



10th EDF EPA Implementation and the Role of Caribbean Export Development Agency

- Caribbean Export is the only Regional Trade and Investment Promotion Agency within the ACP Group of States
- Formally established on January 01, 1996
- Intergovernmental Agreement signed by 15 CARIFORUM States
- Head Office is located in Barbados
- Sub –regional Office is located in the Dominican Republic
- Chairperson – H.E. Ambassador Colin Murdoch

Our Vision

To be recognized as the premier regional organization for trade and investment and development promotion.

Our Mission

To increase the competitiveness of the Caribbean countries by providing quality trade and investment development and promotion services through programme execution and strategic partnerships.



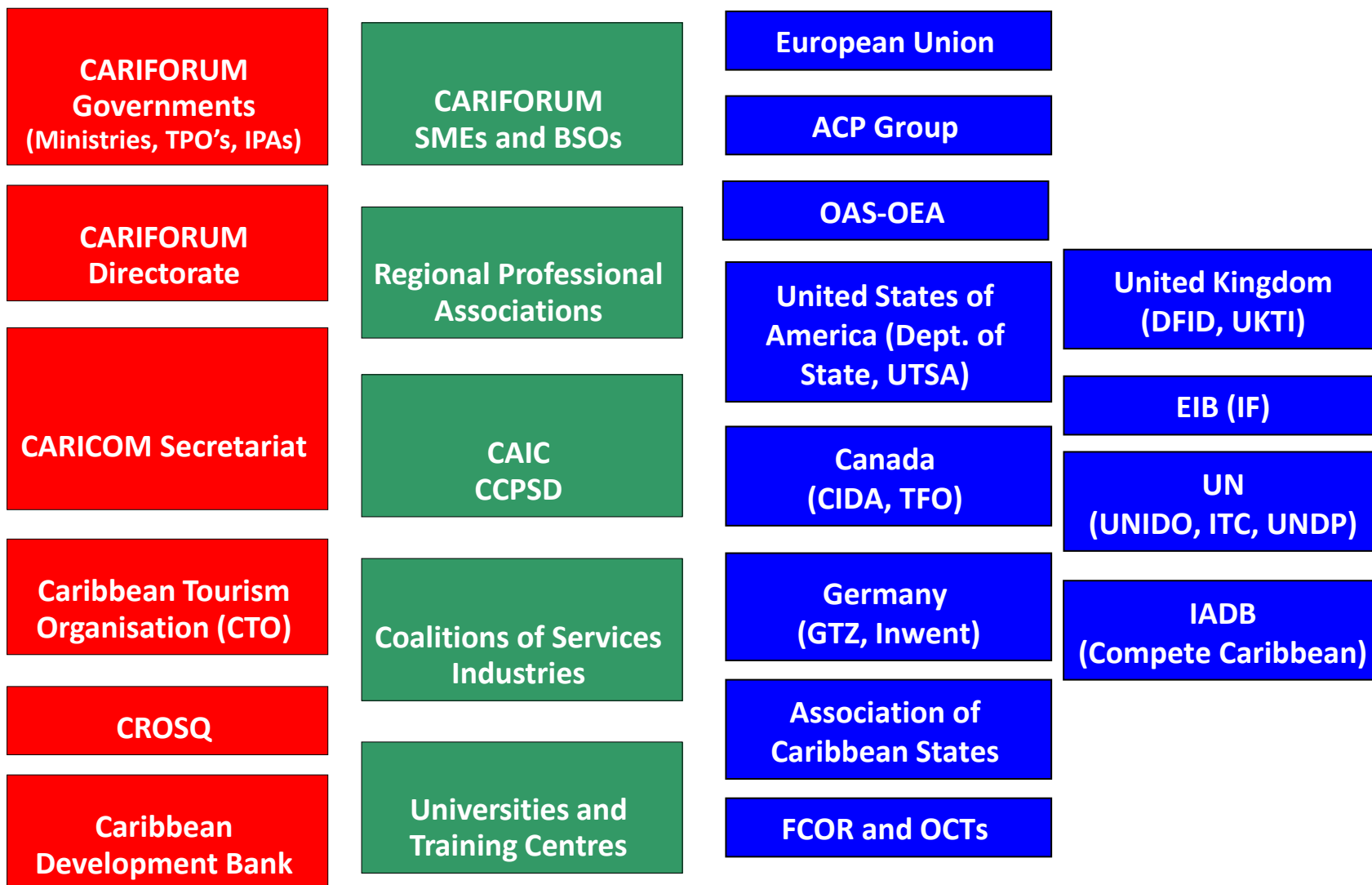
The main objectives of the Agency include the:

