

Fit 4 Europe

* MSI : EU market access services since 1995



* MSI experience in Trinidad and Tobago

Business
Development
Company

Coalition of Service
Industries

Chamber of
Commerce



Helping TT exporters to succeed in EU markets



The changing environment

BSOs

- Expectation from stakeholders
- Budgets
- More competition
- More discerning companies
- Demand for specialised services
- E-Exporting
- Real-time delivery required

Companies

- Need to be global and local
- More opportunity
- Higher risk
- More competition
- New business models
- Selection
- Co-creation



General Challenges

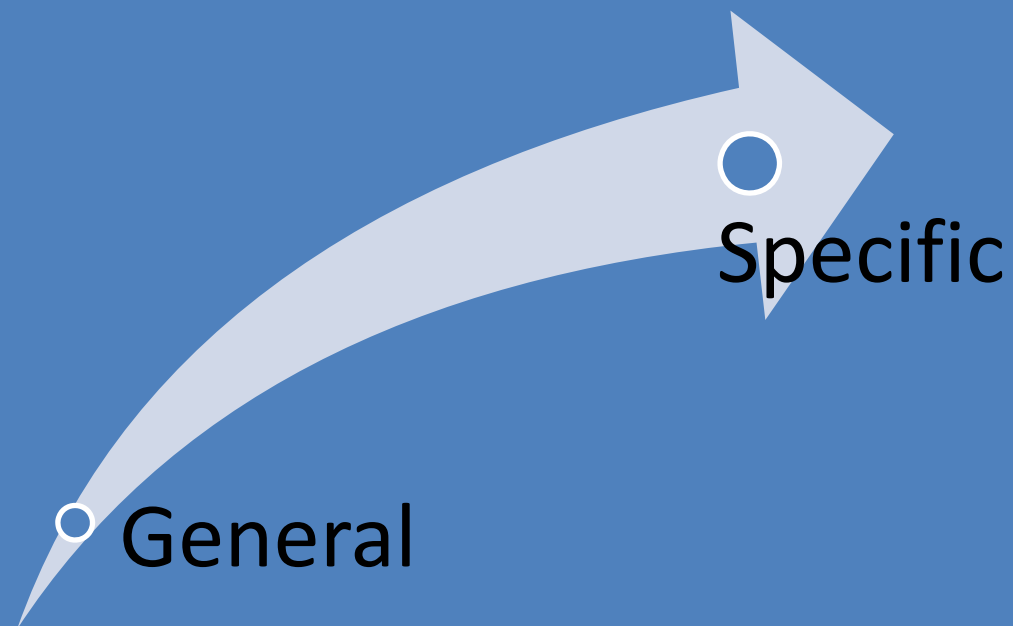
- Need for strategic planning
- 'Export-readiness' of companies
- EU is a Single Market; it is also a Mosaic
- Building relationships and partnerships
- Creating contemporary business models
- Maximising digital technology



Digital technology – game changer

Online platforms
Global reach
Real time delivery
Micro-multinationals

* 'general' export promotion does not work any more



* Creating the next generation of growth platforms

	First Generation 1980-1990	Second Generation 1990-	3G 2008-
Driver	Growth	Globalisation	Transformation
BSOs	Institutions	Agencies	Catalysts
Role	Promotion	Facilitation	Selection
Focus	Industries	Sectors	Clusters & Niches
Offer	Incentives	Information	Customized Solutions
Engines	Multinationals	Trans-nationals	Micro multinationals



Fit 4 Europe

- Assisting 13 goods companies and 13 services companies to increase their EU export readiness and effectiveness
- Target markets : United Kingdom, France, Netherlands
- Key stage : in-depth capacity and needs assessments
- Create action plans for each company
- Market survey visits by Consultant to NP1 target markets
- Facilitated training for potential exporters to the EU
- Trade missions for 16 EU –ready exporters

