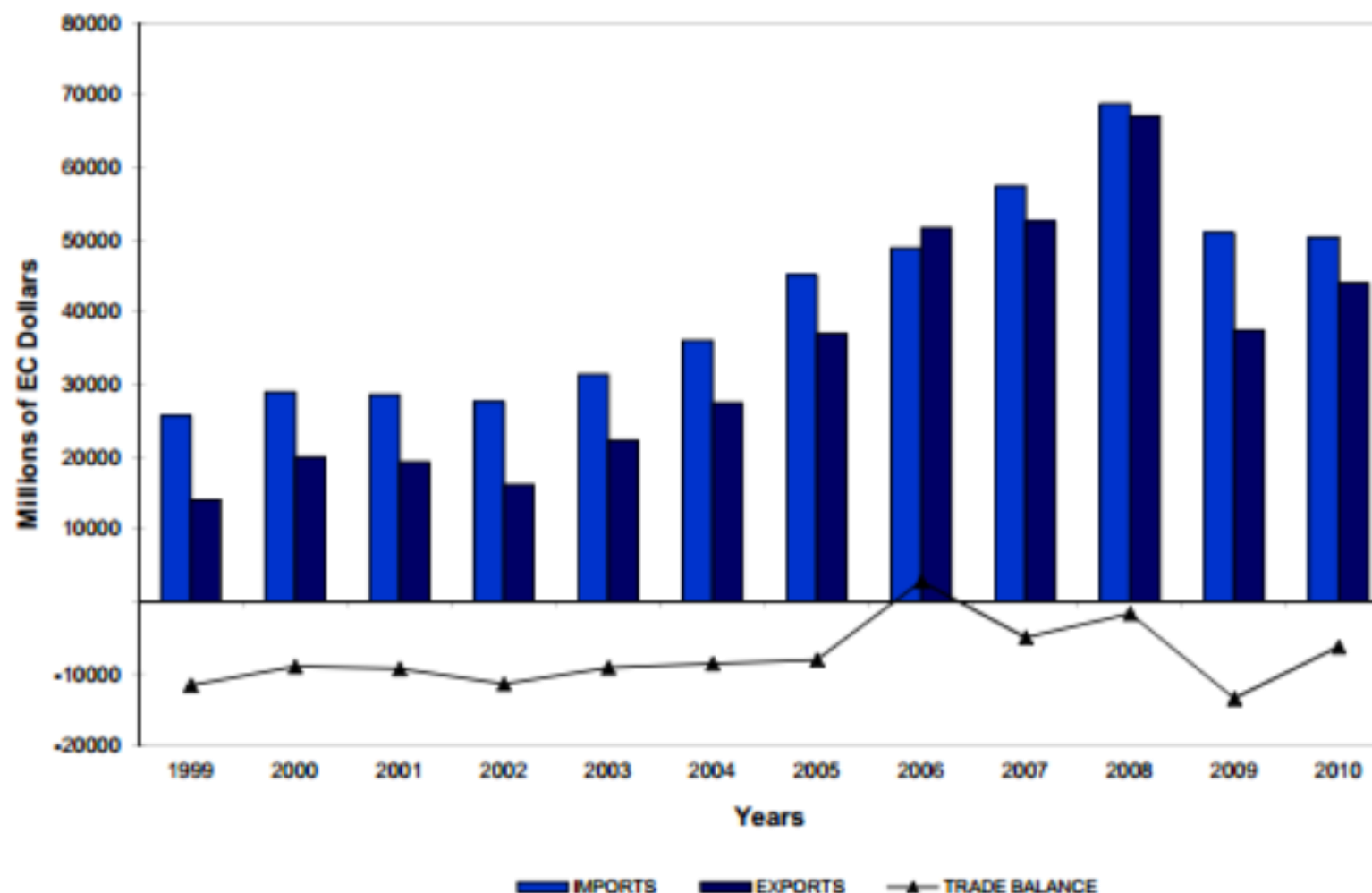


BRIDGETOWN, Barbados, Wednesday February 12, 2014, CMC - The Caribbean Development Bank (CDB) Tuesday said that regional countries experienced average economic growth of 1.5 per cent last year as compared with 1.2 per cent in 2012...the CDB said the region is likely to record average economic growth of 2.3 per cent in 2014. (source CDB)