- Establishment and implementation of comprehensive export development strategies and programmes
- Support to CSME and CARICOM-DR Cooperation
- Actual, Direct and Indirect Support to firms in Member States
- Establishment of a trade information database and networks to improve contacts and data exchange between commercial operators
- Establishment of special programmes geared towards export development

Pillars to Export Development



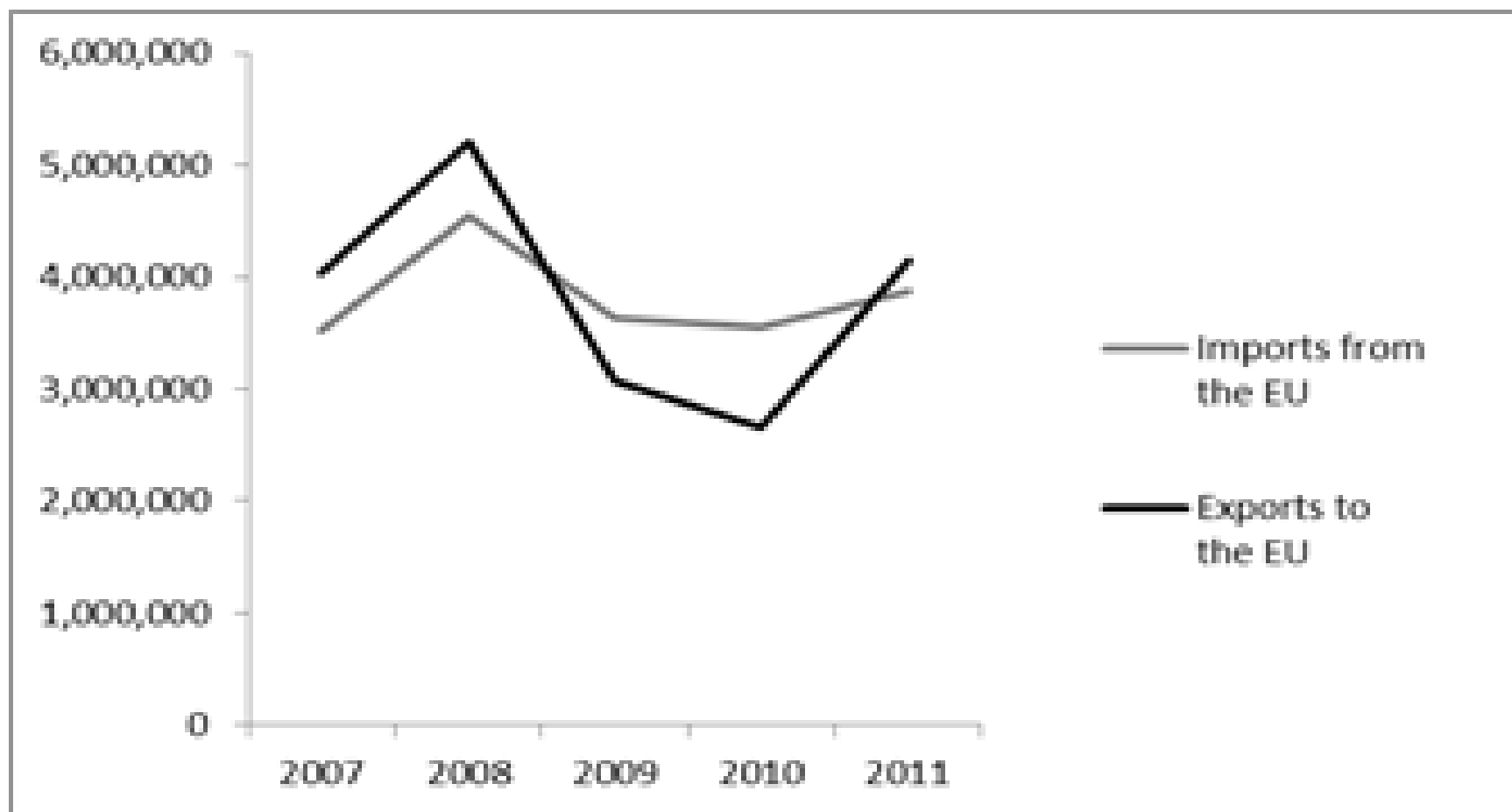
KEY PARTNERS



BUSINESS ENVIRONMENT IN THE CARIFORUM REGION

- Erosion of preferential access to traditional export markets
- Overall decline in the performance of CARIFORUM Exports to the EU Market
- Increased competition in local and regional markets
- Difficulty in meeting and/or keeping up with evolving technical requirements and other non-tariff barriers in export markets
- Limited knowledge of key market information in export markets
- Limited to poor infrastructure to support diversification in the production of goods and services
- Limited use of key intellectual property tools to support new export platforms
- Relatively high cost to do business (Energy, Labour, Business Facilitation)

CARIFORUM-EU TRADE



CARIFORUM-EU TRADE (Findings)

- It is difficult, at this stage, to speculate on the impact (or lack thereof) of the EPA for CARIFORUM exporters.
