

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

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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

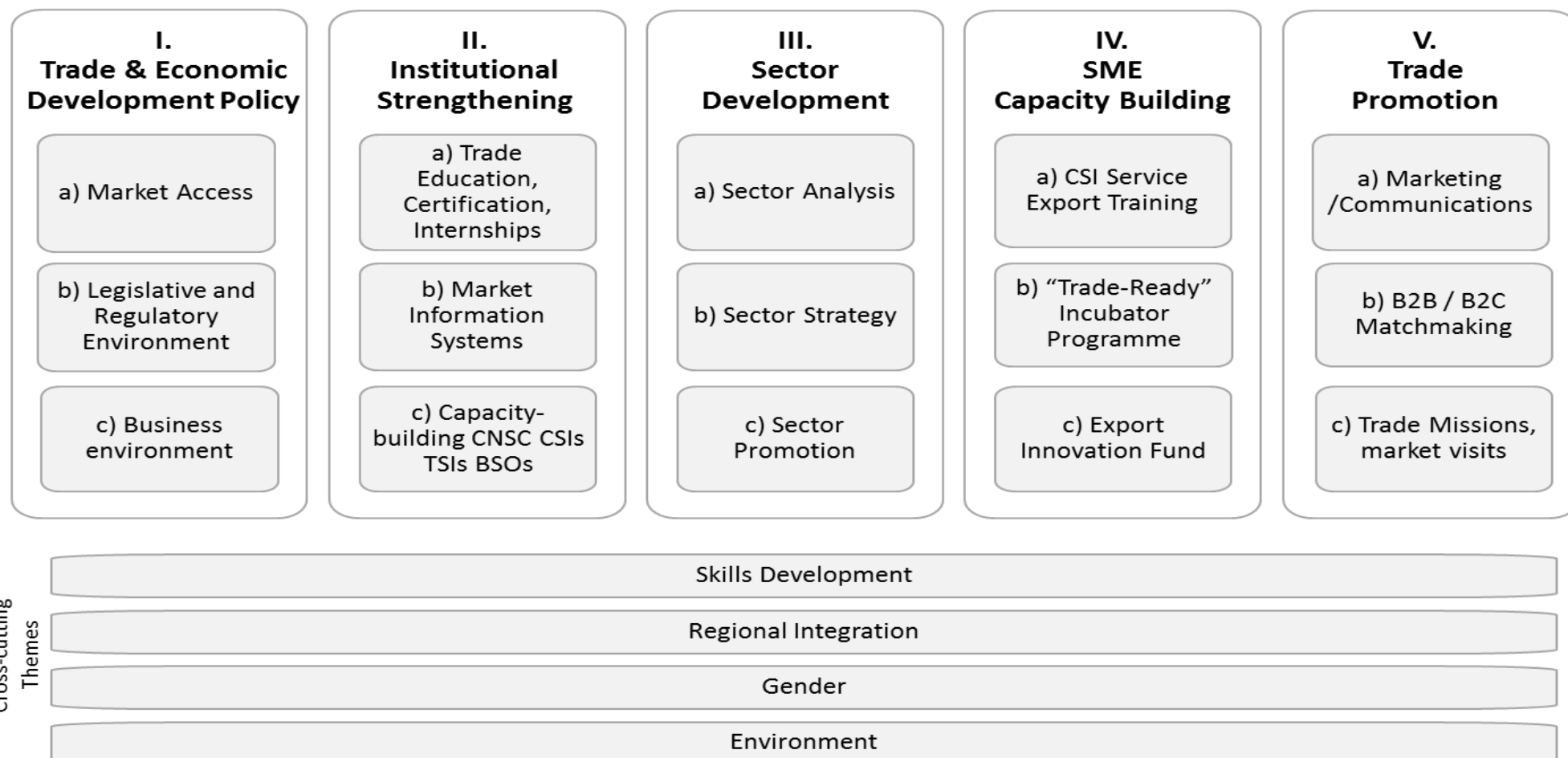
The objectives from the CARICOM AfT include:

- 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



At the regional level:

- 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

- 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

- 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

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:

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