**Project: “Strengthening and Capacity Building for Trade and Investment Promotion Agencies (TIPAs) of the Greater Caribbean Region”**

For a majority of the membership of the ACS, trade and Investment promotion agencies are relied upon to play a leading role in developing strategies aimed at attracting increasing trade and investment partners.

This being so, this project is aimed at strengthening Caribbean Trade and investment Promotion Agencies and also to facilitate co-operation and joint action between these agencies so that greater advantage could be taken of the synergies generated by the work undertaken by these organisations as they moved towards creation of a co-ordinated investment promotion strategy and communication network, in the hope of being ranked among the best performers globally, based on concrete results of trade promotion and Foreign Direct Investment (FDI) attraction into the Region.

However, to achieve this goal would require development of the human capacity to be better able to compete effectively and strengthen the region’s competitiveness in the global marketplace, which would result in increased levels of trade and FDI job creation.

Improved intra-regional and international trade flows could result in the expansion of trade and investment opportunities, which in turn could allow for increased access to data and information, while exchanging best practices and knowledge. Such actions could also lead to the development of unique export strategies and to be able to optimise the use of Free Trade Agreements.

Some of the gains to be garnered from this project would mean competent officers in Trade and Investment promotion with the correct set of skills and knowledge to better promote the advantages of their various countries and providing sectorial profiles for goods and services with export potential.

***Overall Objective:*** *This initiative is geared towards the strengthening of the Caribbean Trade and Investment Promotion Agencies and to facilitate cooperation and joint action between TIPAs of the Greater Caribbean Region in order to take advantage of the synergies in the work undertaken by these organizations towards the creation of a coordinated investment promotion strategy and communication network, thus being ranked among best performers globally based on concrete results of trade promotion and FDI attraction into the Region.*

***Strategic Objectives:***

*• Develop human capacity to compete effectively*

*• Strengthen the Region’s competitiveness in the global market place.*

*• Generate increased levels of trade and of Foreign Direct Investment Job creation,*

*• Improved intraregional and international trade flows.*

*• Increased access to data and information*

*• Exchange of best practices and knowledge*

*• Expansion of trade and investment opportunities*

*• Develop and strengthen export strategies.*

*• Optimize the use of Free Trade Agreements*