- the region has maintained a trade surplus since the signature of the EPA (with the exception of the 2009-2010) due in large part to favourable export conditions for T&T's energy and chemical exports, as well as improved exports from the DR (bananas, cocoa beans, and medical instruments)
- Overall decline in export of traditional commodities (Sugar, Bananas, Rice)
- Increases in Crustacean Exports other than Belize
- CARIFORUM Agro-processed exports have maintained their pre-EPA levels
- No services statistics from CARIFORUM Sources to determine the real trade value and balance. Existing mirror data suggests positive balance in favour of CARIFORUM in selected sectors

10th EUROPEAN DEVELOPMENT FUND – Regional Private Sector Development Programme (BACKGROUND)

- Regional Economic Integration and Cooperation Roadmap
 - Identified the overall development needs of the Region
- Regional Strategy Paper and Caribbean Regional Indicative Programme
 - Effective Implementation of the CARIFORUM-EU Economic Partnership Agreement (EPA)
 - Effective Implementation of the Agreement Establishing Free Trade Area Between CARICOM and the Dominican Republic
 - Facilitating Cooperation with the DOMs in areas covered under Article 239 of the CARIFORUM-EU EPA
 - Deepening Relations with the OCTs
 - Implementing a Plan of Action in respect of bilateral cooperation between Haiti and the Dominican Republic

CARIFORUM-EU EPA – DEVELOPMENT COOPERATION

Building on the Development Cooperation Provisions in the CARIFORUM-EU EPA including:

