



Miami Delegation on Trade Mission to St. Lucia

OPSR Participates in Trade Mission to Saint Lucia

The Office of Private Sector Relations, (OPSR), in collaboration with Florida based business and project development group, The One On One Group, hosted the Linking Florida to the Caribbean and Latin America (LFCLA) 2011 Trade Mission to Saint Lucia. The gathering was held from the 11th - 14th October 2011 at the Bay Gardens Beach Resort & Spa Conference Centre from 8:30 am. The objective of the Trade Mission to Saint Lucia was to initiate, cultivate, develop and stimulate International Business Exchange with companies in Florida, Saint Lucia and the Organization of Eastern Caribbean States, OECS, member countries.

The mission aimed to assist in developing business relationships for trade, investment and service provision among Florida based companies and businesses found in the OECS. Participants were also provided a forum to expand business opportunities for export, distribution, and marketing of products and services.

A number of Miami based representatives were present at the gathering namely Mr. Joe Chi, who among his many duties is the Executive Director of China Latin America Trade Centre; Mr. Gabriel Brokerage, President of Licensed U.S. Customs House Broker in Florida; Ms Elaine H. Black,

President/CEO of the Liberty Trust City Council Community Revitalization Trust, and Ms. Ana Cecilia Velasco, Chief Operating Officer of the Miami Beach Chamber of Commerce. Participants discussed key issues primarily related to Trade Import and Export with the invited Florida business counterparts.

Designated as Saint Lucia's Trade Export Promotion Agency, (TEPA), responsible for spearheading the national export development effort, one of the Office of Private Sector Relations' overall objectives is to increase aggregate volume and value of exports from Saint Lucia.

OPSR's key point of interest in the mission was to establish Trade Opportunities between Saint Lucia, the OECS and Florida, primarily dealing with Trade Import and Exports. Mr. Vincent Peter, Senior Project Officer of OPSR in his presentation, expanded on the role of Saint Lucia's TEPA detailing the functions that are expected to be carried out by the Agency.

In keeping with its mandate, the OPSR part sponsored day two, Wednesday 12th October, of the Trade Mission. Invited participants made use of the occasion to discuss a number of pertinent topics with the invited delegation from Florida namely:

- Food and Drug Regulations
- Doing Business with Florida and the US
- Florida / US Customs / Sea and

Airport Logistics

- From Local (St. Lucia and the OECS) Packaging and Labeling to US (specifically Florida)
- Distribution- Requirements and Step by Step Logistics
- Current and New Trade
- Opportunities between St. Lucia, the OECS and Florida

Ms. Donna Regis, Director of Marketing & Product Development of The Saint Lucia Air and Sea Ports Authority, (SLASPA) also made a presentation on its expansion as it relates to the ports' relationship with Florida, the rest of the United States and the globe.

Invest Saint Lucia presented the gathering with information on "Doing Business in Saint Lucia" and the role of the organiza-

tion in the process. A number of key areas were focussed on namely the facilitation process; sector focus, sector opportunities and challenges, investment regimes, doing business report and support initiatives.

A major highlight of the trade mission was the mini exhibition which featured Saint Lucian products and services. The exhibitors brought to the mission an enlightening and enjoyable experience showcasing local products and services to their Florida and US counterparts. On display were a range of health and beauty products to fashion and design. Exhibitors included Rafferty Intimates' Eden Herbs, Natmed Ltd, Baby Softness Products, Infinites Designs, Caribbean Acres, Label Kuumba Designs and Vikings Traders etc.

MSEs receive Grant Funding post Hurricane Tomas

The Office of Private Sector Relations (OPSR) has completed the disbursement of grant funding of US\$60,000 (EC\$161,271.75) to Micro and Small Enterprises (MSE's) across Saint Lucia, who suffered damages and/or loss as a result of the passing of Hurricane Tomas last October.

Hurricane Tomas left a path of destruction in its wake on the north western and south western side of the island. Excessive rainfall and high winds resulted in significant damage to the agriculture and commerce sector in Saint Lucia, leaving a need for an immediate relief to recovery.

Assistance from the CARICOM Development Fund, (CDF), under its Emergency Disaster Assistance Facility was made available to the Government of Saint Lucia through the Ministry of Finance post hurricane Tomas. The primary aim of the grant funding was to assist in the rehabilitation of impaired resources in the agricultural, industrial and commercial sectors in Saint Lucia.

The Government of Saint Lucia entrusted the OPSR to spearhead the disbursement of the funds based on its own data collection and assessment of the impact of Hurricane Tomas on the manufacturing and commercial sector. The OPSR identified specific beneficiaries for the assistance consistent

with the terms of the grant.

The grant provided by the CDF with the view to restoring normalcy to economic activity within the country, was applied specifically to the rehabilitation of impaired resources to MSE's in the agricultural, industrial and commercial sectors.

