Connecting the Caribbean to Central America

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Considerations when conducting business in Trinidad and Tobago

- **People**
  - Business is deeply personal
  - Network is your net-worth
  - Business relations are covered in layers of friendship
  - Don’t be misguided by a relaxed attitude towards work
  - Tend to “delegate up”

- **Social environment**
  - Liming is important
  - Carnival and Christmas season
  - Academic qualifications very important
  - Hesitant to offer negative opinions or to offend
  - “No problem”
  - Understand the uniqueness of islanders
Considerations when conducting business in Trinidad and Tobago

- Investment and competitiveness
  - Very safe investment environment
  - Financial stability
  - Limited investment capital
  - Sophisticated but conservative financial sector
  - New government
  - M&As more pervasive than JVs
  - T&T: Gateway to Caricom

- Embrace best practices (adapt and adopt)
Potential Complementarities

- Explore and Exploit Location Advantages
  - Aviation
  - Tourism
    - Religious
    - Cultural
- Infrastructure
- Gateway to Commonwealth/English Speaking countries
- India’s Lab
- Services: Call Centers focusing Europe
- English speaking country
- Energy
- Brand Building
In Short

Exploit the Greatness of Being Small...but thinking Big

Trinidad and Tobago is a country that is accelerating