



The 3rd
CARIFORUM EU
BUSINESS FORUM



PRE-EVENT BROCHURE

MAKING CONNECTIONS.
BUILDING BUSINESSES.
INCREASING TRADE AND INVESTMENT.

APRIL 15-16, 2015. MONTEGO BAY, JAMAICA



Funded by the European Union





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3rd CARIFORUM – EU Business Forum

**Making Connections. Building Businesses.
Increasing Trade and Investment.**

April 15 – 16, 2015

The 3rd CARIFORUM-EU Business Forum is an international trade and business development conference designed to connect Caribbean, African, European and Pacific businesses.

The Forum seeks to build on the success of the first two events and support the ongoing efforts of Caribbean businesses to build meaningful and mutually beneficial relationships with their international counterparts.

The objective of the event is to enhance two-way trade, increase investment and build capacity and know-how. The Forum also seeks to impact the business and investment reform agenda in the Caribbean region through discussions amongst Caribbean and international leaders and the preparation of sound recommendations.

This 3rd Forum will focus attention on the priority sectors: agro-processing (cocoa, herbs and spices) music and higher education, bringing together some 150 key stakeholders from these priority sectors from the Caribbean, Europe and Africa.

The 3rd CARIFORUM-EU Business Forum will take place from April 15 to April 16, 2015, at the Hilton Rose Hall Resort in the beautiful city of Montego Bay, Jamaica. The event is being hosted by the Caribbean Export Development Agency with the support of the ACP Business Climate facility (BizClim).

The Business Forum has been diligently planned to ensure an interesting and exciting event. Business Forum elements will include:

- Plenary sessions
- Sectoral roundtable sessions
- Training sessions
- Business to business meetings
- Professional company consultations
- Networking events
- A showcase
- A resource library

Discussions will be led by powerful, influential speakers in the priority sectors.

The result of this dynamic mix of activities and conversations is a powerful, impactful event that will resonate highly with the participants.

3rd CARIFORUM – EU Business Forum, a platform to connect private sector from both regions

While the CARIFORUM and the EU have shared a long history of trade and trading arrangements, the region has yet to fully realise the benefits of the most comprehensive trading arrangement to date – the CARIFORUM-EU Economic Partnership Agreement (EPA).

This trade agreement between the 15 CARIFORUM members and the 27 members of the EU, signed in 2008, includes provisions on goods, services and investment, amongst others.

The CARIFORUM-EU Business Forum was conceptualised as a means of supporting CARIFORUM businesses in taking advantage of the benefits of the EPA.

More specifically, the event was designed to provide a platform for the private sector in the region to identify opportunities for trade, establish networks and alliances, secure market information, engender a better understanding of the business environment in the EU and support the business climate reform agenda in the Caribbean – in short, to serve as a platform to do business with the EU.

About CARIFORUM

The Forum of the Caribbean Group of African, Caribbean and Pacific (ACP) States (CARIFORUM) is the body that comprises Caribbean ACP States for the purpose of promoting and coordinating policy dialogue, cooperation and regional integration, mainly within the framework of the Cotonou Agreement between the ACP and the European Union and also the CARIFORUM-European Community Economic Partnership Agreement (EPA).

About the EPA

“The Economic Partnership Agreements (EPAs) between the EU and African, Caribbean and Pacific (ACP) regions are aimed at promoting trade between the two groupings – and through trade development, sustainable growth and poverty reduction.”

What You Can Expect at the 3rd CARIFORUM-EU Business Forum

Business Forum elements will include:

- Plenary sessions
- Sectoral breakout sessions
- Training sessions
- Business to business meetings
- Professional company consultations
- Networking events
- A showcase
- A resource library

The days will be capped with a cocktail reception featuring live Caribbean music on April 15 and the Caribbean Exporter of the Year Awards Ceremony on April 16.

