

THE EXPORTANT

FEBRUARY 2023

WWW.EXPORTT.CO.TT

POWERED BY EBI
INTERNATIONAL CERTIFICATION FUND
LABELLING & PRODUCT TESTING FUND

NEW IN MARKET PROMOTIONS

TOBAGO EXPORT DEVELOPMENT
EBI: TOBAGO INDIGENOUS SWEETS

GRANT FUNDING OPPORTUNITIES

APPLY NOW

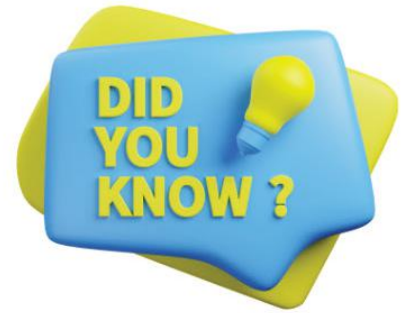


GRANT FUNDING

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CLIENT FEATURE



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TOBAGO EXPORT DEVELOPMENT

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MESSAGE FROM GENERAL MANAGER, CLIENT SERVICES

It is hard to believe we are already halfway into Fiscal 2023. The last nine months have been a whirlwind of activity for exporTT. The shadow of the COVID-19 pandemic has lightened and this has been marked by an exuberant return to in-person trade events, missions and meetings.

At exporTT we have gone full steam ahead with export promotions; since our return to in-person expos back in March, teams have represented the company, the country and our clients, in Grenada, Curacao, Jamaica Guyana, Suriname and Panama.

Valuable connections have been made, leads have been secured and the relationship with our clients and the Export Support Network is being strengthened with every mission and expo we attend.

The feedback from the buyers in the various markets we have visited so far is very positive, and 'Made in Trinidad and Tobago' products continue to impress the international business community.

On the funding and programme side, we have continued to make progress with the Export Booster Initiative (EBI) and Public Sector Investment Programme (PSIP).

Under the EBI, we were pleased to approve new companies to receive funding under the International Certification Fund. We are looking forward to seeing enhanced exporting opportunities for these companies once their respective certification processes have been completed.

The Labelling and Product Testing Fund has already benefitted four companies who were able to access funding to assist their product testing and modification, as well as modifications to their labelling and packaging.

Dhanraj Harrypersad
General Manager,
Client Services

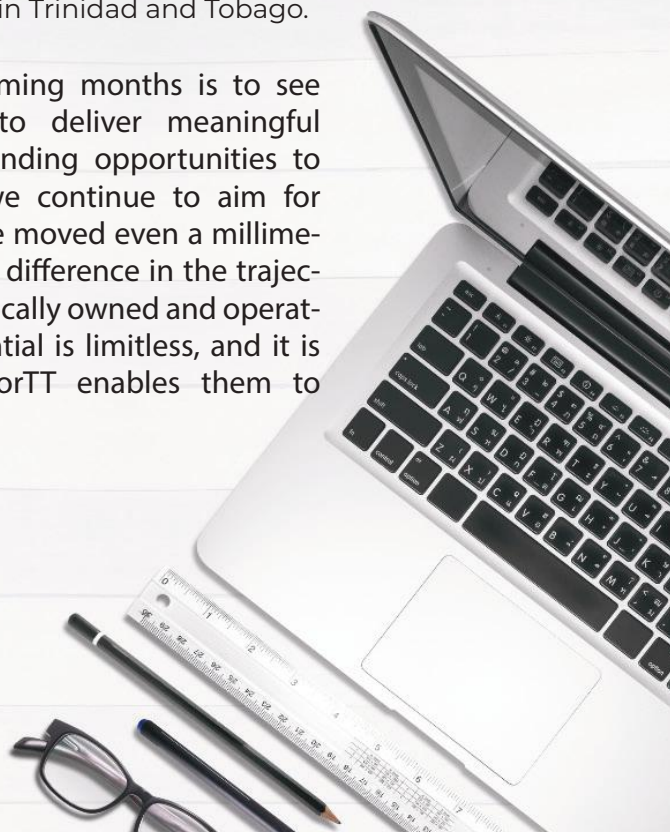


We were also happy to see the launch of yet another EBI programme – the In-Market Promotions service – which we hope will go a long way in helping exporters gain a foothold in new markets.

I am especially pleased that we have embarked on cohort two of our Export Accelerator and Export Incubator programmes.

The one-on-one attention these firms receive go a tremendous way in making exports a significant part of their business model. I was happy to see these companies well represented at the Trade and Investment Convention hosted by the Trinidad and Tobago Manufacturers' Association in August. People never cease to be amazed at the wide range of products manufactured right here in Trinidad and Tobago.

My wish for the coming months is to see exporTT continue to deliver meaningful programmes and funding opportunities to our clients. While we continue to aim for much more, a needle moved even a millimetre can make a huge difference in the trajectory of some of our locally owned and operated firms. Their potential is limitless, and it is my hope that exporTT enables them to unlock it.