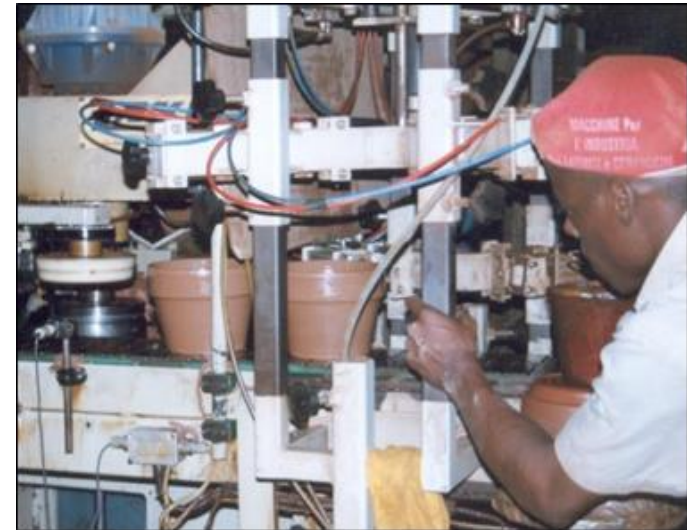
- Article 8 – Provision of support measures aimed at private sector and enterprise development, in particular small economic operators, and enhancing international competitiveness of CARIFORUM firms and diversification of CARIFORUM Economies
- Article 51(2)(c) – Development of the capacity of enterprises, in particular CARIFORUM enterprises to meet regulatory and market requirements
- Article 85 – Support to the development of Mutual Recognition Agreements for key services sectors
- Article 121 (2) (a) – Improving the ability of service suppliers [from]CARIFORUM States to gather information on and meet regulations and standards of the EC....
- Article 121 (2) (b) – Improving the export capacity of service suppliers of the Signatory CARIFORUM States, with particular attention to the marketing of tourism and cultural services, the needs of SMEs, franchising and the negotiation of MRAs
- Article 121 (2)(f) - Establishing mechanism for promoting investment and joint ventures between service suppliers of the EC Party and of Signatory CARIFORUM States, and enhancing the capacities of investment promotion agencies in Signatory CARIFORU States
- Article 135 2(a) – Promotion of innovation, diversification, modernisation, development and product and process quality in businesses
- Protocol III on Cultural Cooperation

- Caribbean Export's history of implementing EDF Programmes and its eligibility to conclude contribution agreements with the European Union were important determining factors

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 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
5. Strengthening the institutional capacity of Caribbean Export to implement trade and investment promotion programmes

EPA Implementation - Services Sector Component (SSC)

- In addition to the 10th EDF RPSDP, Caribbean Export is partnering with the CARIFORUM Directorate to implement the Services Sector Component (SSC) of commitments undertaken under the CARIFORUM-EC Economic Partnership Agreement
- The SSC will be undertaken at a cost of EUR 3.2 million to be financed by the 10th EDF.
- The SCC has been structured in such a way as to ensure complementarity between its programmes of action and Caribbean Export's RPSDP

EPA Implementation - Services Sector Component (SSC)

- The SSC has three (3) main components. These are:
 1. Support to the development of policy and regulatory framework;
 2. Strengthening of regional/national business support organisations;
 3. Collection and dissemination of data/statistics
- Services Sectors prioritised for support under the SSC include:
(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.

HAITI-DOMINICAN REPUBLIC BI-NATIONAL PROGRAMME

- Caribbean Export is also currently implementing a subcomponent of a comprehensive bi-national programme conceived by the Governments of Haiti and the Dominican Republic
- The three main components are:
 - Strengthening the capacity to develop, enforce and implement trade policies and regulations and supporting investment promotion;
 - Facilitating trade flows and strengthening the customs administrations;
 - Directly assisting business support organisation and small and medium sized enterprises.

CARIFORUM-EU BUSINESS FORUM

- To enable Public-Private sector Dialogue on the EPA and the regulatory environment affecting trade in goods
- Improve dialogue between Caribbean and European business stakeholders
- Key Partners – ACP Business Climate Facility, European Union, GIZ, CARICOM
- 2 Study Tours (Agro-processing, Culture) to Germany, France, United Kingdom
- Business Forum held in London (2012)

CARIFORUM-EU BUSINESS FORUM - FINDINGS

- Conduct detailed market research – Demand side
- Prepare profiles of potential buyers, importers and agents
- Prepare brief export guidelines for food products
 - EU SPS Measures (National and EU)
 - TBTs: including packaging, labeling, waste packaging
- Conduct export marketing workshops for SME exporters
- Seek closer collaboration with export development agencies in the EU
- Determining the future sustainability and focus of the Forum is Key.