The discussions will be led by influential experts in the priority sectors and have been tailored to stimulate interest and participation. Full plenary sessions will include topics such as: an overview of CARIFORUM-EU relations, how to seize international opportunities and utilising the French Caribbean market as a gateway to Europe. Sectoral roundtable sessions will also cover an array of interesting topics. For agro-processing, topics on the agenda include: bean to bar manufacturing; branding for export markets; organic trends in the herbs/spices sector; and market opportunities for herbs and spices in Europe and the ACP. The music sector will delve into areas such as the development of a digital strategy for Caribbean musicians, and breaking into the music festival market and the club scene in Europe. Issues on the agenda for the higher education sector include: branding for higher education institutions; specific requirements and expectations for recruitment of foreign students; trade and investment in higher education in the Caribbean; and policy and regulatory changes for improving the Caribbean as a destination for foreign students.

A full agenda is available on the event's website (www.cariforum.eu)

Outputs of the event will include background briefs, sectoral export strategies, an event synopsis and recommendations to improve the business and investment climates in the Caribbean and European Union, in order to stimulate greater trade and investment between the two regions.

Key messages from selected stakeholders

"The European market is wide open to products and services from the Caribbean, it's up to the companies to make use of it. This doesn't mean that it is easy. But if the products and the markets are selected well, the opportunities are many. Use the Business Forum for business contacts! And be entrepreneurial, take risks for good chances!"

Rainer Engels,
GIZ

"Globally, the higher education landscape is constantly changing, forcing everyone to look for new opportunities and to make strategic decisions to maintain their competitive position. Developing successful strategies for internationalisation and identifying the right partners is the challenge in the years to come. I look forward to possible collaboration with Caribbean institutions."

Thijs Verbeurgt,
Ghent University, Belgium

"Really looking forward to the Business Forum, these networking events are a great way to make new contacts and meet old clients and the programme looks to be an exciting one."

Denzil Phillips,
founder Director DPIL, London.
www.denzil.com

Agro-processing

Despite the relative low levels of cocoa bean production across most of the Caribbean, the region plays a very special and increasingly important role in the global cocoa economy.

Fine flavour cocoa produced in the Caribbean is recognised for its unique flavour and colour. It accounts for 5% of the world's cocoa production and is recognised in only 17 countries in the world – including 6 CARIFORUM countries.

Driven by consumer trends such as quality, health, uniqueness and social responsibility, demand for fine flavour cocoa has been growing rapidly over the past five years, particularly in the more mature markets of Western Europe, North America and Japan. Most major chocolate manufacturers now offer premium chocolate products in their range.

There is increasing focus on dark and specialty chocolate and consequently on the development of the fine flavour cocoa industry. The Forum will focus on how Caribbean cocoa producers can take advantage of these trends, add value to their efforts and seize opportunities.

Spices have been grown in the Caribbean for centuries and Grenada is known as the “spice isle.” More recently, herbs and spices are being incorporated into value added products for the health/wellness sector by several companies across the region. In addition some innovative companies are incorporating natural herbs and spices in a range of products known as “botanicals” in the beauty and hospitality sectors. It is hoped that such products can make inroads in the European market.

Music

Although it is tiny in size, the CARIFORUM region is world famous for its creativity in music. Several global stars hail from Caribbean islands, including Rihanna and Wyclief Jean, to name a few. Bob Marley is still one of the most popular dead artists according to Forbes. There are more than 100 genres of popular music in the Caribbean; the most famous being reggae, calypso, kaiso, soca, zouk, dance hall, meringue, salsa, bachata and reggaeton.

In spite of being renowned for its musical creativity and diversity, it has been challenging for Caribbean music, other than reggae, to successfully penetrate the international market. Various studies have noted that, although there is significant creativity, there are difficulties translating this into attractive products for the global market. Technological changes have also taken the industry by storm and many Caribbean artists have not been able to adjust to digital business models and platforms for music distribution. The strength of Caribbean artists and entertainers lies in live performances.

The CF-EU Economic Partnership (EPA) provides market access for artists and entertainers to enter the EU. The Business Forum will explore strategies for taking advantage of these opportunities as creative persons from the region interact with European promoters, producers and festival organisers.

