

**ASSOCIATION OF CARIBBEAN STATES (ACS)
DIRECTORATE FOR TRADE DEVELOPMENT AND EXTERNAL
ECONOMIC RELATIONS**

Port of Spain, Trinidad and Tobago, August 4, 2010

**CONSOLIDATED RESPONSES FROM THE TRADE PROMOTION
ORGANISATIONS (TPO)**

In light of the few responses received by the Trade Directorate during the surveying process, it was decided to extend the deadline for the submission of the questionnaire to July 30, 2010. This survey is geared toward identifying the economic and trade needs and interests of the Trade Promotion Organisations (TPO's) of the region and in that way, contribute to a better understanding of possible topics of common interest that can be addressed at the 11th Forum of TPO's of the ACS that is scheduled to take place in Colombia in 2010.

1. The number of questionnaires received

The questionnaire was sent to sixty TPO's in the region, of which a total of eleven TPO's from different countries responded, six more than during the first cycle of the exercise. It should be noted that in an effort to achieve greater participation and effectiveness in the surveys, the Trade Directorate directly contacted the TPO's of the region to confirm receipt of the questionnaire and to remind them of the new deadline for submission.

The TPO's that responded to the survey in the respective order of receipt are:

- The International Organisations Unit, Curacao, Netherlands
- Regional Council of Guadeloupe, France.
- Chamber of Commerce of the Bahamas
- Jamaica Promotions Corporation (Jampro)
- Association of Industry and Commerce of Suriname
- Department of Economic Affairs, Trade and Industries of Aruba

-
- Chamber of Commerce of Curacao
-
- Chamber of Commerce of Guatemala
- Foreign Trade Corporation of Costa Rica (Procomer)
- Chamber of Commerce of Barbados
- Chamber of Commerce of Trinidad and Tobago

2. To the question: What economic sector would you like to develop at the upcoming Forum of TPO's? The answers in order of greatest to least interest are:

- **Tourism:** There is consensus
- **Services:** Eight are interested
- **Agro-industry:** Six of those surveyed expressed interest
- **Technology:** Five are interested
- **Food and agriculture:** Four have expressed interest
- **Manufacturing:** Three are interested

3. The second question invites them to freely indicate another sector that is of interest to them.

This response was varied. One of those surveyed expressed interest in the craft sector, another answer was "industrial development niches" using as its justification the belief that the countries of the region will be able to compete effectively if they market their strengths in a globalised environment. A third country believes that the creative business sector should be included, while other specific responses were:

- SME's as a promotion tool
- Research and development of renewable energy
- Promotion of regional imports
- Customs, port, road and cargo transport logistics.

4. Those surveyed were asked to indicate the sub-sector of their interest and their responses were:

- Health tourism: 7
- Sustainable tourism: 5
- Adventure tourism: 4
- Cultural and heritage tourism: 4
- Business tourism: 2
- Financial services: 2
- Convention, meeting, event and incentive tourism: 2
- Cruise ship tourism: 1
- Transformed agro-industrial products and processed foods: 1
- Business services (Assists with economic protection, translation of documents on trade opportunities) information and communication technologies: 1
- Agro-industry: Food and beverage: 1
- Food and agriculture: Fresh products, herbs, organic agriculture: 1
- Creative business: Fashion, music, entertainment: 1
- Software technology in favour of trade and business: 1
- Cross-border services technology: 1
- E-commerce: 1
- Captive insurance: 1
- Heritage management: 1

5. Would your TPO be willing to participate in the meeting in October in Cartagena, Colombia?

Three of the TPO's surveyed responded in the affirmative, another would be willing to participate on the condition that its expenses are covered, two do not know if they will have sufficient funds for said event but they are interested in taking part, two still cannot confirm their participation, one indicated that if it did attend it would be in a month other than October, another TPO presented the proposal to attend the meeting

to the Council of Ministers of its country, which has been arranged by the Minister of Social Economy, Business and Culture of that State, while one more will definitely not be participating.

6. The final question makes reference to open comments.

Five comments were received: Promptly send more information such as Agendas and the total cost of participation (Tickets, hotel, travel expenses, taxes).

It has been advised that the Centro de Comercio Internacional will convene the World Conference of Trade Promotion Organisations in Mexico in October and that it will be a challenge for TPO's to attend both events.

A third comment expresses interest and the initiative to explore with other TPO's, the possibility of developing and promoting policies in areas.

A fourth comment indicates that they would like to complete agreements during the Forum of TPO's and to hold sessions during which they would have the opportunity to interact more actively. Have a platform for ongoing discussion, interaction, information and the exchange of knowledge.

A final comment suggests that the meeting focus on sectors such as :

- Foreign direct investment
- Promotion of important markets in countries
- Support for MSME's in all sectors
- Internationalisation of national companies
- Importance of market intelligence in all countries.

7. Recommendations :

The Trade Directorate, after analyzing the surveys and with the interest to help achieve an enhanced economic space within the region, bearing in mind the need to involve the largest number of participants from member countries and associate members, at senior levels who would be capable of making decisions that ensure the success of the events taking place within the ACS.

In this regard, the Directorate recommends the development of a combined agenda between the tourism sector and services related to innovative topics that generate confidence and attract direct foreign investment to the Caribbean

region.

To achieve this, it is necessary to have an adequate mechanism for information exchange, as one of the main obstacles to trade information and business in the region is the weaknesses that exist in the transmission, processing, and publication of information among the countries that form the Greater Caribbean. In order to promote the development of trade between member countries and identify business and investment opportunities that exist in the region and bring the business community together, it is imperative to have a mechanism of this nature.

Questionnaire

Question:

1. Which of the following economical sectors would you prefer to see explored during the upcoming Forum of Trade Promotions Organization (TPO) of the Greater Caribbean?

- a. Tourism
- b. Agroindustry
- c. Manufacturing
- d. Services
- e. Food and Agriculture
- f. Technology

2. If none of the above is of your organization's interest, please suggest a sector:

3. Is there is a specific sub-sector within the above mentioned options selected that you would like to see developed? For example: (Tourism: Health Tourism, Adventure Tourism, Sustainable Tourism)

4. Will your organization be able to participate in upcoming Trade Promotion Organization meeting in the month of October, in the City of Cartagena, Colombia?

5. If you have any comments or suggestions please include them.

Please return completed questionnaires to:
aperez@acs-aec.org; dnewball@acs-aec.org or pphillip@acs-aec.org
Deadline: July 8th 2010.