POWERED BY



EXPORT BOOSTER INITIATIVE

The Export Booster Initiative continues to create valuable opportunities for manufacturers in Trinidad and Tobago. Currently there are six (6) active projects and one (1) new entrant accessible to Exporters.

Here's how the EBI has performed.

TRADE MISSIONS / TRADE FAIRS (EXPORTTT OR STRATEGIC PARTNER LED)

VIRTUAL TRADE MISSIONS

GUYANA (EXPORTTT LED)

JAMAICA (EXPORTTT LED)

PANAMA (EXPORTTT LED)

CHILE (EXPORTTT LED)

ANTIGUA & BARBUDA (TTMA LED)

CURACAO (TTMA LED)

DOMINICAN REPUBLIC (TTMA LED)

MARKET
RESEARCH
MISSIONS

TRADE MISSIONS

GRENADA (EXPORTTT LED)

JAMAICA (EXPORTTT LED)

CURACAO (EXPORTTT LED)

GUYANA II (EXPORTTT LED)

SURINAME (EXPORTTT LED)

THE EBI HAS POWERED
SEVEN (7) VIRTUAL TRADE MISSIONS
NINE (9) TRADE FAIRS &
(5) TRADE MISSIONS
TO THE VALUE OF \$1.93 MILLION
SINCE ITS INCEPTION!

TRADE FAIRS

EXPOCOMER (PANAMA)

EXPO CARIBE (CUBA)

HAVANA INT'L FAIR (CUBA)

TIC 2022)

CHINA INTERNATIONAL IMPORT EXPO

SURINAME TRADESHOW

TTCSI GUYANA

AGRI EXPO TRINIDAD

VIRTUAL FASHION SHOW (FASHIONTT)

7 EXPORT MARKETS
7 DISSEMINATION SEMINARS
608 ATTENDEES
101 MEETINGS

Under the EBI, the Government of Trinidad and Tobago through exporTT has invested approximately \$576,000.00 in research missions aimed at providing market intelligence on seven markets: Canada, Dominican Republic, BVI, Curacao, Miami, UK and Colombia. We are pleased to advise through the efforts of exporTT's Research and Opportunities team, exporters were provided with much needed research to inform export decisions, as well as increase the effectiveness of trade missions.



EXPORT ACCELERATOR

The second cohort of the Export Accelerator programme kicked off in June 2022, with nine new companies selected to receive capacity building and export planning support. To date coaching sessions with all companies are well on their way and companies are working on refining and/or developing export plans with Consultants. Companies have also been included in various export promotion activities, including exhibiting as part of the exportTT / MTI Pavilion at TIC 2022; 6 firms selected to receive 50% financing to attend TTMA's Jamaica Trade Mission and 2 firms receiving 100% sponsorship to attend the Caribbean Investment Forum.



LABELLING AND PRODUCT TESTING FUND

Launched in April 2021, this fund covers 75% of the cost of Product Testing, Product Modification, Packaging Modification & Labelling Redesign to a ceiling of TT\$80,000 per beneficiary. Four Exporters have benefitted from this service thus far, with disbursements totalling close to \$68,000.



INTERNATIONAL CERTIFICATION FUND (ICF)

Providing financial assistance to the manufacturing sector (including agro-processing), the International Certification Fund (ICF) focuses on ensuring Exporters can access a range of applicable international standards to boost production of non-energy exports and contribute to import substitution. Funding provided in the form of grants, is limited to one grant per beneficiary and partly covers the costs associated with meeting recognized international standards.

To date, 21 applications have been received and 14 companies from the following sectors: Food & Beverage (11), Construction (2) and Chemicals (1) - have qualified for the grants. The ICF helps exporters secure globally recognised stamps of approval on their products, opening new doors for them in markets that have these certifications as a requirement for doing business.



IN-MARKET PROMOTION

New to EBI, this service is designed to support businesses that need to engage in promotional activity in a foreign market.

Some of the activities covered include listing fees, costs related to shelf presence (such as the rental or purchase of gondola stands), shelf-stocking fees, shipping of samples for tastings, and in-store promotions (such as product sampling, giveaways, discounts, flash sales, shelf talkers and media campaigns).



Two EBI initiatives were executed in the sister isle: Tobago Indigenous Sweets Project and the Tobago e-Pavilion.

Tobago e-Pavilion

Dubbed the Tobago e-Pavilion, this project aimed at enabling ten (10) Tobago Companies with the ability to conduct B2C sales via an e-commerce platform leading towards the establishment of their own e-commerce enabled website. Through a contracted relationship with ShopCaribe (Destination T&T Limited) companies were supported for a period of one year to access export markets via the platform.



In preparation for the launch of the Tobago e-Pavilion technical assistance was provided in the form of:

An onboarding session with ShopCaribe – Technical assistance was provided to guide each vendor during the set-up of their e-store. Topics covered included: Product Setup; Simple Product, Variable Products, The ShopCaribe Process when an Order is made, How to Showcase your Brand/Artwork templates, A Guide to SEO for Your e-store and How to Edit your store - inventory management, discounts and coupons.

