

Agenda

Skill Workshop for Action, Vision and Entrepreneurship

Date	19 – 23 May 2025
Venue	Ministry of Tourism, Creative Economy and Culture and Ministry of Economic Development, Planning, Agriculture and Lands, Forestry, Marine Resources and Cooperatives
Organizers	UN Economic Commission for Latin America and the Caribbean
Time	0900 – 1200 (GMT -4)

Purpose and expected outcomes

Over the last decade, the Eastern Caribbean Currency Union (ECCU) has increasingly been impacted by low growth, high public sector deficits and high current account deficits. In addition, these countries have been affected by low productivity growth which has hindered their development of competitive activities. The COVID-19 pandemic has further aggravated an already difficult situation. These tourism-dependent countries have suffered immensely from a virtual shutdown of international travel; stayover arrivals to the Caribbean fell by approximately 67 per cent in 2020. There is a clear need to support economic restructuring to build overall economic resilience as well as resilience of its tourism sector if these countries are to regain lost ground in achieving key SDGs and grow out of their current indebtedness.

The Economic Commission for Latin America and the Caribbean has launched a project titled Building back better in tourism-dependent Caribbean economies post COVID-19. This project aims to identify the major impacts of the pandemic on the tourism sector and support the development of practical strategies to aid countries in their post-pandemic rebuilding efforts. In the project there will be a dedicated focus on formulating policy measures regarding building the resilience of the subregional tourism sector as well as developing productive and export capacity of new or emerging sectors capitalizing on avenues for South-South cooperation where available. Particular attention will be paid to highly vulnerable groups regarding the economic impact of COVID-19, climate change and disasters and wherever feasible, there will be a dedicated focus on the specific situations of women, children and young people, older persons, persons living with disabilities, persons living in depressed communities, migrants and refugees.

One of the two main intended outcomes of the project is the enhanced capacity of women, youth, rural dwellers and other target groups to capitalize on entrepreneurial opportunities in new capital sectors identified for economic transformation.



Skill WAVE
Workshop for Action, Vision
and Entrepreneurship



To this end ECLAC will be hosting a series of national workshops meant to build entrepreneurship capacity among target groups in each country. The workshops should provide capacity-building to enhance entrepreneurship and related business activities, with priority given to women. Topics covered will include but not be limited to business opportunity identification, business continuity management, financial management, supply chain management and exporting

Draft Agenda

Day 1: Monday 19 May 2025

Time	Session detail/description
0845 – 0900	Participant registration – Ella Gaspard
0900 – 0930	Opening Remarks: <ul style="list-style-type: none"> Permanent Secretary, Ministry of Economic Development, Planning, Tourism and ICT, Creative Economy, Agriculture and Lands, Fisheries and Cooperatives United Nations Economic Commission for Latin America and the Caribbean, Sub regional
0930 – 1030	Training session 1: My passion – Hayden Blades
1030 – 1040	<i>Break</i>
1040 - 1200	Training session 1 (cont'd)
Lunch and closing of day 1	

Day 2: Tuesday 20 May 2025

Time	Session detail/description
0900 – 1030	Training session 1: What is my business idea, based on my passion? – Hayden Blades
1030 – 1040	<i>Break</i>
1040 – 1200	Training session 2: How do I structure my business? – Hayden Blades
Lunch and closing of day 2	

Day 3: Wednesday 21 May 2025

Time	Session detail/description
0900 – 1000	Training session 1: How do I compete effectively? – Hayden Blades
1000 – 1030	Training session 2: Products and services – Hayden Blades <ul style="list-style-type: none">▪ Products and Service description▪ Sales literature
1030 – 1040	<i>Break</i>
1040 – 1230	Training session 2 (cont'd) <ul style="list-style-type: none">▪ Sourcing and fulfillment▪ Technology▪ Future products and services
Lunch and closing of day 3	

Day 4: Thursday 22 May 2025

Time	Session detail/description
0900 – 1030	Training session 1: Market analysis summary – Hayden Blades <ul style="list-style-type: none">▪ Market segmentation▪ Target market segment strategy▪ Market needs
1030 – 1040	<i>Break</i>
1040 – 1200	Training session 1 (cont'd) <ul style="list-style-type: none">▪ Market trends▪ Market growth
Lunch and closing of day 4	

Day 5: Friday 23 May 2025

Time	Session detail/description
0900 – 1000	Training session 1: Strategy and Implementation Summary – Hayden Blades <ul style="list-style-type: none"> ▪ Strategy pyramids ▪ Value proposition ▪ Competitive edge
1000 – 1010	<i>Break</i>
1010 – 1130	Training session 2: Marketing Strategy – Hayden Blades <ul style="list-style-type: none"> ▪ Positioning statements ▪ Pricing strategy ▪ Promotion strategy ▪ Distribution patterns ▪ Marketing programs ▪ Sales strategy ▪ Sales forecast ▪ Sales programs ▪ Strategic alliances ▪ Milestones
1130 – 1200	Training session 3: How do I measure the performance of my business? – Hayden Blades
Lunch, certificate distribution and closing ceremony of day 5	