

## Summary of Activities by Project Result Areas

PRODUCT DESIGN & DEVELOPMENT (Component 1)	MARKETING & BRANDING (Component 2)	INSTITUTIONAL STRENGTHENING (Component 1, 2, 3)
<b>Activity 1:</b> Development of product line to be launched at Design Caribbean	<b>Activity 1:</b> Launch of a rebranded Design Caribbean	<b>Activity 1:</b> training seminars and portfolio development in two broad areas: product development and marketing and promotion
<b>Target:</b> producers/enterprises selected from 8 countries (target range 40-60)	<b>Target:</b> Regional and International buyers and sellers	<b>Target:</b> CE, national support institutions,
<b>Activity 2:</b> Development & launch of the design award competition	<b>Activity 2:</b> e-marketing platform developed	<b>Activity 2:</b> country study (T&T) & training on data collection, analysis, dissemination
<b>Target:</b> Caribbean designers	<b>Target:</b> regional and international buyers	<b>Target:</b> Statistical bureaus, TPOs, sector associations, policy makers...
	<b>Activity 3:</b> development of a longer-term Export Marketing Strategy for Design Caribbean	<b>Activity 3:</b> promotion of partnerships and alliances
	<b>Target:</b> Caribbean Export, sector producers, policy makers	<b>Target:</b> CE, national support institutions, UWI, private sector