

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



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October 3<sup>rd</sup>, 2013

- 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 (Antigua)

## Our Vision

To optimise the Caribbean Region's export potential through facilitating innovation and the creation of world class brands capable of successfully competing globally.

## Our Mission

To increase the competitiveness of the Caribbean countries by providing export development and investment promotion services through effective 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

## Caribbean Export manages the 10<sup>th</sup> 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 10<sup>th</sup> 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

## Caribbean Export

- The Agency's main focus is the utilisation of the CARIFORUM-EU Economic Partnership Agreement (EPA), which we do through a number of targeted interventions:
- These include:
  - Market Penetration
  - Capacity Building
  - Access to Finance
  - Research and Market Intelligence

## Market Penetration

- 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/specialty foods



## Design Caribbean

- Platform for the Creative Industries – Arts and Craft





# Soul Fusion

- Platform for the Cultural Industries – Music





# Caribbean Essence

- Platform for Fashion Designers



## Missions to Europe

- London Engage – CARIFORUM-EU Business Forum held in London (2012)
- 2 Study Tours (Agro-processing, Culture) to Germany, France, United Kingdom (2012) – included 24 Agro-Processors and 24 Firms from the Cultural Industries
- Caribbean Essence in “The Gallery” in Berlin, Germany (2013) – took 5 Caribbean Designers to showcase their fashions
- Caribbean Kitchen designed to take the Region’s best products in the Agro-processing and Speciality Foods sectors to international markets. Will be featured at ANUGA – World’s leading Food fair in Cologne, Germany first week in October

## Capacity Building

At the firm level but through the BSOs, so also building capacity for BSOs:

- ProNet
- Proposal Writing Workshops
- Trade Information Training – focusing on the collection of regional data to support market intelligence dissemination

## ProNet

- 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, while also building their awareness and understanding of the EPA.
- ProNet is implemented in partnership with GIZ (Deutsche Gesellschaft für Internationale Zusammenarbeit)

## ProNet

- 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

## ProNet Modules

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 and Financial Management
9. Export Marketing



## Access to Finance

- Direct Assistance Grant Scheme (DAGS).
- Break Point

## Direct Assistance Grant Scheme

A REIMBURSEABLE funding facility specifically designed to provide financial assistance to legally registered and established businesses with potential to export their products and services.

Funding is available through two (2) facilities:

