



## EXPRESSION OF INTEREST

INVITATION TO PARTICIPATE IN THE 4<sup>th</sup> CARIFORUM-EU BUSINESS FORUM

September 2019

Frankfurt, Germany

### **Notice to export-ready CARIFORUM Firms producing selected products within the Agro-processing and Creative Industries sectors**

The Caribbean Export Development Agency (Caribbean Export) is highly committed to the economic development of the Region, playing an active role through Export Promotion initiatives under the 11th European Development Fund (EDF) Regional Private Sector Development Programme (RPSDP). In this regard, Caribbean Export is inviting export-ready CARIFORUM firms that produce specific products within the Agro-processing & Creative Industries sectors, to participate in the 4th CARIFORUM - EU Business Forum which will be held in Germany, September 2019. This forum is intended to provide a platform for export-ready firms within CARIFORUM to identify opportunities for trade; establish networks and alliances; secure market information; and gain a better understanding of the business environment in the European Union (EU). In this regard, the forum is intended to encourage CARIFORUM firms to conduct business with their EU counterparts, thereby maximizing opportunities available under the CARIFORUM-EU Economic Partnership Agreement (EPA). It is also expected that the Forum will positively impact the business and investment climate in the Caribbean region through discussions between CARIFORUM and the European Union business leaders.

Caribbean Export will therefore be providing partial sponsorship for export-ready CARIFORUM firms producing specific products in the Agro-processing and Creative Industries sectors as outlined below, to participate in the 2019 business forum:

- Agro-processing:
  - Nutraceuticals and Cosmetics with natural ingredients
  - Sauces and Condiments
  - Rum



- Creative Industries:
  - Music - record labels, artist managers, producers, distributors and publishers with established companies
  - Film / Animation - production companies, animation studios

Selected firms will receive:

- One round-trip economy ticket to Germany for a firm representative to participate in the business forum in September 2019. The firm must cover all other travel-related expenses;
- A dedicated space at the 4<sup>th</sup> CARIFORUM-EU business forum with a basic booth design. Further details on booth dimensions and location will be provided later;
- Promotion for their products/services and contact list of selected European buyers who demonstrate effective demand and have a proven track record of distributing or retailing CARIFORUM products/services;
- Training and preparatory session on how to pitch their business to EU buyers to successfully penetrate the EU market. The preparatory work will commence in March 2019 and will continue periodically until June 2019. Preparation will include business coaching, product packaging workshops, as well as seminars geared towards improving presentation skills. Caribbean Export will cover the airfare and accommodation for representatives attending the training sessions.

## Eligibility Requirements

**The minimum criteria for participants are listed below:**

- Be a firm within the specified sectors (*i.e. entity, individual or company that is legally registered and operating in a CARIFORUM, FCOR<sup>1</sup> or OCT<sup>2</sup> member state*);
- Business must have been in operation for at least three (3) years;
- Firm must have the financial and production capacity to produce for export, within 30-60 days of completion of the business forum;
- Firms **MUST** have and provide detailed financial statements for the last two (2) years;
- Be exporting or demonstrate their capacity to export, with an emphasis on exporting to the EU market.

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<sup>1</sup> Guadeloupe, Martinique and French Guiana

<sup>2</sup> Anguilla, Aruba, Bermuda, Bonaire, British Virgin Islands, Cayman Islands, Curacao, Montserrat, St Barthelemy, St Eustatius, Sint Maarten, Turks and Caicos



## Application Process

All interested firms are required to complete the following in FULL, to be considered for participation and submit to Mr. Zamani Moodie at [zmoodie@carib-export.com](mailto:zmoodie@carib-export.com) and copied to Ms. Mikaela Stoute at [mstoute@carib-export.com](mailto:mstoute@carib-export.com).

1. The attached company application form
2. Caribbean Export's Online Diagnostic Assessment Tool <https://sme-diagnostics.ceintelligence.com/go?to=BusinessForum>

*\*Please download or print/scan and submit the Summary Page (Total Scores- Out) of the Diagnostic Tool with your application.*

*\*\*If your company has completed the tool within the last 12 months you are not required to redo the tool. You can submit the existing results.*

## Additional Supporting Documents Required

- **Company profile** (a brief description of your firm in no more than 100 words);
- **Management profiles** (a brief description of relevant experiences of firm owners and management that includes academic and industry knowledge. Not to exceed a page);
- **Company structure or organogram;**
- **Certified Copy of business registration certificate;**
- **Copy of passport of the owner** (biodata).

The deadline for the submission of the Company Application form and all other required documents is Thursday, February 28<sup>th</sup>, 2019 at 4:30pm AST.

Successful firms will be notified no later than Friday, March 9<sup>th</sup>, 2019.

For inquiries or more information, please contact Mr. Damie Sinanan at [DSinanan@carib-export.com](mailto:DSinanan@carib-export.com) or Mr. Zamani Moodie at [zmoodie@carib-export.com](mailto:zmoodie@carib-export.com).