BRINGING DOWN THE BARRIERS –
CHARTING A DYNAMIC EXPORT DEVELOPMENT
AGENDA

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The Dominican Republic
Background Country Report

WINNING NATIONAL STRATEGIES
FOR EXPORT DEVELOPMENT

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THE DOMINICAN REPUBLIC HAS BEEN ESTABLISHED “THE WINNING NATIONAL STRATEGY” SUPPORTED IN THE MAIN FOLLOWING OBJECTIVES:

- Develop and strengthen export offer/studies from products requirements in the foreign markets.
- Intensify export promotion / CountryBranding Program Campaign.
- Develop new international markets and niches
- Fortify export companies with support programs

IN ADDITION, WE HAVE IMPLEMENTED THE FOLLOWING ACTIONS:

- Encourage cluster development
- Sectorial technical assistance
- Strengthen region and external offices
- Develop training programmes in foreign trade issues
- Participation in international events, such as: fairs, exhibitions and trade missions.

CEI-RD.PROFILE
Strategy and the TPO – Need for a Strategy
Best Practices

- Only one leader institution
- Strong coordination in the actions regarding:
  - Production-Technology, Encourage and Export Promotion
- Close coordination between Investment Promotion and Export Promotion
- Take advantage of Action-Synergies, such as: Country Image, Country-Branding and Commercial-Representative.

MARKETING / Best Practices

- Reduction of priority markets
- Focalized market-product
- Flexibility for movement between markets (Outsourcing/ Off Shoring)

SERVICES / Best Practices

- To increase added value to the exports products for the customers.
- To establish instruments, such as: fairs and shows, missions and commercial information.
- Applications of instruments for the competitiveness development.
- New wave of instruments of commercial promotion such as: Round Tables Business, Export-Portal (e-Learning / e-Commerce) / Foreign Markets; Fair-Trade, Country-Branding Program Campaign.

- Excellent quality of human resources.
- Implementation of programs to promote cooperation between enterprises inside and outside of the country.

THE NEED FOR A STRATEGY

The vision and course of action in terms of economical and commercial policies that have been posed by the Dominican Republic Central Government planned by the President, Dr. Leonel Fernandez Reyna is as follows:

- Increase exports.
- Attract a large flow of foreign direct investment (FDI).
- Generate 100,000 direct employments in sectors of high added value, which will contribute to the development of the country’s productive and technological base and generate currency flow.
- Define a clear promotion policy and international insertion, with specific goals to be accomplished with the functions assigned to the institution.
- Position the country as the best destiny of the region for investment attraction.
- Based on the people motivation, commitment and willingness to learn.
- The use of innovative technology.
- The existence of the highest environmental standards and the strengthen of its educative infrastructure, among others.
- To identify and fortify national sectors and markets to promote and search out for flows of investment toward the Dominican Republic.
- Coordinate the proper communications channels to ease the investors decision process.
Stream the country modernization throughout massive programs with other Official Agencies, in the fields of science and technology, among others.

- Human Resources Trainings.
- The design of Export Plans.
- Identify priority sectors to be developed, in order to gain new markets and create potential products intended for export.

CEI-RD is the Institution in charge of promoting the export offer:

- Training Human Resources in Foreign Trade issues;
- Giving direct assistance in the designing of corporative Export Plan;
- Identifying the priority export sectors to foster their growth, developing potential products and enhancing the actual ones to penetrate and gain new markets in the export activities.

Main Activities

- To promote and present International Community the Dominican “Export Offer” throughout Fairs, Expositions and Commercial Missions.
- Trade Point facilities for e-commerce and trade opportunities.
- Export transactions and expedition of Certificates of origin and Trade Preferential Agreements (One Window).
- National and Free Zones Export Statistics (also historical and annual Bulletins)
- Information on Commercial Exchange with different Countries.
- Exporters Directory.
- Reports on Crops, Products, Group of Products.
- Periodic Analysis on International Markets Trends.
- Preparation of important Information and Special Studies.
- Publications about Foreign Trade and Export Affairs.

Programs and Projects to Support Export Sector

- **Project on Advantages of IT.**
- Program of Reinforcement and Installation of Regional offices.
- **Program of Reinforcement and Installation of new office branches abroad.**
- Establishing international contacts with specialized institutions for
- **Positive Impact Program on Standals: ISO-9000/ 14,000 / 17,025.**
- **PRO-Export-Pymes Program**
- Project “Ethnics Products Promotion Strategy”.
- **Program of Degree in Management in Intl. Business and Foreign Trade Development.**
- Business Expansion Program.
- **TradeFair Program**
- **Platform Project for Agriculture/Agribusiness-Export.**
- **Export-Portal: (e-Learning/e-Commerce)**
- Trade Point Program for SME’s Support.
- **Quality Control and Marketing Program to support Agribusinesses.**
- Infrastructure Creation Project: **Clusters Program.**
- **CountryBranding Program Campaign.**
- **Grants Programs and Financial support to entrepreneurs companies with high added value products.**
- Export Promotion Program. (Fairs,Shows and Trade Missions)
- **Foreign Trade Training Program**

Technical Assistance to Prioritary Sectors such as: **Food and Beverages, Cultural Goods, Industrial and Services.**

Relations with National and International Institutions

- Public Institutions
- Ministry of Industry and Commerce (SEIC)
- Ministry of Foreign Affairs (SEREX)
- Ministry of Agriculture (SEA)
- Ministry of Environmental Affairs
- Competitiveness National Council (CNC)
- Tech Institute of the Americas (ITLA)
- Customs General Direction (DGA)
- Private Organizations
- Different kinds of private institutions, such as: Chambers of Commerce, Exporters Association, Universities, Agricultural Boards, Research Organizations, related Councils, and so others.

- International Organizations:
- Foreign Chambers of Commerce.
- Trade Support Institutions and Import Promotion Organizations, such as The World Bank, The EU Commission, CBI, UNTACD, ITC, USAID, JETRO, GTZ, OEA, JICA and others.
- Foreign Affairs Ministries from different countries.
- CEI-RD Homologous Institutions.

CONCLUSION

From my point of view, a "WINNING NATIONAL STRATEGY" must be the leader and implemented to be capable to:
Coordinate Trade and Investment Promotion Activities in the Country and Should Fulfill the Following Requirements:

- Be Clear, Transparent and Profitable for all the Export Sectors from the Country
- Have an Appropriate National Strategy Plan (Monitored all the time)
- Count with an adequate Legal-Frame: Capable, Functional and Permanent in the long time
- Have available an important electronic system to establish: technical training and commercial program, such as: Export-Portal (e-learning / e-commerce)
- Count with an Electronic Export Process (Sivucex)
- Posses a TPO with Personnel well-trained and experienced at all levels.
- Have an effective control of the Commercial Offices Overseas.
- Count with Good and Suitable Installation and Infrastructure, such as technology, regional and foreign offices, proper equipments, etc.
- Financial resources to comply with Forecasted Annual Program.
- Good relationship with public and private sectors, as well as, International Institutions and Foreign Governments that offer support in terms of technical assistance with the different programs/projects related to International Trade.
- We need Agriculture Insurance.
- Application of Export Credit Insurance.
- To Implement Factoring System.
- To Establish Country-Branding Program Campaign.