Costing and Pricing for e-Commerce Training – hosted by exporTT in collaboration with MetrIQ's Solutions Ltd this session assisted companies with setting prices on their e-stores

Certificates of Origin Orientation – Facilitated by Brian Benjamin, exporTT's Manager - Trade Facilitation, participants were provided with an overview of the process to apply for a Certificate of Origin (COO), as well as a step-by-step guide on the application process.

Factory Visits - Managers Trade Facilitation and Capacity Building & Funding at exporTT, visited all ten (10) participants to view their production facilities and verify their products as made in T&T. Companies with all required documentation were registered on the TTBizlink platform and can now apply for COOs as needed.

Tobago sweets in the spotlight with the Tobago Indigenous Sweets project



Sweet hands: Junior Moor (second from left), pictured with his daughter, preparing their recipe. Also pictured are exporTT representative, Antoinette Spencer, along with Sharon Peart-Rose and Lu-Anne Sieunath Bridgelal from CARIRI



Rachel Bostock of Rachel's Delight, looks on as CARIRI representatives Lu-Anne Sieunath Bridgelal and Sharon Peart-Rose verify the information.

Any country's economic stability and prosperity have historically been based on its capacity to diversify its economic base. Through numerous programmes and initiatives, exporTT has continually shaped programmes that support this vision for economic diversification in Trinidad and Tobago.

Under the Export Booster Initiative (EBI), a unique focus was placed on Tobago with the Tobago Indigenous Sweets (TIS) initiative. This effort is focused on amplifying and developing the standardised exporting potential of ten, carefully chosen Tobago enterprises each exporting four specialty products namely Bene Balls/Sticks, Flavoured Fudge, Sugar Cake and Tamarind Balls.

Through a dynamic partnership with the Caribbean Industrial Research Institute (CARIRI), the TIS project encapsulates complex aspects of exporting; this time, it exports the Tobago culture through a taste experience. Split over two phases, Phase 1 saw participants engaging in Food Safety 101 training programmes on Good Manufacturing Practices (GMP), Product and Process Standardisation, Introduction to Hazard Analysis Critical Control Points (HACCP) training (certification programme for the food and beverage industry), and a session on Intellectual Property.



Pamela Duncan of Pam's Tasty Delight dons a bright smile (standing right) pictured with Lu-Anne Sieunath Bridgelal of CARIRI. Bottom (R-L): Antoinette Spencer exporTT, Sharon Peart-Rose CARIRI and Angel Melville.



Pearl Joefield of Joefield Enterprises proudly displays her CARIRI certification of Good Manufacturing Practices and Product and Process Standardisation.

Phase 2 which focused on Practical Technical Assistance saw CARIRI representatives Sharon Peart-Rose (Senior Food Technologist) and Luanne Bridgelal (Food Technician) conducting onsite visits. These visits focused on the following activities:

- Observation and confirmation of formulations and production methods for the targeted sweets.
- Documentation of required weights and processing of ingredients prepared by processors, as well as ingredient brands, descriptions and weights and production temperatures.
- Collection of samples for testing (pH, Brix, Sieve Size), towards the development of in-process product, finished product and grated coconut specifications.
- Documentation of ingredient suppliers towards securing Certificates of Analysis (COA) where possible.
- Using reference weights to check the accuracy of scales owned by the participants.
- Using CARIRI calibrated thermometers to assess fridge/chillers and freezers temperatures.

It is projected for 2023 that all ten companies will receive finalised packaging and labelling following a series of crucial activities hosted by exporTT.

Providing demonstrations on:

- The preparation and testing of a 100ppm bleach sanitizer solution.
- How fresh produce e.g. coconut must be cleaned and sanitized.
- Identified key equipment needs of participants.
- How to complete GMP forms: Cleaning and Sanitation Records; Chiller and Freezer Temperature Monitoring Records; Raw Materials Receiving Records and Water Quality Record.
- Using the hot water temperature test method to demonstrate and test candy thermometers owned by the participants.
- Conducting GMP inspection of the processing facility on external grounds; Internal Production and Storage Areas; Cleaning and Sanitation Practices and Chemicals; Personal Hygiene; Raw Materials Control; Pest Control; Bathrooms; Water Quality and Storage; Equipment Design & Construction.

CARIRI's second visit to participants covered:

- Observation and re-confirmation of formulations, weights and production methods.
- Re-confirmation of ingredient brands, descriptions and production temperatures.
- Collection of samples of each product for Microbiological testing and Peroxide Value testing.
- A review of the participant's use of GMP forms.
- A review and document demonstration of two products produced by two firms.

In support of participants, exporTT's Judi-Marie Rocke, Senior Export Advisor / TIS Project Lead and the team at the Tobago Office, also facilitated the exposure of participants to a Branding session with the TTCIC, as well as a session on maximizing funding opportunities through exporTT and the THA.