Higher Education

Higher education is a priority for CARIFORUM States given its potential for social and economic transformation. Tertiary education institutions in the Caribbean have a strong network of partnerships with international higher education institutions and are strategically making new alliances, as well as investing in infrastructure and international marketing to attract foreign students to study in the Caribbean. This would enrich student experience and boost income, thereby allowing even more investment in the growth of the knowledge economy and positioning CARIFORUM as a player in the international market for higher education services.

The region's institutions also offer a wide range of world-class programmes that are accredited by highly reputed universities. It is hoped that the Business Forum will help increase linkages with European and African universities and inform strategies to attract more foreign students to the region.



Key Message from the Beneficiary

There is something special that happens when people from across the world, from diverse cultures and languages, come together to explore greater areas of collaboration and to simply connect. We at the Caribbean Export Development Agency are delighted to welcome you to the 3rd CARIFORUM-EU Business Forum held in the beautiful island of Jamaica to make connections, build your businesses, and increase trade and investment opportunities. As we continue the implementation of the 10th European Development Fund (EDF) programme, we are honoured to host the Forum

with the support of our partners, the European Union (EU), ACP Business Climate Facility (BizClim) and Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH. By coming together, we anticipate a rewarding outcome for the Caribbean private sector as we build capacity and provide networking opportunities for them to engage firms and organisations from Europe, Africa and the Pacific.

Our focus at this year's Forum will be specific to three main sectors: agro-processing (cocoa and herbs & spices), music, and higher education. These sectors provide opportunities for our producers, artistes and institutions to globally position the Caribbean as a region full of potential for trade and exports. Within these countries where size and resources sometimes constrain us, we have discovered a way to capitalise on what we are good at.

The Caribbean produces fine and flavour cocoa that is known for its excellent quality internationally and spices such as ginger and pimento whose potency sets them apart from others grown in various parts of the world. Our music has put us on the global stage and we boast of a strong heritage with the likes of Bob Marley, Lord Kitchener, and the Mighty Sparrow, among others who have delighted international audiences while sharing Caribbean culture with the world. As it relates to our higher education systems, we have strong institutions offering world-class, accredited higher education programmes that attract students from across the globe to our shores. In fact, when it comes to intellectual achievement, the island of Saint Lucia shines brightly with the accomplishments of Sir Arthur W. Lewis and Derek Walcott as two Nobel Laureates.

While the Caribbean has so much to offer, sometimes it is simply being in the right place at the right time that will assist exporters in getting their products and services into the hands of international consumers. We hope that this Forum will create the right environment for Caribbean small and medium-sized enterprises (SMEs) to do business while also gaining from the rich discussions during the various sessions. Once again, the Caribbean Export team wishes you a rewarding experience over the next two days and we are excited to continue to provide platforms to facilitate regional trade and exports.

Pamela Coke-Hamilton

Executive Director, the Caribbean Export Development Agency

About us

The CARIFORUM – EU Business Forum is being hosted by the Caribbean Export Development Agency with the support of the ACP Business Climate facility (BizClim).

About BizClim

BizClim is an ACP-EU joint initiative financed under the 10th European Development Fund (EDF). BizClim aims at fostering a business-enabling environment in ACP countries and regions by improving legislation, institutional frameworks and financial measures relating to the enabling environment of the private sector. (www.bizclim.org)

Economic and trade partnerships are one of the pillars to the Cotonou Agreement between the European Union and ACP States. Recognising the private sector as an integral partner in development, the Agreement complements the integrated EC strategy for private sector development (PSD), offering a unified approach to delivering policies and programmes to support the private sector.

The ACP Business Climate Facility takes a further step forward in PSD strategy and policy development in the ACP countries. Its emphasis is on promoting environments within which the private sector can grow. Within this context, the Facility focuses on fostering an enabling environment in which it can play a major role.

About GIZ

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is a federal enterprise that supports the German Government in achieving its objectives in the field of international cooperation for sustainable development. (www.giz.de)



For more information on the
event please visit the event's
website - (www.cariforum.eu) or
contact Caribbean Export at
info@carib-export.com

www.cariforum.eu