



# CARIBBEAN EXPORTERS' COLLOQUIUM

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MARCH 20-21, 2013  
HILTON BARBADOS RESORT  
BRIDGETOWN, BARBADOS

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**DRAFT PROGRAMME**  
**PROGRAMME AT A GLANCE**

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<b>MARCH 20</b>	09:00 – 09:30	<b>WELCOME ADDRESS and OPENING REMARKS</b>
	09:30 – 11:30	<b>SESSION 1 - Time for Action – Report of the West Indian Commission – Where are we today?</b>
	11:30 – 11:45	COFFEE BREAK
	11:45 – 13:15	<b>SESSION 2 - A Statistical Analysis of the Region's Exports</b>
	13:15 – 14:30	LUNCH
	14:30 – 15:30	<b>SESSION 3 - Experience of the Private Sector</b>
<b>MARCH 21</b>	09:30 – 11:00	<b>SESSION 4 - Status of Private Sector Advocacy</b>
	11:00 – 11:15	COFFEE BREAK
	11:15 – 13:00	<b>SESSION 5 - Towards a New Framework for Export Development</b>
	13:00 – 13:45	<b>WRAP UP - Summary of Issues and Recommendations for the Way Forward</b>
	13:45 – 14:00	<b>CLOSING REMARKS</b>

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## CARIBBEAN EXPORTERS' COLLOQUIUM PROGRAMME

**WEDNESDAY, MARCH 20, 2013**

**08:00 – 09:00 Registration**

**09:00 – 09:15 WELCOME ADDRESS**

**Mrs Pamela Coke Hamilton**, Executive Director, Caribbean Export Development Agency

**Mr Ivan Ogando Lora**, Director General, CARIFORUM Directorate

**09:15 – 09:30 OPENING REMARKS**

**The Honourable Freundel Stuart**, Prime Minister of Barbados (TBC)

**09:30 – 11:30 SESSION 1 – TIME FOR ACTION – REPORT OF THE WEST INDIAN COMMISSION – WHERE ARE WE TODAY?**

Two decades after the seminal publication “Time for Action” was tabled by the West Indian Commission (WIC) to the Heads of Government of the CARICOM member states, the region still struggles to address the fundamental issues that challenge regional integration among member states. These challenges have been exacerbated by a seismic shift in the international trading arena beginning with the culmination of the Uruguay Round negotiations in 1994, which for the first time introduced the concept of a “single undertaking” and created completely new rules of engagement for small Caribbean countries. This was followed by a series of bilateral agreements at various levels of liberalization and culminating in the last major agreement signed by the region, the CARIFORUM-EU Economic Partnership Agreement (EPA)

The WIC Report presented detailed and concrete recommendations for export-led growth as well as an examination of, what was then, the relatively new area of trade in services such as the cultural and creative industries, professional services, sports tourism among other areas. It also examined a regional industrial policy, niche marketing, labour mobility and a regional stock exchange.

The question we must ask ourselves is where the region is today in light of these recommendations? Have we implemented any of the recommendations proposed to support export led growth? Has the global trading arena changed so dramatically that it is no longer relevant?

**Moderator Mrs Pamela Coke Hamilton**, Executive Director, Caribbean Export Development Agency

**Speakers Sir Shridath Ramphal**, Former Chairman, West Indian Commission

**The Honourable Ryan Pinder**, Minister of Financial Services, The Commonwealth of the Bahamas

**The Right Honourable Owen Arthur**, Former Prime Minister, Barbados (TBC)

**Dr Arnold McIntyre**, Programme Coordinator, Caribbean Regional Technical Assistance Centre (CARTAC)

**His Excellency Irwin LaRocque**, (Secretary General, CARICOM (TBC)



11:30 – 11:45 **COFFEE BREAK**

11:45 – 13:15 **SESSION 2 – A STATISTICAL ANALYSIS OF THE REGION’S EXPORTS**

**Report on Export performance under Trade Agreements entered into by the members of CARIFORUM and a Review of the objectives of the West Indian Commission**

Evidence suggests that the export performance of CARIFORUM States has declined significantly over the last two decades. This is true particularly for those industries which were heavily reliant on the guaranteed market access arrangements with European trading partners. The region’s banana and sugar industries have been severely affected not only by the changed rules governing one way preferential arrangements but also by changes instituted in the European market itself. This is the case especially for the small vulnerable microstates that constitute the Organization of Eastern Caribbean States (OECS) whose economies have undergone enormous destabilization due to loss of foreign exchange earnings from sectors, which in some cases, represented over 80% of direct and indirect employment. The inability to make the necessary adjustments in the export base has had a significantly deleterious effect on the smallest of the regions’ economies.