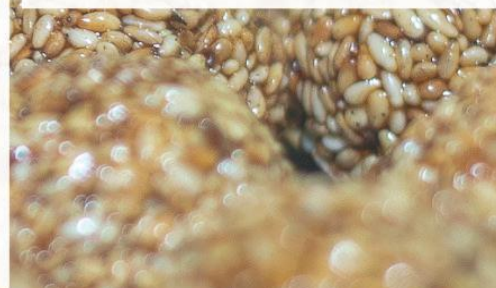
It is projected for early 2023, all ten companies will receive finalised packaging and labelling, following a series of crucial activities implemented by exporTT. These will include, but are not limited to, training in the use of food additives and securing packaging with nutritional information.

The TIS initiative continues to assist entrepreneurs in packaging the subtleties of genuine Tobagonian sweets. For the ten entrepreneurs, the initiative helps not only in packaging the nuances of authentic Tobagonian snacks, but it also drives their enterprises forward.



Tobago Indigenous Sweets Initiative client Joy Baptiste (Joy's Business Enterprise) centre, poses with The Caribbean Industrial Research Institute (CARIRI) representative Lu-Anne Sieunath Bridgelal, left and Sharon Peart-Rose (right) after a site visit to Baptiste's residence.

As entrepreneurs move toward expanding and launching into international markets for an off-season, off-vacation treat, the Tobago Indigenous Sweets initiative aims to bring a taste of Tobago to consumers all over the world.



Preparing Tobago's export hopefuls with E.A.S.E

E A S E

Export Assistance and Support for Entrepreneurs (EASE)

The Export Assistance and Support for Entrepreneurs (E.A.S.E) Programme is designed to assist Tobago entrepreneurs with taking the first steps toward developing an export strategy. It is intended to guide export hopefuls through the fundamentals of entering and remaining profitable in competitive foreign markets.



EASE Programme Participant, Mrs. June Alfred-Rogers of Pinkberri Kosmetique, proudly displays her products



Commenced on August 9th 2022 with nineteen (19) participants, this initiative forms part of exporTT's Public Sector Investment Programme (PSIP) and is executed in collaboration with Mr. Norris Clement, Lead Consultant of Le Pri Consulting.

The E.A.S.E programme consists of two phases, focusing on different developmental methodologies in training and mentoring. The training element provides participants access to knowledge on the essentials of Export Planning, Business Accounting, Costing & Pricing, Marketing and Export Marketing.

Mentoring occurred with each participant after each module and focused largely on building out an export plan based on training elements covered in modules. Phase II of the mentorship element, saw eleven (11) participants meeting with the Facilitator to refine their export plans built over the duration of the programme.

It is envisaged that the top three (3) participants will benefit from a six-month coaching engagement with an assigned Coach, to commence their exporting journey using the export plan developed.



FIT4EUROPE II

On May 27th, 2022 two projects were launched - the Establishment of a Trade Facilitation Enquiry Point for Trinidad and Tobago and Developing the Export Readiness of Trinidad and Tobago Companies for the European Union (EU) Market (Fit4Europe II).

Fit4Europe II executed by exporTT, is a €161,590 Project designed to prepare exporters to venture into new markets, expand their business footprint and increase their foreign exchange earnings through dedicated and tailor-made export development programmes.

Fit4Europe II, as coined, focuses on preparing exporters to increase business in the European Union. Specifically this second instalment targets Germany and Sweden. Successful implementation of this project will ensure that Trinidad and Tobago's firms are producers of high value-added products and services that can compete in EU export markets.

Supervised by the Caribbean Development Bank's Economic Partnership Agreement and CARICOM Single Market and Economy Standby Facility for Capacity Building, which is funded by the European Union, exporTT looks forward to partnering with these entities in executing Fit4Europe II.



At Project Launch from L to R
Mr. Daniel Best, Director of Projects - Caribbean Development Bank, The Honourable P. Beckles-Robinson - Minister of Planning & Development, Senator the Honourable Paula Gopee-Scoon - Minister of Trade & Industry, His Excellency Peter Cavendish - Ambassador of the European Union to Trinidad & Tobago

Benefits

- ▶ Promoting gender equality, ensuring compliance with environmental standards and sustainable approaches to trade; supporting export diversification; gender-balanced and youth inclusive participation in trade.
- ▶ Supporting the much-needed establishment of a mechanism that allows for targeted support to be provided to the internationalisation of MSMEs through a collective approach to business upgrading, standards-setting, certification, and capacity building.
- ▶ Orienting participating entities to achieve common targets established by the selected markets, that are guided by feedback from e-commerce, sales and distributor engagement.
- ▶ Boosting the individual capacity of entities so that they can eventually field their own brands to access the markets developed.
- ▶ Leveraging e-commerce and market access opportunities under regional integration agreements like the EPA and the CSME.
- ▶ Providing support to T&T's export sector as the country battles the economic fallout caused by the COVID-19 pandemic, which threatens the growth and sustainability of Caribbean exports to the EU and across CARIFORUM markets.
- ▶ Strengthening women-owned MSMEs to improve the participation of women agro-processors in trade.