GDP Growth in 2013 - Dominican Republic 4.1% and Haiti 4.3% (Source World Bank)

CARIFORUM context: Negative Trade Balance

Figure 1.1: Balances of CARICOM's Total Trade: 1999-2010



*“In 2013
CARIFORUM ran a
trade deficit with
the EU of some
€0.8 billion.”*

<http://ec.europa.eu/trade/policy/countries-and-regions/regions/caribbean/>

Source: CARICOM's Secretariat

Challenges for CARIFORUM's SMEs



- Ⓒ *Fierce competition in small local markets;*
- Ⓒ *Lack of adequate human resources;*
- Ⓒ *Harsh financing conditions;*
- Ⓒ *Insufficient infrastructure and institutional framework;*
- Ⓒ *Expensive & unreliable energy and transportation ;*
- Ⓒ *Low product recognition;*
- Ⓒ *Difficulty in competing in world market (price, quantity, packaging, standards, distribution, market knowledge...);*
- Ⓒ *Difficulty in travelling to markets - visa issue;*
- Ⓒ *Out-dated and/or unsuitable technology;*
- Ⓒ *Economic and Environmental vulnerability...*

The New CARIFORUM Paradigm

Globalisation has changed the way people live and consume. Innovations in ITC and transport have shrunk the dimensions of time and space and expanded the notion of markets. Competition at home has become fiercer and we have lost preferential access to traditional markets.

Hence, the need to re-establish our competitiveness by exploiting that “Je ne sais quoi” that makes the Caribbean people special while promoting the integration of our economies and creating strategic alliances with a view to offering appealing products and services at a global scale.













WHERE, WHAT, & HOW are crucial to achieve competitiveness

WHERE: Market segments in which we have a competitive advantage: Niche, Luxury, Fair Trade, Organic, Diaspora ... Need to know and understand the trends and expectations of target markets. Engage in market intelligence activities.

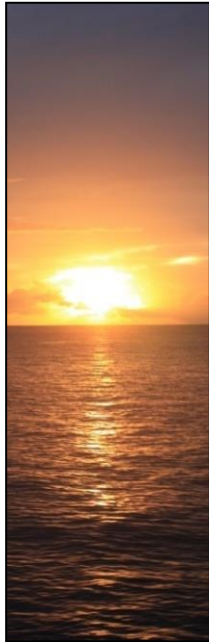
WHAT: The products we offer, not competing on prices or quantity but in quality and uniqueness. Adapt our products to the specificities of target markets: labeling, packaging, taste, standards...
Sell a story, provide a dream...