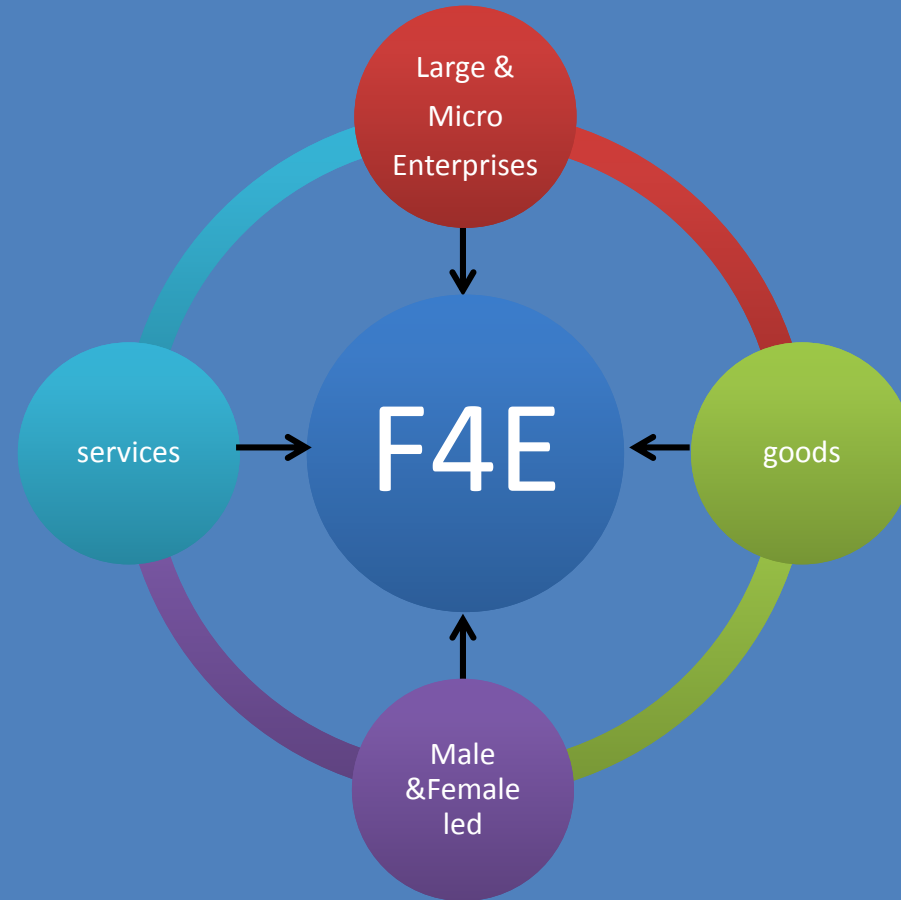
Slide 10

NP1

Whilst exporTT was to accompany consultant, due to a sustained slump in economy, exporTT's allocation for this project was rescinded by Govt so we are not likely to accompany the consultant.

Natalie Paul-Harry; 06/01/2016

An Inclusive Model



Slide 11

NP2 I like this. The font in the circles can be bigger though for visibility

Natalie Paul-Harry; 06/01/2016

NP5 What does F4E mean?

Natalie Paul-Harry; 06/01/2016



A progressive, differentiated model



Slide 12

NP3

As alluded to last year, exporTT may assist with business development capacity building but your input will be reqd related to market access/requirements training.

Natalie Paul-Harry; 06/01/2016



The Companies

Blossom
Accessories

Bene Caribe

Chief Brand
Products

Export Centre

Flavour Me Rite

Full Circle
Animation

Herbarium

Honamic
Designs

Indigisounds

K.C
Confectionery

Koko Karibi

Korporate
Kouture

Kaj Designs



The Companies





Needs Analysis - Meeting Programme

11 Jan am	National Flour Mills, Export Centre, The Herbarium
11 Jan pm	SM Jaleel, Blossom Accessories, Millhouse Company
12 Jan pm	Flavor Me Rite, Smart Foods
13 Jan am	Bene Caribe, Koko Karibi, National Cannery,
13 Jan pm	Lisa See Tai, Chief Brand Products, NV Marketing
14 Jan am	Red Fire Innovations, Korporate Kouture, KC Confectionery, Trinidad Chocolate Factory
14 Jan pm	Indigisounds, Honamic Designs
15 Jan am	Kaj Designs, YTEPP, Full Circle Animation
15 Jan pm	Trinidad Aggregate Products , Sew Lisa, Lab 206
	Total : 26 companies
	13 goods companies / 13 services companies