INVESTMENT PROMOTION

- Develop, with the guidance of regional stakeholders, a Regional Investment Promotion Strategy and Implementation Plan
- Provide capacity building and technical assistance to the Investment Promotion Intermediaries within the region
- Position the Caribbean for investment through image building activities
- Provide support for Policy Advocacy/Investment Climate Programmes
- Work with the Caribbean Association of Investment Promotion Agency (CAIPA) to promote the Caribbean as an ideal location for investment

INVESTMENT PROMOTION

- For the period 2011-2012, more than 70 Investment Promotion experts in the region have been trained in Marketing, Investment Project Packaging and the provision of Aftercare Services to Investors
- Investment Promotion Intermediaries within the region have been exposed to best practices in investment promotion
- An online platform has been developed for the promotion of the region for investment - the CAIPA website
- Joint outward investment seeking missions have been launched
- Collateral material promoting the region's investment opportunities has been developed
- Increased collaboration and networking among the region's Investment Promotion Intermediaries

Break Point

- New reality television series, which seeks to empower Caribbean businesses to take on European markets and introduces them to alternative funding sources such as private investors in the form of VCs and Angel investors.
- From a list of approximately 60 applicants, 30 firms were shortlisted based on evaluation criteria that spoke to demand, innovation, brand strength, Economic Partnership Agreement (EPA) application, speed to market, and management strength.
- The Sectors covered included: Agro-processing, light manufacturing, Fashion and Garments, professional services, specialised tourism

Break Point

- 30 CARIFORUM firms are now better prepared to pitch their businesses to investors, distributors, donor agencies, and financial institutions.
- 30 CARIFORUM firms have increased their knowledge of the EPA and how it affects their respective businesses
- Strengthened relationships between firms within CARIFORUM.
- 12 CARIFORUM firms became exposed to European investors and distributors and now have a better understanding of the type of information that investors are looking for
- Increased capacity of CARIFORUM firms to pitch their businesses and seek investment opportunities

Regional Trade and Market Intelligence System

Key features of this system include:

- Development of CARIFORUM Market Intelligence Portal
- Development of CARIFORUM Exporter's Online Helpdesk
- Publication of strategic trade, business and economic reports
- Institutional capacity building in the area of Trade Information and Market Research
- Establishment of National Trade Information Networks

Regional Trade and Market Intelligence System

The Regional M.I.S will provide firms with greater in-depth analysis of the European market, and equip exporters with tools to identify business opportunities by providing the following:

- Analysis of economic and trade statistics
- Tariff and Non-Tariff analysis
- Market entry requirements
- Business and Trade Regulations
- Buyer, supplier and distributor databases
- Database of Business Support Organisation in market
- Market outlook, sector profiles and consumer reports

Direct Assistance Grant Scheme

- Under Objective 1 of the RPSDP - Enhancing competitiveness & Promoting Innovation among CARIFORUM's private sector, Caribbean Export launched two Calls for Proposals for The Direct Assistance Grant Scheme (DAGS) over the period November 2011 - June 2012, which resulted in grant contracts totalling €2.7 million being awarded to 142 firms.
- Noteworthy, the total grants awarded under the entire 9th EDF Direct Assistance Grant Scheme (2008-2010) was 197 valued at €2.7 million.