WHERE, WHAT, & HOW are crucial to achieve competitiveness

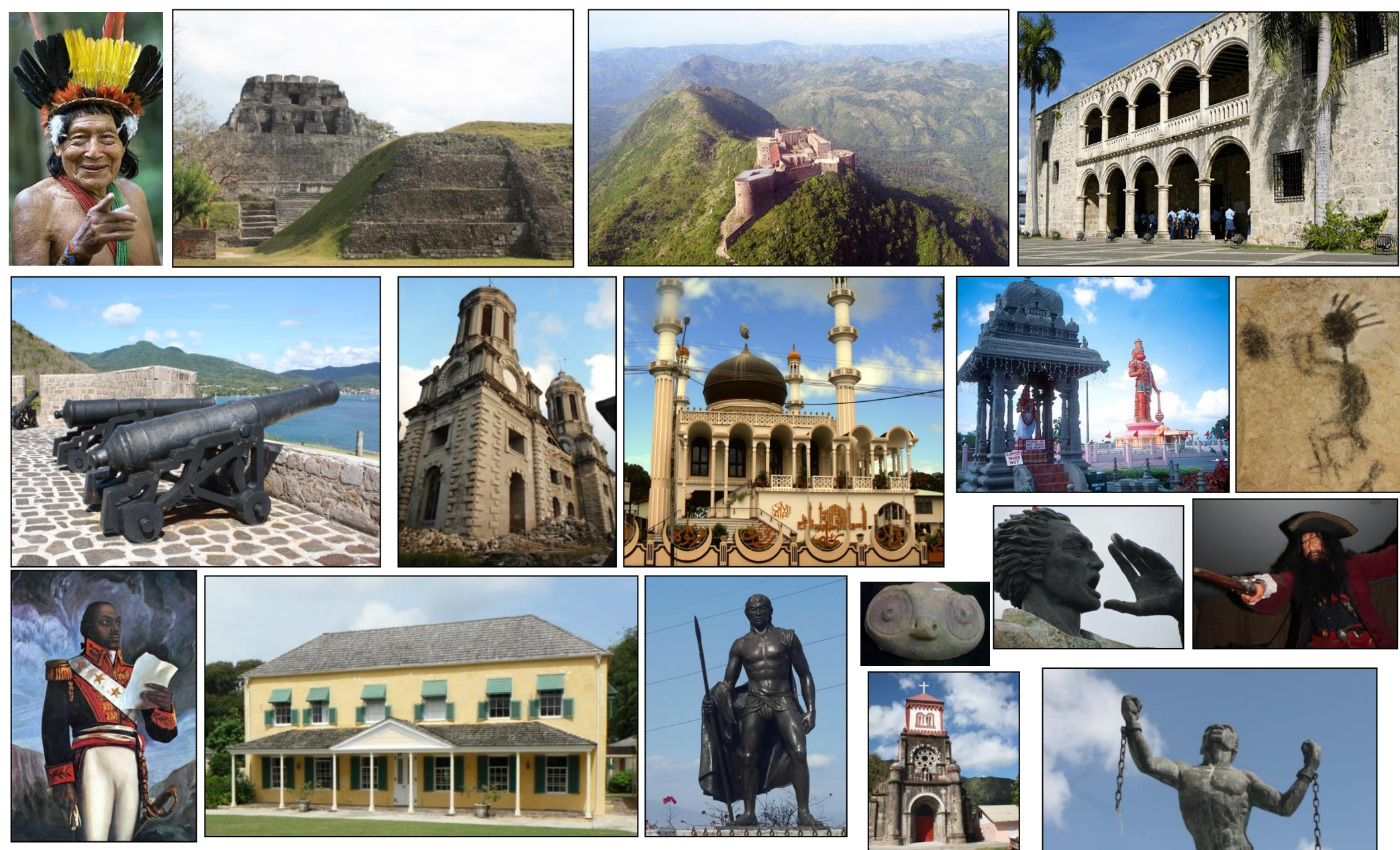
HOW:

-  *Improving access to finance by promoting specialized investment funds and guarantee a schemes;*
-  *Developing own brands and geographical indicators;*
-  *Exchange and promotion of best practices;*
-  *Tailored capacity building initiatives;*
-  *Certifications: Organic, Fair Trade, Quality...*
-  *R&D with technical centers and universities;*
-  *Industry wide cooperation via clusters and associations;*
-  *Promotion of regional value-added chains by fostering cummulation*
-  *Invest in productivity, logistics, energy efficiency..;*
-  *Links to tourism, sports and cultural industries...*

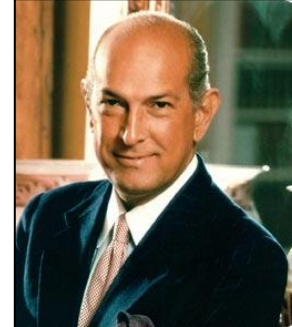
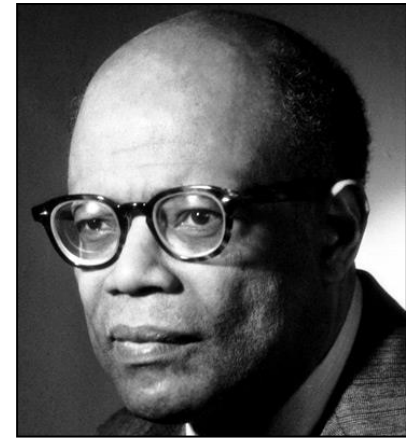
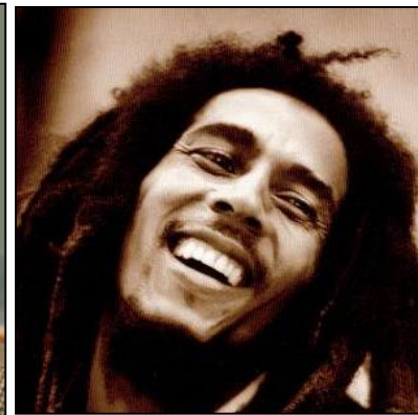
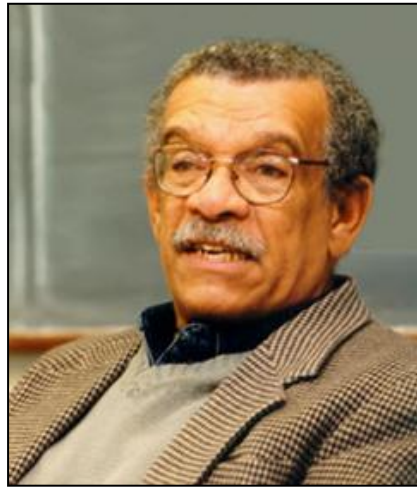
The Caribbean is: Paradise