Interested in being a part of the project? Email exporTT's Client Services Unit at mgranderson@exporTT.co.tt

**VISIT FOR MORE INFO
[HTTPS://EXPORTT.CO.TT/FIT-4-EUROPE-II/](https://exporTT.co.tt/fit-4-europe-ii/)**



CARIFORUM



AGRI^D investment forum EXPO II

TRANSFORMING AGRICULTURE
THROUGH INNOVATION
AND INVESTMENT



expoTT was among 300 exhibitors that participated in the second chapter of the Agri-Investment Forum and Expo which opened its doors to the public from August 19th to 21st, 2022 at the Queen's Park Savannah. Positioned alongside the Ministry of Trade and Industry and investTT, expoTT provided information on the applicable funding and services for potential exporters.

Also with expoTT's display, was recruitment into the Trinidad and Tobago SheTrades Hub. The She Trades programme, an initiative of the International Trade Centre, aims to address the barriers women face to accessing economic opportunities. Women-owned and women-led businesses were invited to sign up on the platform on all three days of the expo.

In addition to the presentation of its funding and services, expoTT coordinated seminars and Business-to-Business (B2B) meetings which took place on Saturday and Sunday.

The seminars, were facilitated by representatives from various relevant stakeholders such as expoTT, investTT, the Agricultural Development Bank (ADB), the Food and Agriculture Organization of the United Nations (FAO), the Inter-American Institute for Cooperation on Agriculture (IICA), the National Agricultural Marketing and Development Corporation (NAMDEVCO), the Caribbean Industrial Research Institute (CARIRI), and the Chemistry, Food and Drugs Division of the Ministry of Health.

The B2B meetings took place in the afternoon, with over 45 meetings facilitated between buyers, investors, agro-processors, government agencies and other stakeholders.



BUILDING EXPORTT'S CAPACITY TO SERVE YOU BETTER!

Protocol and Diplomacy: A guide for the Modern Professional Training

exporTT is well positioned to support Exporters in taking their products and services to the World!

In its pursuit of creating a sustainable and diversified export sector in Trinidad and Tobago, exporTT interacts with Diplomats, Foreign Service Representatives and/or other high ranking officials as a normal part of daily trade promotions operations, whether in-country or in foreign countries.

In representing Trinidad and Tobago to the world, staff members are called upon to:

- Be aware of required protocols
- Advise T&T delegates of required protocols
- Identify and/or address protocol breaches in a timely manner, so that the Government of T&T and by extension exporTT does not fall into disrepute.

Consequently, exporTT partnered with the Diplomatic Academy of the Caribbean (UWI) to build capacity of sixteen (16) of its staff members on Protocol and Diplomacy: A Guide for the Modern Professional.

This five-day intensive session, under the astute tutelage of Ms. Gail Guy, saw participants engaging in lectures, practical activities, group work and roundtables which offered opportunities to explore the application of concepts, as well as presentations to and discussions with the wider group.

Ms. Guy is a former Foreign Service Officer in the Ministry of Foreign and CARICOM Affairs and a former Educator. She has served in several of Trinidad and Tobago Missions abroad, including the High Commission in Jamaica; the Consulate General in New York; the High Commission in Nigeria; the Consulate General in Miami; the Temporary Consulate General in Sydney Australia; the Permanent Mission to the United Nations in New York; and the High Commission in London.

Mass-producing quality products for penetrating new and existing markets is a weighty undertaking. Exporting in this capacity requires a well-orchestrated, carefully designed system for maximizing production.

These are some of the characteristics that Errol Ramnath, Managing Director hails as truly reflective of the standards of Caribbean Adhesives and Chemicals Ltd (CACL).

CACL has been in existence for 27 years and has been exporting for 15 of those years. The company is the exclusive franchise holder of the Dunlop brand of adhesives and has produced some of the most sought-after adhesives in the country. Providing Trinidad and Tobago, Guyana, and Barbados with a comprehensive range of products, the formulas in their manufacturing process have been carefully engineered and patented.

Their oil paint thinners, lacquer thinners, Dunlop Contact and Wood Adhesives are high in demand, especially in Barbados and Guyana.

CACL will soon be including sanding sealant and 2K Lacquer thinners (used in urethane for high-end vehicles) to its repertoire.

The company was part of cohort one of exporTT's Export Accelerator programme, and Mr. Ramnath advocated for its benefits. Following participation in the Export Accelerator, the CACL team is now trained in export pricing, conducting business-to-business meetings and narrowing specifications for integrated packaging.



Crisen Maharaj - Manager Capacity Building and Funding, exporTT, sits with Mr. Errol Ramnath, Managing Director, CACL as he proudly displays his agreement executed with exporTT. Standing at the back: Mr. Daryl Ramnath, GM, CACL.

CACL has generated over US\$170,000 in export revenue between the periods January to August 2022. Beyond exporting, the company continues to evolve, and the team has now set their sights on penetrating the import substitution landscape.

Through their engagement with the Export Accelerator programme, CACL applied to the Grant Fund Facility (GFF) which assists Small and Medium-sized Enterprises (SMEs) in increasing capacity and technological advancements in the non-energy sector.