Considerations

Commitment

Competitive edge

Track record

Growth potential

Capacity

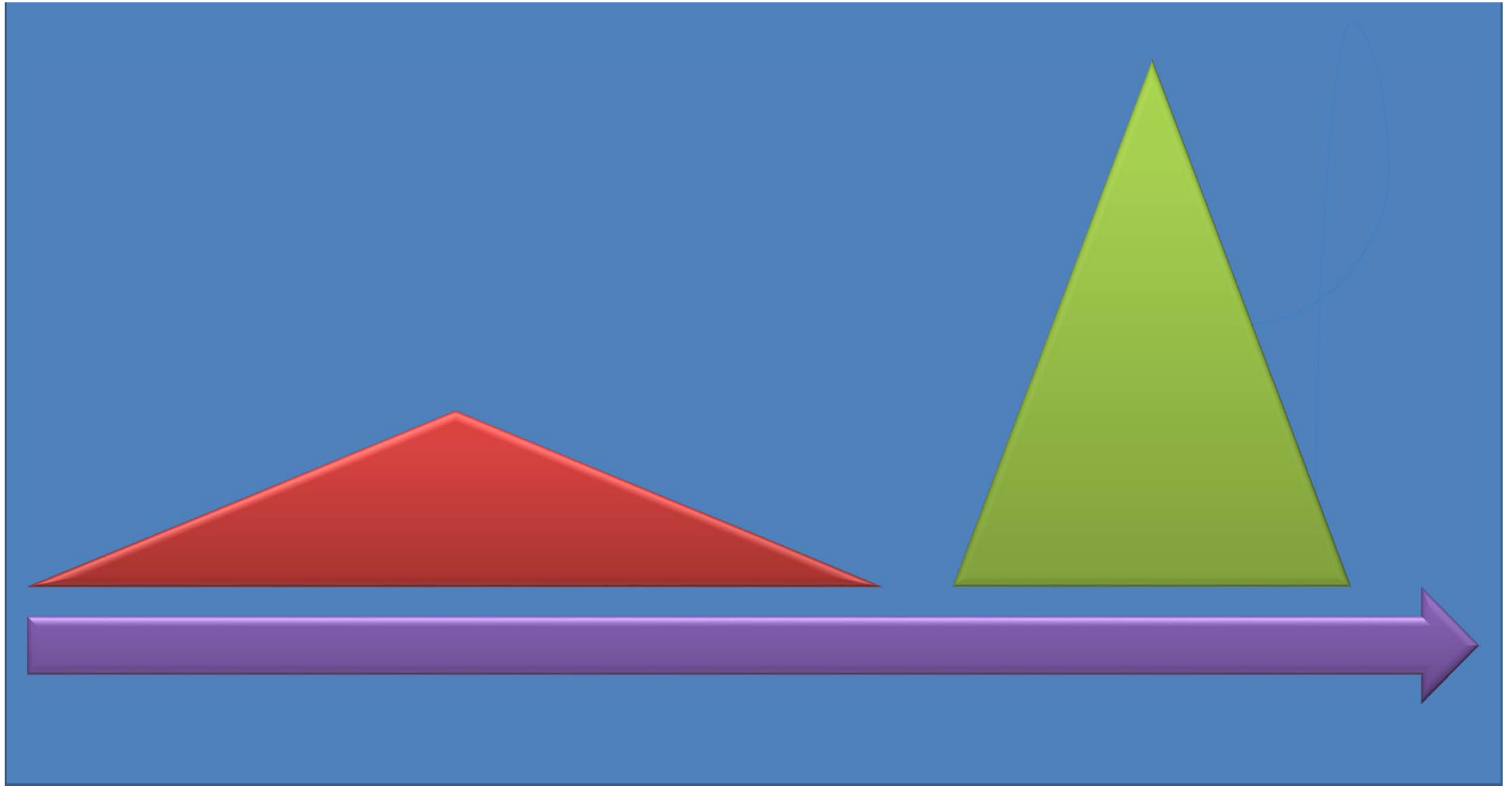
Financial status

Fit with
programme
objectives

Factor 'x' - attitude



Tier 1 - Reach for the sky





* Capacity –building for T2 and T3 companies

Training
and
mentoring

Compliance
and
competitiveness

Competence
and
skills

Finance
and
capital

Market research
and
planning

Outreach
and
Penetration



Time-table





Objectives

Absolute clarity
(what, who,
where, how)

