

Are regional TPOs an aid to national TPOs' trade promotion efforts?

**Caribbean Export Development
Agency (Caribbean Export)**

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EXPORT

Caribbean Export Development Agency

- International organization that belongs to 15 countries in the Caribbean
- Headquarters in Barbados and Subregional Office in the Dominican Republic
- Mandate for trade and investment development and promotion
- National TPOs are key counterpart in each member states
- On going efforts to strengthen national organizations and promote a regional approach to several key strategic objectives
- Establishment of the CARIBIS Network
- Funding by member states, donor programmes and revenue of sales of certain services

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EXPORT

The regional approach

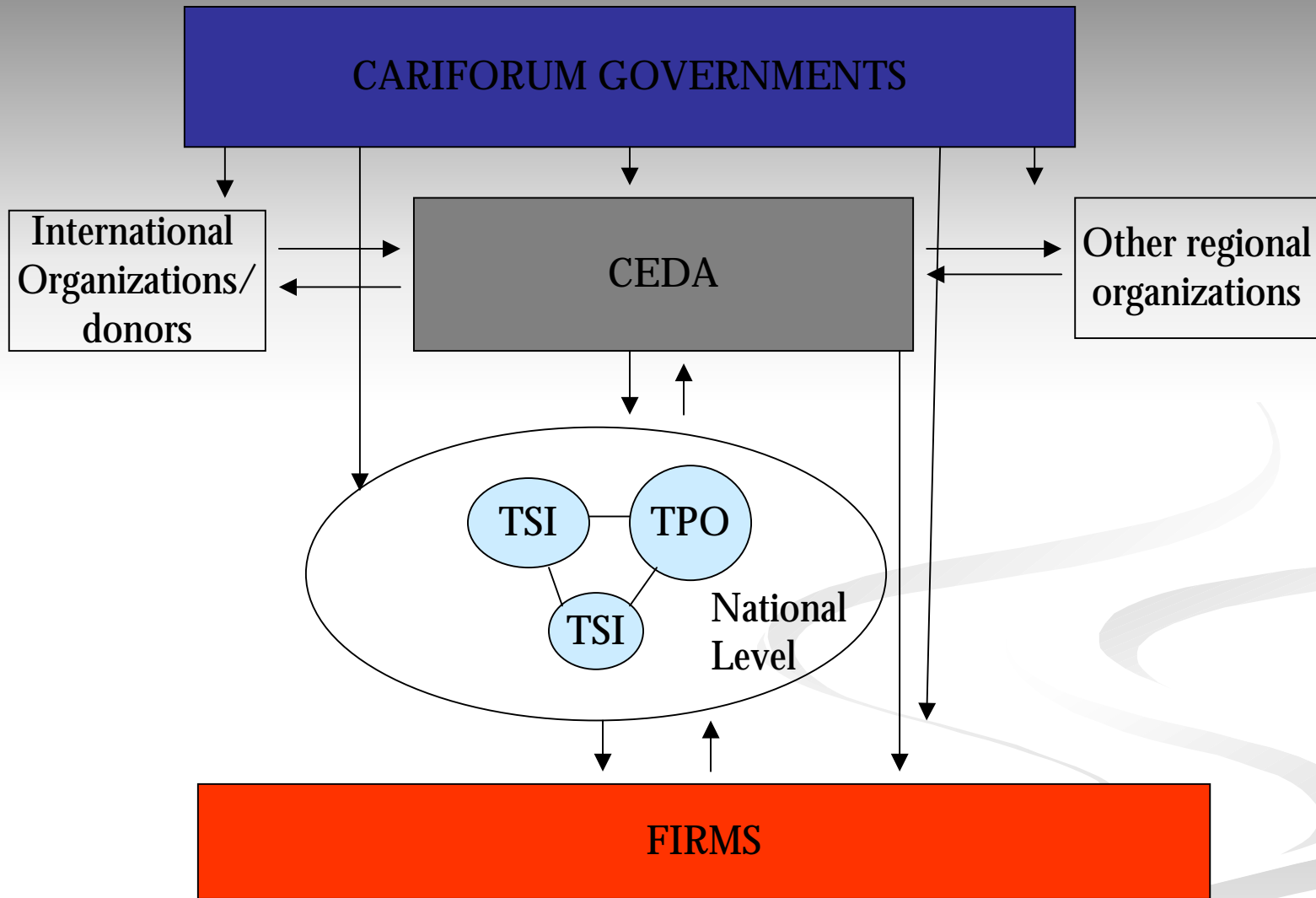
- First it really needs to be truly regional
- Works better in regions which have common collective objectives and legal framework
- A regional TPO as catalyst, promoter and supporter for networking and capacity building
- Makes international cooperation more efficient
- Ensures balance among members
- Public-private partnership needed (TPOs/TSIs)
- It should add value to national initiatives

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Regional approach, new order, new advantages: Caribbean experience

- Caribbean Region: regional integration process
 - CARIFORUM
 - OECS Single Economy
 - CSME (Caribbean Single Market and Economy)
 - CARICOM-DR and CARICOM-Cuba FTAs
- Some challenges being addressed at regional level
- Interactions with other key regional players



Challenges

Regional approach for assistance to national TPOs

Market intelligence and trade information is the service most delivered by TPOs.
Constraints: ICT tools, access to value added information, cost of this information

- ◆ Collective databases
- ◆ Value added information
- ◆ Joint technology/cost saving
- ◆ Joint revenue generation

Regional integration process, trade agreements

- ◆ -Key operational support to the process
- ◆ - Higher impact of donor initiatives and funding

Human and other resource limitation

- ◆ -Joint training
- ◆ Cost saving
- ◆ Levering instruments from big to small TPOs
- ◆ Innovation approach

Public-private partnership needs to be sustainable

- ◆ Ability to take national programmes, regionally
- ◆ Higher goals avoid some turf matters

Conclusion

- Joining efforts in a more coordinated way through a regional TPO increase representation and synergies
- Model important for trade agreements framework
- Cost/effective when avoids duplication, increase capacity and cooperation