



**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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