Outputs not
activities

Partnership

Persistence

Provide solutions
and opportunities

Prepared

Adjustment and
adaptation

Continuous
learning

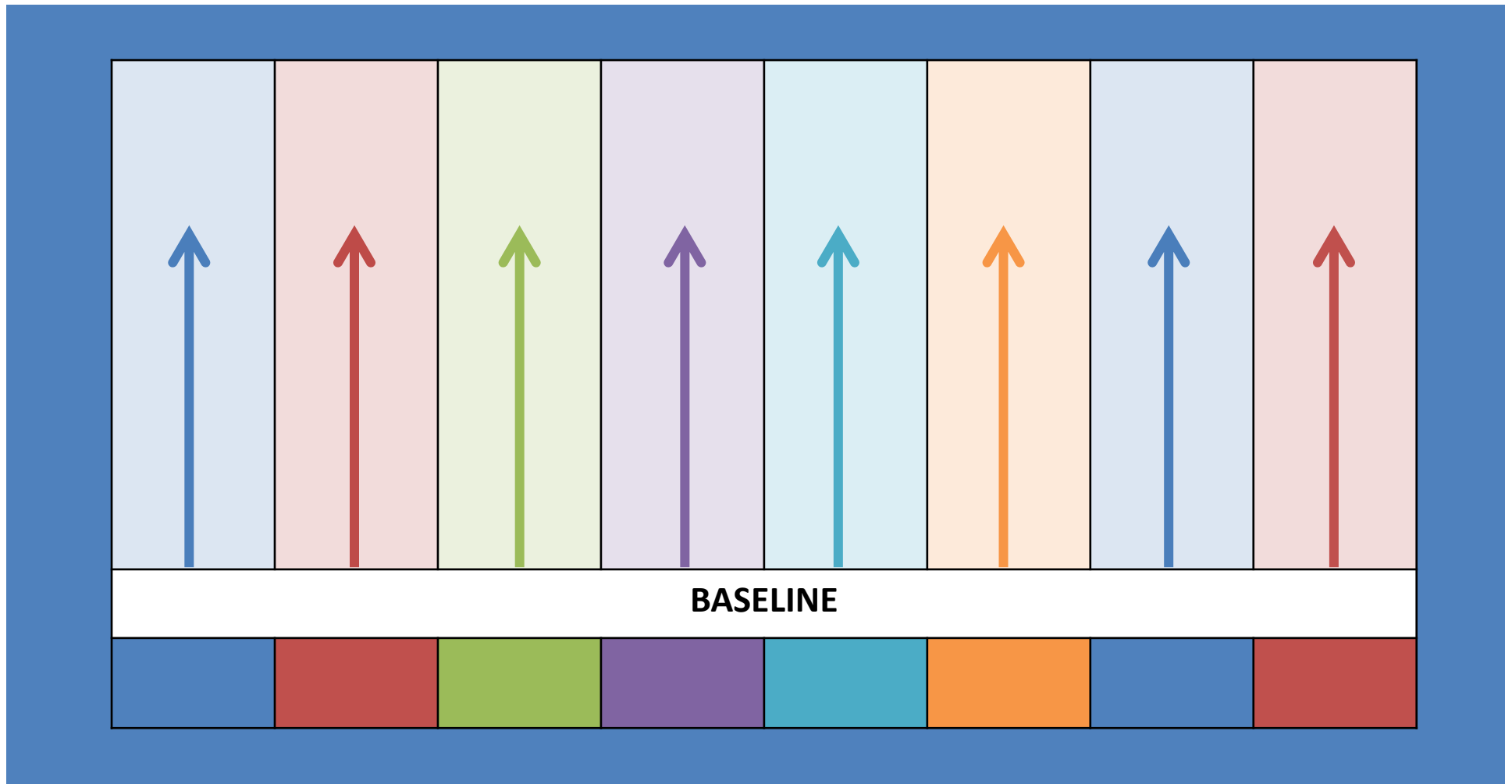
Partnerships and
Clusters



Monitoring and Evaluation...and Help Desk