The GFF enabled CACL to access funding to procure equipment to produce gallon-sized metal cans, a key part of its product packaging.

According to Daryl Ramnath, Mr. Ramnath's son and General Manager of CACL, their philosophy of being "internally reliant" materialises with this addition. It is now their goal to work closely with some of Trinidad and Tobago's leading paint and coat manufacturing companies to supply them with cans. Mr. Ramnath heralds this move as a "game changer for the company." It is a venture that will create a lucrative avenue for import substitution.

Caribbean Adhesives and Chemicals Limited's future undoubtedly focuses on expansion, curtailing import costs and sealing new connections in new and existing markets. Though they continue to expand, it is also Mr. Ramnath's hope to increase in the areas of manufacturing and exporting and continue to create avenues for employment.

KC Confectionery Celebrates 100 Years

K.C. Confectionery Limited, a pioneer of quality confectionery, has been in the innovative manufacturing sector in Trinidad and Tobago since 1922. Its successes to date have made K.C. Candy, as it is fondly called, a leading producer of Bubble & Chewing Gum, Chews and Hard Candies in local, regional and international markets. Exporting for over forty (40) years, K.C. Confectionery Limited impressively exports seventy percent (70%) of its total production.

K.C. Confectionery's success can also be observed by its achievement of many awards over the years in the fields of: Tourism, Economic Growth in Trinidad, Work Place Safety and Large Business Enterprise in the Caribbean.

More recently, they were awarded the 2022 Internationally Known...T&T Owned Company of the Year Award by the Trinidad and Tobago Chamber of Industry and Commerce (T&T Chamber).

Success can also be examined through its highly skilled workforce and company structures, adopted to guarantee optimum product quality and the highest customer satisfaction.

In 2022, K.C. Confectionery Limited announced the milestone celebration of its 100th Anniversary by recognizing the dedicated contribution of employees, as well as customers and suppliers, both locally and internationally.



Recognizing the need to assist children, K.C Candy will this year launch a Foundation, K.C. Kids In Need (K.C. KIN Foundation). Their goal is to assist children in need, by providing a better life for children within the communities.

Through this initiative they are excited about giving back to the community, one kid at a time.

What's next for K.C Confectionery Limited - Chief Executive Officer, Mr. Satnarine Bachew cited, "Our strategic intent is to grow our global footprint alongside the local market by becoming more innovative and more competitive, it's about refocusing our product line and increasing exports.

That is where growth is going to come from and take the Company to another level. That is our vision for the next 100 years."



To commemorate its Golden Anniversary, a collaboration with the Trinidad & Tobago Postal Service (TTPOST) saw K.C launching three (3) postage stamps designed to honor this memorable event. The stamps, adorned with golden embellishment, have a QR Code and are also scented – a first for TTPOST!

SheTrades

What's (Up)dates

The International Trade Centre (ITC) in collaboration with exporTT continues to augment the SheTrades programme, providing support for female entrepreneurs.

Here's a list of our notable events in 2022:

Fruit Attraction (Spain): Fruit Attraction, the second-largest trade fair of its sort in Spain, is hailed as a key international agricultural event and a trade route between Europe and Latin America. It is the go-to resource for selling fruits and vegetables on a global scale alongside the Innovation Hub, a component oriented at global markets. Special interests included dragon fruit exports for the upcoming season, as well as sweet potatoes and peppers from Trinidad and Tobago to Europe.

Craft Hub TT - National Christmas Village & Craft Market: this Export Centres Company Limited (ECLL) event held on December 10th 2022 at the Queen's Park Savannah Paddock, celebrated the Christmas season with an array of craftsmanship and handmade items from over 100 local artisans.



T&T's representatives at Fruit Attraction 2022, Spain

exporTT's Deborah Hoyte reconnects with our past business associate, Juan Manuel Lopez of Opera Global Business.

BWANA BUSINESS INCORPORATED (TRINIDAD) LIMITED

COMPANY DESCRIPTION

Bwana Business Incorporated Limited is a manufacturer and distributor of frozen food products such as cassava and sweet potato fries, cassava, dasheen, and sweet potato cubes, and coconut milk cubes to name a few.



TAMIKA TAYLOR

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FARM AND FUNCTION LTD

COMPANY DESCRIPTION

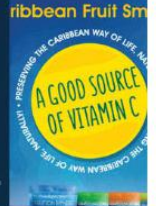
Farm & Function is a healthy line of convenient, frozen food products, grown, processed, and manufactured in Trinidad & Tobago. All products are centered around health and convenience for today's conscious, informed, and fast-paced consumer.



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Profiles of two of T&T's representatives at Fruit Attraction 2022,

Sponsored in part by the SheTrades initiative under the remit of exporTT and further supported by the Ministry of Trade and Industry, the event provided an opportunity to showcase 30 SheTrades TT female entrepreneurs, including 10 Tobago-based businesses. This event was open to the public, retailers and key stakeholders.

