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