

Regional Dialogue on  
**Promoting Services Development and Trade  
in Latin America and the Caribbean**

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Overcoming Trade Challenges Faced by  
Caribbean Services Exporters – Caribbean  
Export's Framework for Engagement

Mr. David Gomez  
Caribbean Export Development Agency

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# Overcoming Trade Challenges Faced by Caribbean Services Exporters – *Caribbean Export's Framework for Engagement*



Promoting Trade and Investment Globally



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Santiago, Chile

# Challenges faced by Services Exporters

- Lack of familiarity with exporting generally and with exporting services specifically
- Services enterprises not connected to global value chain
- Little or no brand visibility for services products
- Weak enabling frameworks at the national and regional levels (policy and resource attention is very weak)
- Limited national or sector export strategies (*limited focus trade promotion on services - i.e. tourism*)
- Trade support institutions don't quite understand how to support services exports (*weak services export support programs*) or only have domestic focus
- No services export incubator programs within the region

# Engagement follows Regional AfT

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The objectives from the CARICOM AfT include:

- 7.3 Support the negotiation of MRAs** (*i.e. increased market access*);
- 7.4 Develop the production and export capacity of services sub-sectors** (*i.e. increased production*)
- 7.5 Implement major projects emanating from the Regional Development Strategy & Action Plan for Cultural Industries**
- 7.6 Establish mechanisms for services data collection, compilation, analysis, and dissemination**
- 7.7 Build capacity of national and regional Coalitions of Services Industries**

# CARIBBEAN STRATEGIC FRAMEWORK FOR THE DEVELOPMENT OF THE SERVICE SECTOR

(REV: 10/2/2013)

## Five Strategic Priority Areas

**I. Trade & Economic Development Policy**

- a) Market Access
- b) Legislative and Regulatory Environment
- c) Business environment

**II. Institutional Strengthening**

- a) Trade Education, Certification, Internships
- b) Market Information Systems
- c) Capacity-building CNSC CSIs TSIs BSOs

**III. Sector Development**

- a) Sector Analysis
- b) Sector Strategy
- c) Sector Promotion

**IV. SME Capacity Building**

- a) CSI Service Export Training
- b) "Trade-Ready" Incubator Programme
- c) Export Innovation Fund

**V. Trade Promotion**

- a) Marketing /Communications
- b) B2B / B2C Matchmaking
- c) Trade Missions, market visits

Cross-cutting Themes

Skills Development

Regional Integration

Gender

Environment

# At the regional level:

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- Development and articulation of regional sector strategies for prioritized services sectors (e.g. medical tourism, sports tourism, cultural services, creative industries, management consulting, etc.);
- Support to the CNSC for the negotiation of Mutual Recognition Agreements for other services sectors.
- Coordination and brokering of funding for projects and initiatives within the services sector and which are aligned with Caribbean Export's strategic objectives.

# At National Level

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- Support for development and articulation of national services strategies/export strategies;
- Collection of data on services trade and the development of national business registers for the services sector
- Technical assistance and capacity building of BSOs and trade support institutions for services export development and promotion

# At Enterprise Level

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- Development of the export competitiveness through implementation of a services export incubation program (S.E.I.P)
- Direct Assistance for services export brand development





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

1st Floor Baobab Tower, Warrens  
St. Michael, BB22026  
BARBADOS  
Tel: (246) 436-0578 • Fax: (246) 436-9999  
Email: [info@carib-export.com](mailto:info@carib-export.com)

### SUB REGIONAL OFFICE

Calle Carlos Lora No.9  
Ensanche Los Restauradores, Santo Domingo  
DOMINICAN REPUBLIC  
Tel: (809) 531-2411 • Fax: (809) 473-7532  
Email: [c.export@codetel.net.do](mailto:c.export@codetel.net.do)