



CARIFORUM



CARIFORUM-EU
EPA CSME
STANDBY FACILITY FOR CAPACITY BUILDING

Fit 4 Europe II Empowers T&T's Exporters for Global Success!

Unleashing Export Potential.

Twenty (20) Trinidad and Tobago Goods and Services companies drawn from the Food and Beverage, Fashion and I.C.T sectors are well poised to soar to new export heights following the launch of the project in August 2023 coined "Fit 4 Europe II". exporTT in collaboration with the Ministry of Trade and Industry (MTI) and UK-based Project Consultant, Market Scoping International (MSI), have designed this initiative which employs targeted and business-specific export-growth interventions, to equip participants with the essential tools and strategies needed to thrive in both regional and international markets. Crosshairs have been firmly fixed on companies understanding and adapting to the nuances required to penetrate lucrative European Union German and Swedish Markets as the jump-off point.

From market research to export readiness analysis, capacity building interventions, coaching and mentorship, Fit 4 Europe II provides a comprehensive suite of support services designed to fit each participating business' needs. Tier 1 firms will have the opportunity to participate in two virtual missions to Germany and Sweden, forging connections with potential partners and expanding their network. Training programs and coaching sessions have been uniquely designed with an initial focus on refining brand identity and developing the robust export strategic plans needed to position participating firms for success in these international markets.



Participant Spotlight

From renowned brands to emerging ventures, selected companies engaged in the project, span a diverse array of goods and services industries.



Ms. Hannah Vokes - In-market Consultant
Director, Marketing Scoping International

Goods: Montserrat Cocoa Farmers' Co-operative Society Ltd, The Kairi Chocolate Company Limited, S.M Jaleel & Co. Ltd, Carib Brewery International, National Canners Limited, RHS Marketing Limited, Farm & Function Limited, Coconut Growers Association Limited, Twigs Naturals Limited, Hand Made By Jeanette Company and YBMS Biotec Limited.

Services: Lucent Research Limited, Coded Arts, Heather Jones International, 1491 Denim, Loud By Afiya; Individual Graphics Co, Dominant Seventh Production & Calypso Jazz Band, Crystal Dream Wedding Events Limited and Nuance Security and Solar Systems Limited.

Our Commitment

Fit 4 Europe II is dedicated to enhancing the internationalisation capabilities of non-energy businesses in Trinidad and Tobago. It is focused on promoting gender equality, environmental sustainability and export diversification. By empowering MSMEs with the necessary tools for internationalisation, the project aims to mitigate the lingering impacts of the COVID-19 pandemic, while at the same time helping companies build the strategies and behaviours that will foster long-term resilience.

Our Strategic Partners:

Fit 4 Europe II is powered by the EU-CARIFORUM Economic Partnership Agreement Standby Facility for Capacity Building under 11th European Development Fund (EDF) and funded through the Caribbean Development Bank. Locally, exporTT collaborates with various government agencies and industry bodies, including the Trinidad and Tobago Manufacturers Association (TTMA), the Trinidad and Tobago Chamber of Industry and Commerce (TTCIC) and the Trinidad and Tobago Coalition of Services Industries (TTCISI), to ensure strong stewardship and success of the project.

Fit 4 Europe II is a testament to Trinidad and Tobago's commitment to fostering a vibrant and resilient export sector. By providing firms with the necessary resources and support, this project opens doors to new markets and lays the foundation for sustainable economic development. This transformative journey allows participating companies to hold a mirror up to our economic aspirations as they reflect T&T's next major steps of export development and economic diversification.

exporTT, Creating a World of opportunities through Fit 4 Europe II!