The Caribbean is: History

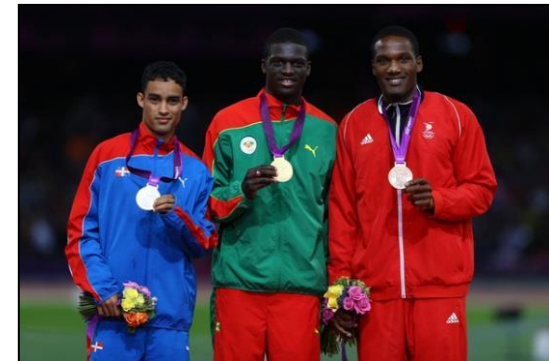
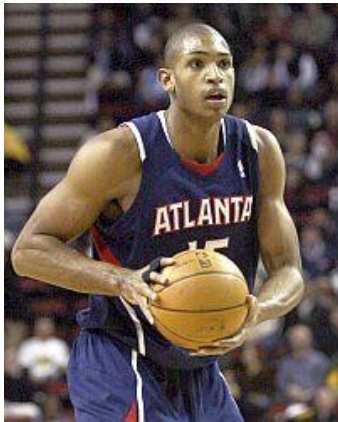
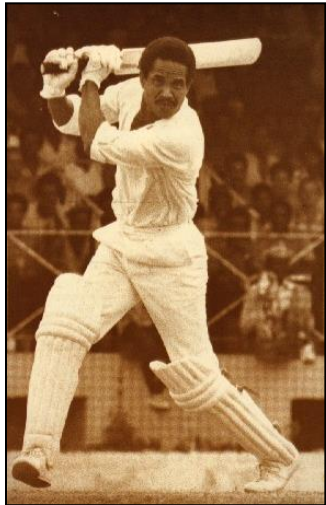
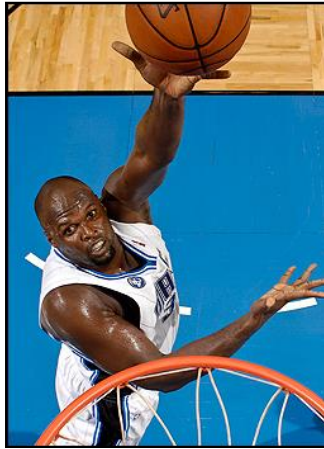