Export Readiness and Creation of Quality Digital Assets (Mauritius): On December 5th-9th 2022, exporTT's SheTrades Hub Rep. Deborah Hoyte, represented Trinidad and Tobago in these train-the-trainer sessions held in Mauritius. Deborah now stands ready to transfer knowledge to Trinidad and Tobago's women-led businesses.

Training Interventions – In building the capacity of beneficiaries, they were exposed to training on Analyzing and Accessing Export Markets, as well as Export Costing and Pricing.

UPCOMING
Mar 2023
 International Women's Day Celebration

June 2023
 Summer Fancy Food NY



TRAINING

Building Exporter's Capacity through Training

Every year for the last eleven (11) years, exporTT has offered training programmes providing new or existing Exporters with the information needed to increase their export competitiveness, as well as developed new exporters and/or increased their access to new markets. Whether via public enrolment or project-related programmes, all training initiatives are designed to equip Exporters with the skills to win new business in international markets and/or generate export leads.

exporTT also prides itself in the selection of competent and seasoned facilitators, who go beyond theory and possess an intimate understanding of subject matters and challenges faced by clients. Some recent training initiatives executed included:



ADVANCED GOOD MANUFACTURING PRACTICES FOR THE FOOD AND BEVERAGE INDUSTRY (GMP)

Through a partnership with CARIRI, Senior Food Technologist – Mrs. Sharon Peart-Rose provided participants with a clear understanding of food safety risks and GMPs. It helped manufacturers recognize,, investigate and take appropriate planned action to protect the consumer and marketplace from exposure to potentially harmful ingredients and practices.



EXPORT COSTING AND PRICING

It is often said “Price is Everything”. MetrIQs Solutions Limited Principal, Michele Kalloo, provided a complete overview of the requirements and approaches necessary to develop a competitive export price.



PROTECTING YOUR INTELLECTUAL PROPERTY

The Intellectual Property Office partnered with exporTT on a sustained basis to inform participants on the importance of intellectual property and trademarking when it comes to exporting.



PROPOSAL WRITING FOR GRANT FUNDING AND RFPS

A masterclass aimed at assisting companies in justifying grants and funding requests in the form of proposals.

Make exporTT your preferred Export Training partner today!

TRAINING

Interested in an In-company Training Programme?

exporTT also offers exporters the flexibility and convenience of having in-company training for selected workshops, delivered at a location of your choice. These workshops are tailored training interventions which are crafted to meet the needs of your organisation.

Choosing an in-house training session means:

Convenience – You are in control of the schedule

Customization – Facilitators and staff can openly and confidentially discuss specific organizational challenges

Value for Money - training and travel cost savings

Team Building - Staff members get to work together for the duration of the programme

To request an in-company programme or garner information on upcoming training programmes, please contact Tenika Phillip - Client Services Unit at 483-8311.



DEVELOPING AN EXPORT PLAN

A staple for every exporter, this two-day workshop guided participants in developing an effective export plan that served as a framework for the development of their company's export strategy.

IN THE PIPELINE

Here's a Line-up of Initiatives Powered by exportTT

exportTT Clinic and Application Drive (April)

- Co-Financing available for:
- First-time website development
- Developing e-commerce enabled web-sites
- Tradeshow attendance
- IP Registration in Foreign Countries
- Inward Buyers Mission (March – June 2023)

Trade Missions

- Colombia Trade Mission (May)
- Jamaica Services Trade Mission (June)

Trade Shows

- Panama (Expocomer) Trade Show (March)
- Summer Fancy Food (SheTrades) (June)
- Expo Osaka April – October 2025

Training

- FITT International Training Programme

Project Related Training

- Developing an Export Plan (for Export Incubator Project Clients)
- Export Marketing Planning (for Export Accelerator Project Clients)
- Export Marketing Planning (for Export Incubator Project Clients)

If you are uncertain if you qualify for a solution, or want more information on how you can access our services, contact us today - a Client Services Officer is standing by to take your call!



The staff at exportTT remain committed to creating a world of opportunities for all exporters. Through a delicate process of conferring with clients, the Ministry of Trade and Industry, members of the ESN and research, we develop solutions to assist you with winning new business in international markets and/or generating export leads.

Operating within an exporting eco-system, exportTT leverages its strategic network to ensure we deliver on our mandate – “creating a sustainable and diversified export sector for Trinidad and Tobago.

Maria Padilla Benjamin
General Manager - Operations

FITT
Forum for International Trade Training

exportTT
TRINIDAD AND TOBAGO

FITTskills International Trade Training

6 FITTskills courses Access any 3

- Products & Services for a Global Market
- International Trade Finance
- International Sales & Marketing
- Feasibility of International Trade
- International Market Entry Strategies
- Global Value Chain Marketing

Apply for Training
<https://bit.ly/3FRZNKi>

Programme Details
<https://bit.ly/3BzdxY4>

exportTT scholarships are available for this training.

Call: 483 8311
Tenika Phillip

GRANTS

RESEARCH & DEVELOPMENT FACILITY

The Research and Development Facility is a grant fund to provide financial assistance to companies undertaking research and development activities to bring to market, new and innovative products and services. The aim of the facility is to stimulate and support investment in innovation, as a competitiveness enhancement/ comparative advantage tool for companies in the non-energy manufacturing and services sectors.