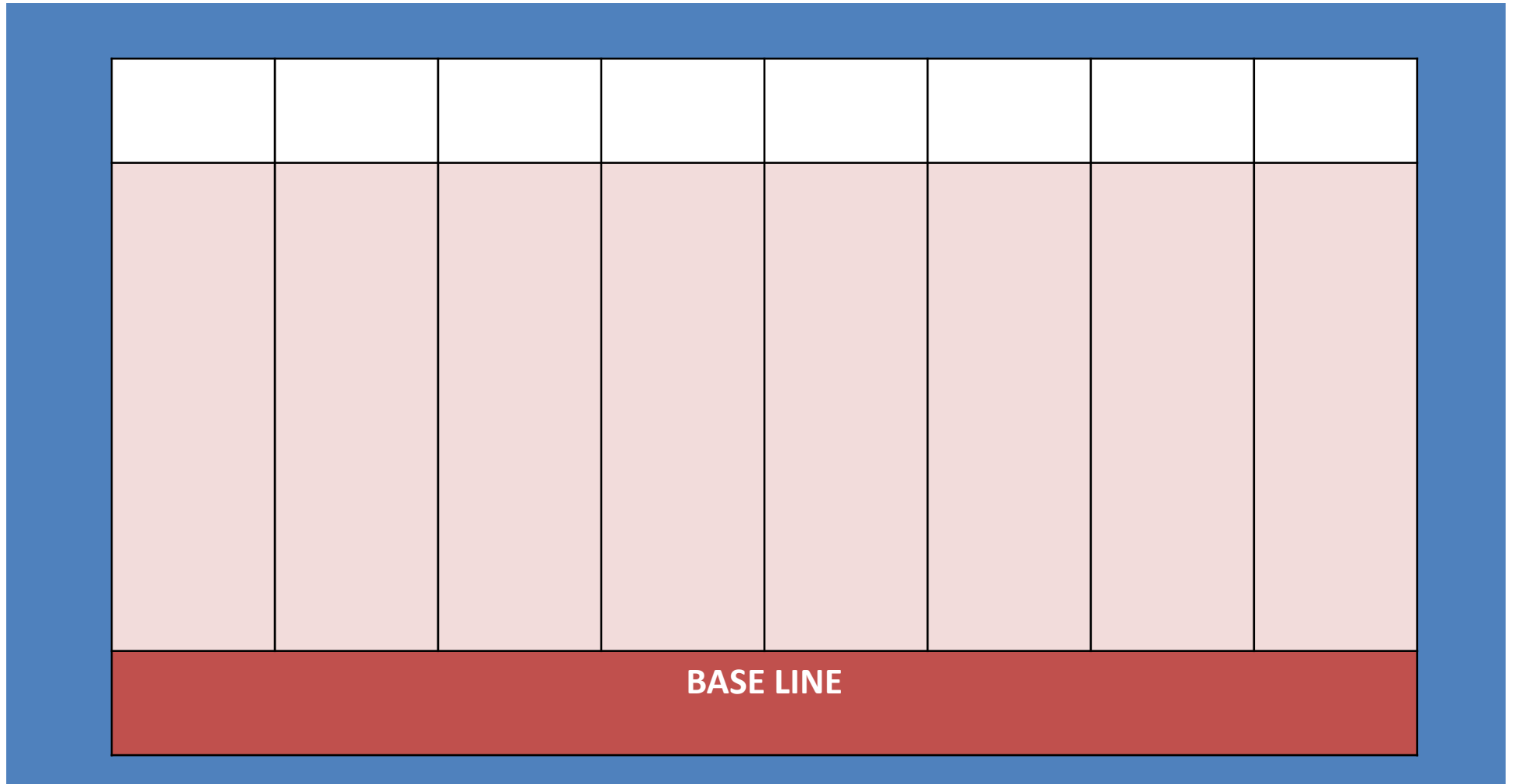


Gain-lines and timelines





Individual goals





Key outputs to be evaluated

Needs Analysis

Individual Plans

Capacity building

Market Survey
Mission

Market penetration
missions

Impact assessment



We **all** have to make it happen