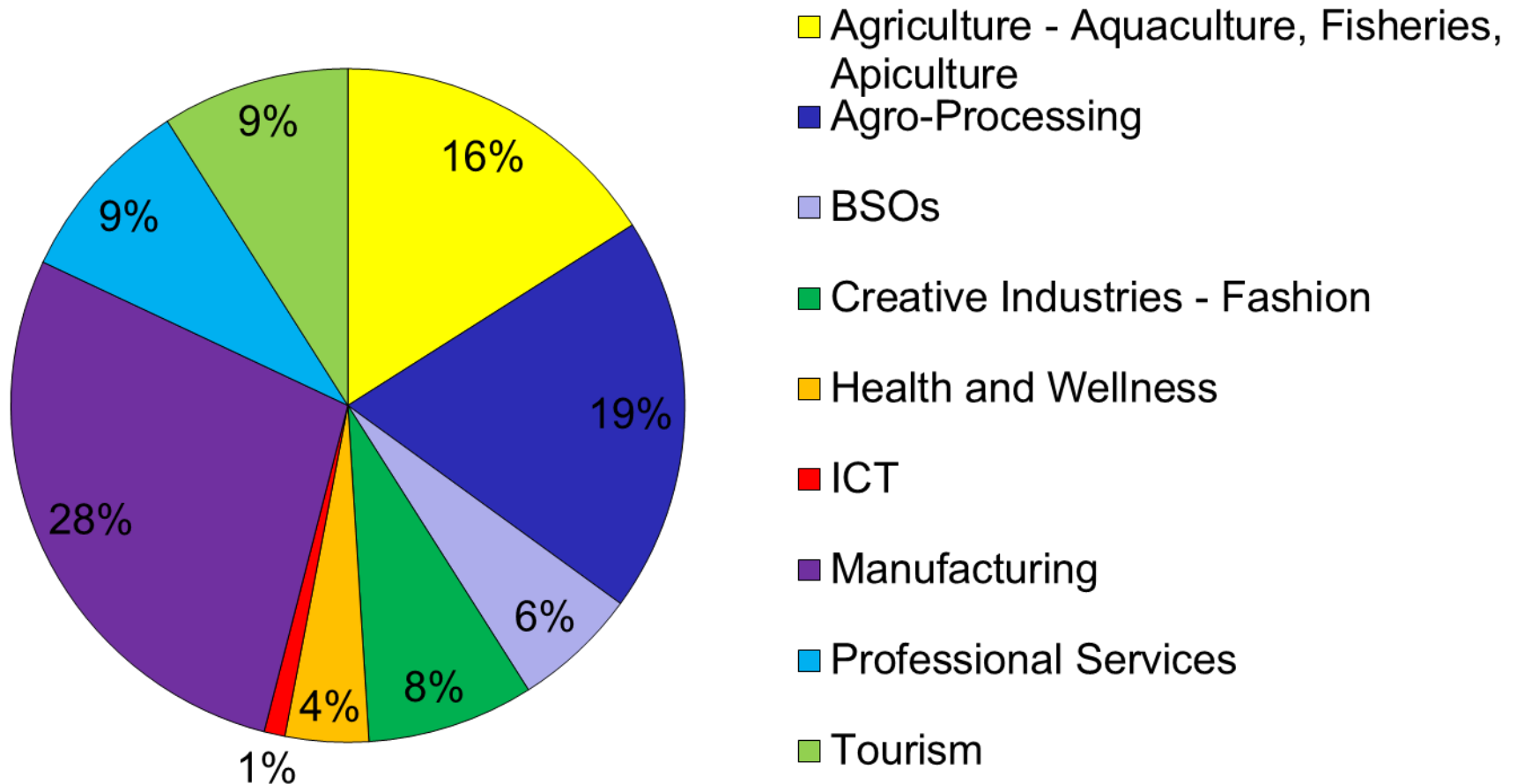
- Regular Procedures (Max €30,000)
- Accelerated Procedures (Max €5,000)

## 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 9<sup>th</sup> EDF Direct Assistance Grant Scheme (2008-2010) was **197 valued at €2.7 million.**

## Direct Assistance Grant Scheme

- Funding for the successful 142 firms was distributed among a wide range of sectors as follows:



## Direct Assistance Grant Scheme

- The funding provided to beneficiaries were utilised to do the following:
  - 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

## Direct Assistance Grant Scheme

The six (6) firms and organisations from Guyana listed below were awarded grant contracts totaling €177,345

Organization Name	Industry/Sector
Citrus Company of Guyana Inc	Agriculture
Forest Products Development & Marketing Council of Guyana Inc	Business Support Organization
Guyana Apicultural Society	Business Support Organization
Guyana Manufacturing & Services Association	Business Support Organization
Brass Aluminum & Cast Iron Foundry Ltd	Manufacturing
TCL Guyana Incorporated	Manufacturing

## 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
  - Build Awareness about the EPA.
- 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 firms received training from UWI Cave Hill School of Business Mentors
- 30 firms gained access to personalised EPA help desk set up at the preparatory sessions
- 30 firms competed in Regional Pitch events judged by successful Caribbean entrepreneurs and business executives
- Top 12 firms were selected to pitch to Investors and Distributors in London during the London Engage initiative



# Break Point



## Break Point

The following 21 Countries have signed on to Broadcast the series:

- Anguilla
- Antigua
- Aruba
- Bahamas
- Belize
- British Virgin Islands
- Cayman Islands
- Curacao
- Dominica
- Grenada
- Guyana (HBTV9) – Sundays 8pm
- Jamaica
- Montserrat
- Nevis
- Saba
- St. Kitts
- St. Lucia
- St. Maarten
- St. Vincent & The Grenadines
- Trinidad & Tobago

## Regional Trade and Market Intelligence System

Providing Key Stakeholders (firms and BSOs) with data and information on markets to inform better decision making

Key features of this system include:

- Development of CARIFORUM Market Intelligence Portal
- Regional Trade Information Network
- Customised Studies on Market Opportunities