Direct Assistance Grant Scheme

- Funding for the 142 firms was distributed among economic sectors as follows: Agriculture - Aquaculture, Fisheries, Apiculture (16%), Agro-Processing (19%), Business Support Organisations (6%), Creative Industries - Fashion (8%), Health & Wellness (4%), ICT (1%), Manufacturing (28%), Professional Services (9%) and Tourism (9%).
- The funding provided to beneficiaries will be utilised to modernize equipment, upgrade facilities to meet international food and quality standards, enhance products and packaging, implement alternative energy systems, access markets, market and promote products and services, train staff, and develop collateral materials.

PRO-NET EXPORT MARKETING TRAINING

- ProNet is a training programme that consists of 9 modules which aim to build the capacity of regional manufacturing firms to enhance their competitiveness and export potential.
- ProNet is implemented in partnership with GIZ (Deutsche Gesellschaft für Internationale Zusammenarbeit)

PRO-NET EXPORT MARKETING TRAINING

- . The eventual goal of this training is to make regional firms export ready and to be in a position to take advantage of the opportunities available under the Economic Partnership Agreement (EPA).
- ProNET employs the “Training of Trainers” methodology, whereby suitable regional trainers are identified and exposed to the training material. To be certified they must deliver the training material to a group of SME participants under the direction of International Trainers

PRO-NET EXPORT MARKETING TRAINING

1. Business Strategy
2. Quality Management
3. Production Management
4. Resources Management

5. Product Development
6. Information & Knowledge Management
7. Human Resources Management
8. Cost & Financial Management
9. Export Marketing

TRADE AWARENESS & ADVOCACY

- Hosted a range of EPA awareness workshops in collaboration with CARIFORUM Directorate, GIZ, EU and other regional and international partners
- Participated in CARIFORUM-EU Institutions and Committees including:
 - Special Committee on Customs Cooperation and Trade Facilitation
 - Joint CARIFORUM-EU Trade and Development Committee
 - Senior Officials Dialogue between CARIFORUM and the European Union
- Collaborating with the CARIFORUM Directorate and CAMRAC to develop a Mutual Recognition Agreement between CARIFORUM and EU Architects

COOPERATION WITH FCOR/OCT

- Providing support to Firms seeking to do business in the Outermost Regions
- Implemented Cultural trade mission (WOMEX) in collaboration with Martinique – Copenhagen Denmark 2011
- Have signed MOU with the Regional Council of Martinique designed to deepen relationship between Institutions
- In the process of finalising a declaration of cooperation with the Regional Council of Guadeloupe
- In the process of implementing a joint project with the Regional council of Martinique utilising EDF and ERDF resources
- Convening the 7th CARIFORUM/FCOR/OCT Task Force on Trade and Investment (BVI - April 2013)

WAY FORWARD

- Caribbean Exporters Colloquium
 - Build Platforms that support the emergence of regional brands
 - Support linkages between the services sector and other productive sectors
 - Timely and reliable market intelligence is key to take advantage of trade opportunities provided by the CARIFORUM-EU EPA
 - Increased private sector advocacy is critical ensure meaningful and strategic interventions

Caribbean Export

- In the process of developing a strategic plan (2014-2020)
 - Continued support to strengthen competitiveness of and innovation within CARIFORUM firms
 - Provision of timely trade and market intelligence
 - Focus on intellectual property and brand development
 - In market support
 - Focus on champions and potential champions
 - Deepen consultations with CARIFORUM and EU private sector
 - Key Agency to assist CARIFORUM firms leverage wider EU-ACP support programmes

Caribbean Export

- The Agency's focus will be on creating export platforms to assist CARIFORUM Firms to take advantage of the EPA.
- These include:
 - Design Caribbean
 - Soul Fusion for music
 - Caribbean Essence for fashion
 - Caribbean Kitchen for agro-processors
 - Private Sector Advisory Group

Caribbean Export

THANK YOU



Taking Caribbean Excellence to the World

WHERE TO FIND US

We encourage small business owners, heads of Business Service Organizations and also investors with an interest in the Caribbean to contact us. You may reach us at:

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