*This session will discuss the issues raised in the report and assess the region’s current export performance in light of developments taking place at the global level. What should be the regional approach to export led growth and what mechanisms need to be put in place to secure improved performance?*

**Moderator** **Mr Sacha Silva**, Economist, WTI Advisors

**Speakers** **The Honourable Anthony Hylton**, Minister of Industry, Investment and Commerce, Jamaica  
**Prof Victor Bulmer-Thomas**, Professor Emeritus of London University UCL Institute of the Americas, London  
**Dr Patrick Antoine**, Group Strategic Trade Policy Advisor, Ansa McAI Ltd  
**Mr Sheldon McClean**, Regional Trade Policy Adviser CARICOM Secretariat

13:15 – 14:30 **LUNCH**

**KEYNOTE ADDRESS – Dr the Honourable Ralph Gonsalves, Prime Minister, St Vincent and the Grenadines**

14:30 – 17:30 **SESSION 3 - EXPERIENCE OF THE PRIVATE SECTOR**

The changes in the international trading arena over the last two decades, in particular the erosion of preferential market access regimes previously enjoyed by the regional private sector for exports to Europe, have necessitated a recalibration by the region’s private sector players of their methods of doing business. It has required them to pursue more innovative and cost efficient ways to remain competitive in current markets, to actively seek out new market share and to shift the focus away from commodity exports to more value-added products capable of competing globally. It has also made room for the development of a new cadre of entrepreneurs who understand the “new” dimensions involved in the global marketplace of the 21<sup>st</sup> century and who exhibit a willingness to adapt with the shifting requirements for survival.

*This session will explore the experiences of both the older and more established players as well as some of the “young turks” who have been successful in using innovation to create new market demand in non-traditional markets.*



**Moderator** Mr David Jessop, Managing Director, The Caribbean Council

**Panellists** Mr Alvin Henderson, Managing Director, Royal Mayan Shrimp  
Mr Ray Chee-a-tow, BCL (Barbados) Ltd (TBC)  
Mr Ronald Ramjattan, Managing Director, Baron Foods

16:00-16:15 COFFEE BREAK

**SESSION 3 - EXPERIENCE OF THE PRIVATE SECTOR (CONTINUED)**

Mr Kiran Akal, CEO, SMAKSTrinidad  
Mr Clyde Mckenzie, Executive Director, FWI  
Mr Kai Schoenhal, Director of Commercial Relations, Grupo Vicini (TBC)

17:30 – 17:45 WRAPUP – DAY 1

Mr David Jessop, Managing Director, The Caribbean Council

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**THURSDAY, MARCH 21, 2013**

09:30 – 11:00 **SESSION 4 – STATUS OF PRIVATE SECTOR ADVOCACY**

The private sector has a critical role to play in driving export led growth and in creating a platform for interaction with and influence on the regional policy makers to facilitate increased access and penetration of export markets. In recent years, the strength of the private sector voice has been significantly eroded and by extension its ability to actively advocate on behalf of the regional private sector not only in regional but also international fora.

*This session will look at some of the successful mechanisms for effective regional advocacy, examine the reasons for the demise of critical institutions that represent the regional private sector as well as promulgate a new framework for joint action.*

**Moderator** Sir Ronald Sanders, Visiting Fellow, Institute of Commonwealth Studies, University of London

**Speakers** Mr Frank Ward, Chairman, West Indies Rum and Spirits Producers' Association  
Mr. Ramesh Ramdeen, CEO, Trinidad & Tobago Manufacturers' Association  
Mr Jeffrey Hall, Managing Director, Jamaica Producers Group  
Mr James Moss-Solomon (TBC)  
Dr Desmond Ali, Executive Director, Caribbean Poultry Association  
Dr Keith Nurse, UWI WTO Chair, UWI, Cave Hill



11:00 – 11:15 **COFFEE BREAK**

11:15 – 13:00 **SESSION 5 – TOWARDS A NEW FRAMEWORK FOR EXPORT DEVELOPMENT**

This session will examine the various elements that need to coalesce in order to agree on a regional strategy for export development. It will seek to establish the key pillars that underpin successful export led growth and form the basis for creating a new strategic framework for export development.

**Moderator** **Mrs Pamela Coke-Hamilton**, Executive Director, Caribbean Export Development Agency

**Role of Trade Negotiation - Ambassador Gail Mathurin**, Director General, Office of Trade Negotiations of the CARICOM Secretariat

**Regional Platform for Advocacy - Mr James Moss Solomon (TBC)/ Mr Frank Ward (WIRSPA)**

**Access to Affordable Financing – Mr Yves Ferreira**, Head of Office, Regional Office for the Caribbean Region, European Investment Bank

**Creating Effective Platforms for Export - Mr David Gomez**, Manager, Trade and Export Development, Caribbean Export Development Agency

13:00 – 13:45 **WRAP-UP – SUMMARY OF ISSUES AND RECOMMENDATIONS FOR THE WAY FORWARD**

**Speaker** **Mr David Jessop**, Managing Director, The Caribbean Council

**Mrs Pamela Coke-Hamilton**, Executive Director, Caribbean Export Development Agency

13:45 – 14:00 **CLOSING REMARKS**

**Speaker** **Senator, The Honourable Maxine McClean**, Minister of Foreign Affairs and Foreign Trade, Barbados (TBC)

14:00 **LUNCH**