## Regional Market Intelligence System (Portal)

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

## Regional Trade Information Network

- National Trade Information Networks comprise of TPOs and BSOs who collect and disseminate Trade / Business Information
- The creation of the National Trade Information Networks (N-TIN) throughout the CARIFORUM region is vital to the sustainability of a Regional Trade Information Network as well as to building the capacity of Business Support Organisations to provide enhanced trade information services

## Regional Trade Information Network

- Currently launches being organised in Belize, Dominican Republic, Trinidad and Tobago, Jamaica, Barbados, and Suriname

## Customised Studies on Market Opportunities

- Guyana/Suriname/Brazil study currently being undertaken – will be ready end October
- The main output is the development of a strategy enhancing trade between Guyana/Suriname, as well as trade between Guyana/Suriname with Brazil
- The study will also seek to identify the specific market areas which would enable the highest level of market penetration
- Similar study being developed for Belize and Central American region



## 10th EDF Beneficiaries – Guyana

- No. of Initiatives: 15
- No. of Firms: 138 represented
- No. of Participants: 159 (F-101 M-58)

Segmentation according to Gender

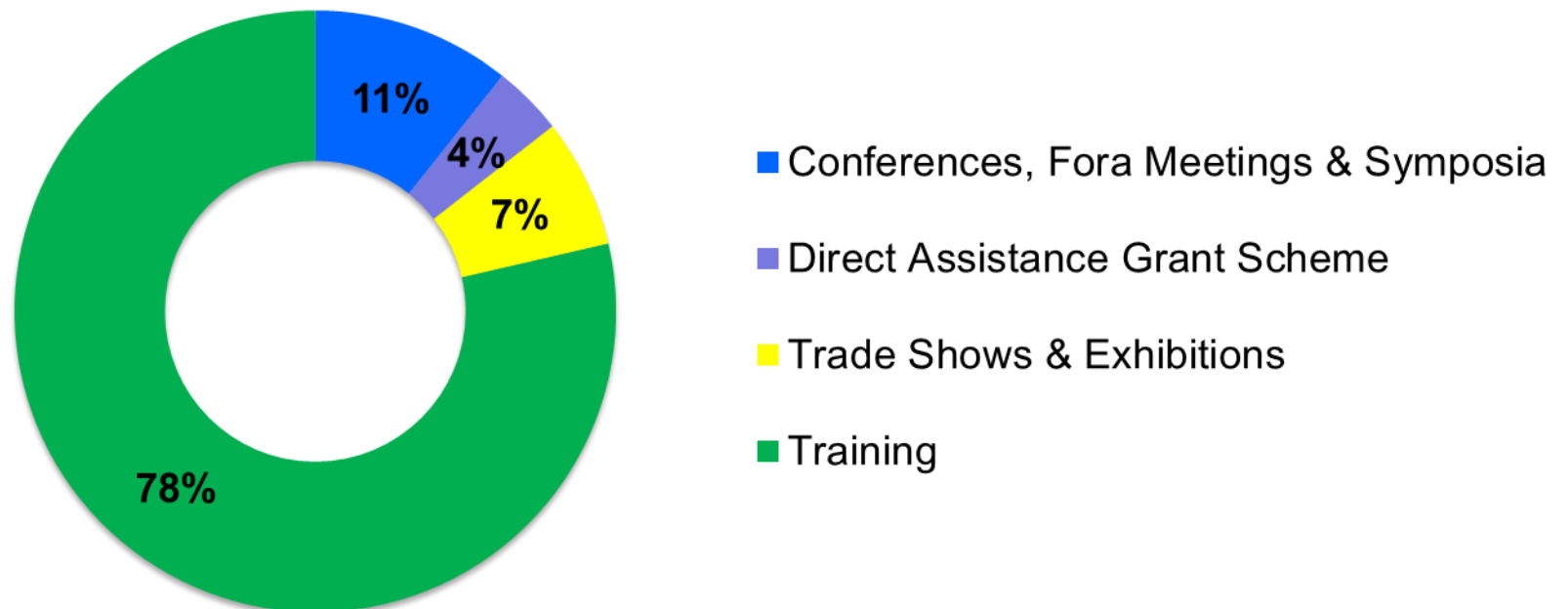
■ Females ■ Males





# 10th EDF Beneficiaries – Guyana

**Segmentation by Activity**



**THANK YOU**



Taking Caribbean Excellence to the World

## WHERE TO FIND US

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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:

### HEAD OFFICE

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