A total of fifteen (15) enterprises benefited from the assistance in the form of counterpart funding to replace equipment, fabric, office furniture, agricultural supplies and for repairs and construction of greenhouses. The respective beneficiary contributed 15% of the overall cost of any intervention supported under the grant arrangement, whilst the OPSR contributed the remaining 85% of the cost.

The grant funding provided by CDF has injected renewed hope and drive to doing business again in Saint Lucia post Hurricane Tomas. The funds re-energized the businesses and by extension restored economic activity to their respective sectors.

The Government of Saint Lucia and the Private Sector beneficiaries wish to express sincere gratitude to the board of the CARICOM Development Fund (CDF) for its cooperation and grant funding given to the people of Saint Lucia for its assistance in the recovery effort post Hurricane Tomas.



Black Bay Agricultural Rehabilitation Project



Clothing Donations from CDF funding



Computer Donation made possible through CDF

Caribbean Export and the OPSR hosts Proposal Writing Workshop for Saint Lucian Businesses



Participants attending the Caribbean Export Proposal Writing Seminar

The Caribbean Export Development Agency, (Caribbean Export), in collaboration with the Office of Private Sector Relations, (OPSR), hosted a workshop on Proposal Writing for Saint Lucian Businesses and Support Organizations. The forum was held on Wednesday 28th September, 2011, at the Royal by Rex Resort and was facilitated by the Mr. Kirk Brown, Senior Grant Advisor of Caribbean Export.

Caribbean Export Development Agency is a regional export development and trade and investment promotion organization of the Forum of Caribbean States, (CARIFORUM).

The workshop was part of Caribbean Export's new Direct Assistance Scheme, (DAS), established to assist in developing the private sector in CARIFORUM countries, and to seek to explain and illustrate how to prepare an application for a grant.

The funds received from the European Union, (EU), is being disbursed under the 10th European Development Fund, (EDF), for the Regional Private Sector Development Programme, (RPSDP), launched earlier this year in Bridgetown Barbados. The programme seeks to assist CARIFORUM countries to gradually integrate into the world's economy, to enhance their individual capacity, to help grow their economies and to further alleviate poverty.

The Permanent Secretary of the Ministry of Commerce, Industry and Consumer Affairs, Mrs. Brenda York and the Director of OPSR, Ms. Jacqueline Emmanuel, delivered opening remarks at the forum. Over Sixty (60) participants from businesses and support organizations attended the event.

For further information on the Caribbean Export Development Agency, please visit <http://www.carib-export.com>.



OPSR celebrates Global Entrepreneurship Week (GEW)

The Office of Private Sector Relations (OPSR) have partnered with The St. Lucia Chamber of Commerce to celebrate Global Entrepreneurship Week (GEW) from the 14th - 20th November 2011. GEW is the world's largest celebration paying tribute to innovators and job creators, who launch startups that bring ideas to life, drive economic growth and enhance human welfare.

During GEW week, The Chamber seeks to inspire through local, national and global activities potential self-starters and innovators.

For this reason, the OPSR has embarked on a campaign to run a series of inspirational videos during the GEW week dubbed, "Entrepreneur of the Day." The ten minute feature of one entrepreneur daily, will run for 6 days, and will showcase successful professionals/entrepreneurs in Saint Lucia. These videos can be viewed on the OPSR's Make Saint Lucia Enterprising (MSE) website, www.enterprisestlucia.com

A number of local entrepreneurs sharing their success stories will be featured during this campaign. Entrepreneurs featured during the GEW Week are as follows:

- Ms. Esther Joseph, Kuumba Designs
- Mr. Philbert Howell, Razor's Edge Barber Shop

- Mr. Rayneau Gajadhar, Construction & Industrial Equipment Ltd
- Mr. Michael Chastanet Consolidated Foods Ltd (CFL)
- Mr. Lench Fevrier, Minee Farms
- Mr. Jermille Daniel, The Cell
- Ms Carmelita Xavier, Solar Tours & Travel Ltd.

Launching a business can be tough and the line between success and failure can be fine. More than ever small businesses and start-ups need support. In this regard, Ms Patricia Joseph, Assistant Manager, Small and Medium Enterprises, (SME), of Bank of Saint Lucia will also be featured in a short clip. Ms. Joseph will share useful tips on starting and running a successful business.

Links to the videos will be published via business newsletters, social media, print and air media to encourage budding entrepreneurs and the public alike to view the inspirational short documentaries. Additionally, to ensure opportunities for students' success, links to the videos will be made available to secondary schools throughout the island via social media forums. Our hope is that the up-and-coming entrepreneurs will find personal meaning and value in the information presented. Please visit www.enterprisestlucia.com and join OPSR in celebrating our successful entrepreneurs.



We've moved!

New Location

**2nd Floor Hewanorra House
Pointe Seraphine, Castries**

Postal Address

P.O. Box CP 5524



Tel: 758 468 2108/2145/2411

Fax: 758 452 4606

Email: info@opsrslu.org

Website: www.opsr.org.lc