

A map of the Caribbean region is displayed on a dark blue background with a grid of latitude and longitude lines. The map shows the outlines of the Caribbean islands and surrounding landmasses. Countries labeled include Bahamas, Haiti, Dominican Republic, Belize, Jamaica, St Kitts and Nevis, Antigua and Barbuda, Dominica, St Vincent & the Grenadines, Grenada, Barbados, Guyana, and Suriname. The text is overlaid on the map.

# Promoting Services Sector Exports and Innovation: *Experiences from the Caribbean and the Regional Response*

# Regional Multi-Layered Approach

- Work to shift the policy dialogue (make services a priority)
- Encourage public-private sector dialogue to secure the right business environment for services trade to flourish
- Provide appropriate tools and platforms for enhancing the export of services from the region

# A. Shifting the Policy Dialogue

- Hybrid economies (contribution and relevance of non-tourism services)
- Putting services on the formal policy agenda at the national level (sports tourism (Built-to-Last documentary); medical and educational tourism; creative industries; spa & wellness as a part of tourism product offering)
- Negotiating Mutual Recognition Agreements (e.g. architectural and engineering services)

## B. Encouraging Public-Private Dialogue to Achieve the Right Business Environment

- Support for Regional Network of Services Coalitions & role of National Coalition of Services Industries
- Building institutional capacity of TPOs and BSOs (business support organizations) within/across region to promote services exports
- Strengthening linkages between services and other sectors (i.e. with tourism, agriculture, manufacturing, etc.)

# C. Promotional Efforts & Programs

- Development and provision of sector specific road-maps for exports
- Building brand value perception
- Providing practical and effective platforms for reaching markets (Design Caribbean, London Engage, etc.)
- Direct Assistance (financial grants and technical support for B2B matchmaking, etc.)

# Summary

- Efforts geared towards shifting the export performance of the region in terms of export earnings and employment thereby illustrating the role of services in economic performance of CARIFORUM countries;
- It is private sector development focused (enterprises – SMEs- are the ultimate beneficiaries); and
- Recognizes the importance of role of national agencies and institutions and works to build their capacity to effectively develop and promote services trade



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