The Caribbean is: Excellence

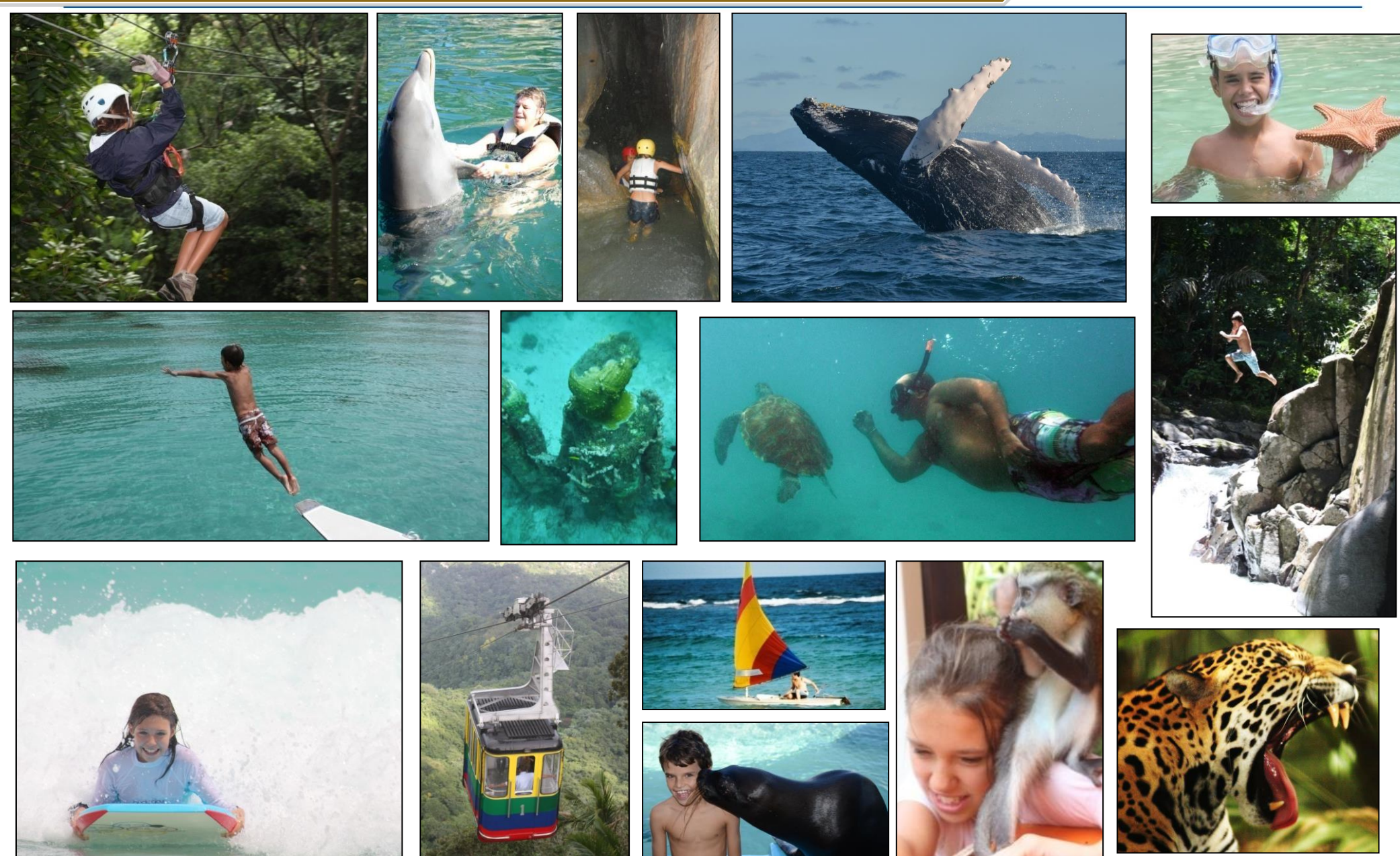


The Caribbean is: Passion

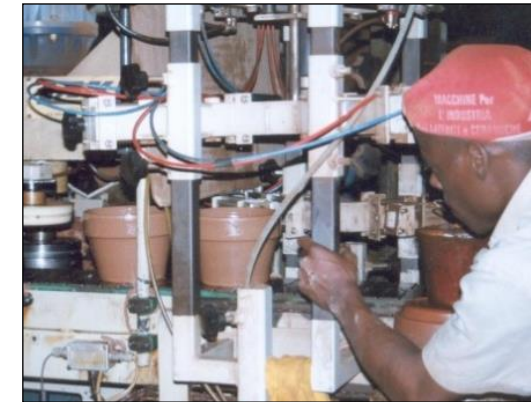
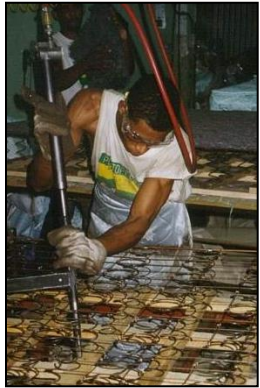
CARIBBEAN
EXPORT
DEVELOPMENT AGENCY



The Caribbean is: Adventure



Caribbean is: Business





National

Escipión Oliveira Gómez
Deputy Executive Director



Thank You, Merci, Mèsi,
Dank U, Gracias



Taking Caribbean Excellence to the World

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