For fiscal 2022-2023 to date, three (3) companies were approved to benefit from the RDF, to an approved amount of one million six hundred and fifty dollars (\$1,650,000).

APPROVAL FOR THE RDF IS GRANTED BASED ON THREE (3) PHASES

Phase I - To establish the technical merit, feasibility and commercial potential - 70% of the total cost of the project up to a maximum of \$100,000.00TTD over a six-month period.

Phase II - New Product or Service Development - 50% of the total cost of the project up to a maximum of \$750,000.00TTD

Phase III - Commercialization of a new Product of Service created via a Phase 2 project- \$150,000.00TTD.

GRANT FUND FACILITY (GFF)

The Grant Fund Facility, established by the Government of the Republic of Trinidad and Tobago, provides support to small and medium-sized enterprises (SMEs) that are involved in the production of high value-added products and services that can compete in export markets and foster the economy's diversification thrust.

This facility is administered by exporTT Limited and assists SMEs with the acquisition of new manufacturing equipment. Through this facility, local firms can access Individual Grants from the fund up to a maximum of \$250,000 per beneficiary, to finance 50% of the cost of the acquisition.

Since its launch to date, this facility has approved over five million five hundred thousand dollars (\$5,500,000.00) to benefit nine (29) manufacturers.

CO-FINANCING FACILITY

The Co-Financing Facility is a grant fund that assists companies with export market-entry activities. This allows companies to allocate more resources to a foreign market, helping them to mitigate risks they may be exposed to in a new export market and increases the level of control a company has on its market entry activities.

Through this Facility, financial support is provided for fifty percent (50%) of the cost of the market entry activity/activities, submitted for evaluation. The financial limits apply as per the size of the applying business:

Small - \$60,000TTD per fiscal year (paid to supplier)

Medium - \$55,000TTD per fiscal year (reimbursable)

Large - \$50,000TTD per fiscal year (reimbursable)

THE STEELPAN MANUFACTURING GRANT FUND FACILITY

The Steelpan Manufacturing Grant Fund Facility (SMGFF), was established in January 2020 by the Government of the Republic of Trinidad and Tobago for the acquisition of new machinery, equipment, software, tools, raw material and training by local steelpan manufacturers. Through this facility, successful local applicants can access Individual Grants from the SMGFF up to a maximum of \$250,000 per tranche, not exceeding \$1,000,000.00 per entity.

This initiative seeks to strengthen the steelpan manufacturing industry to increase production, stimulate local demand, create employment and earn foreign exchange from sales on regional and international markets.

Since its launch to date, this facility has approved over two million, three hundred and twenty two thousand dollars (\$2,322,226.00) to benefit nine (9) steelpan producers.

NEW

In-Market Promotions

Our Services

exporTT's In-Market Promotions service is a project under the EBI, designed to support market development activities of companies that have gained new buyers in new or existing markets.



Eligible Activities

The eligible activities cover but are not limited to the following promotional activities:

- Listing fees
- Costs related to shelf presence, such as the rental or purchase of gondola stands
- Shelf stocking fees
- In-store promotions, such as product sampling, giveaways, discounts, flash sales, shelf talkers and media campaigns
- Shipping of samples for tastings

Coverage

This service can be accessed multiple times; however, the total value of applications should not exceed the ceilings set out for small, medium and large firms in a fiscal year. Participating companies will receive coverage as follows:

- Small exporters – 100% coverage to a ceiling of \$50,000.00
- Large and medium-sized exporters – 50% coverage to a ceiling of \$85,000.00

Eligibility Criteria

For further information on In-Market Promotions visit the link below.

 <https://exportt.co.tt/imp>

For further info
kindly contact



Melissa Williams
ebipromotion@exportt.co.tt



exporTT is the National Export Facilitation Organization of Trinidad and Tobago, charged with generating export growth and diversification in the non-energy goods and services sectors. Catering to the needs of all Exporters, exporTT focuses on building internationally competitive firms, improving the business environment, and harnessing the differentiating factors that set Trinidad and Tobago exporters apart in the global market place.

As the trade policy implementing agency of the Ministry of Trade and Industry (MTI), we provide a comprehensive range of services to exporters focused on increasing non-energy exports, increasing the number of Exporters and delivering value for money. Our ultimate objective is developing a sustainable and diversified export sector for Trinidad and Tobago.

In December 2020, Cabinet approved the implementation plan for an Export Booster Initiative for the manufacturing sector. A project in pursuit of the Government's diversification agenda to develop the manufacturing sector and accelerate performance post Covid-19.

This project, fondly called the EBI, is driven by exporTT and seeks to increase the value of manufacturing exports to approximately TT\$5.4 billion by 2024.

To achieve these targets, the EBI has identified initiatives under three broad strategic areas namely: Export Promotion, Capacity Building and Institutional Strengthening.

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JOIN THE COMMUNITY

