Economic development through culturally-inspired creativity and innovation.

7th WORLD CONFERENCE OF TRADE PROMOTION ORGANISATIONS
October 12 - 14, 2008
ABOUT JAMAICA TRADE & INVEST (JTI)

› JTI is Jamaica’s export and investment promotion agency formed in 1988 to stimulate, facilitate and promote the development of trade and investment in key sectors of the island’s economy;

› Staff complement = 90

› Mission of JTI is to achieve the following high level goals:
  - An enabling business environment
  - Enhanced competitiveness of the nation
  - Sustained robust economic growth
  - High quality job/wealth creating investments
  - highly differentiated high value niche exports
Areas of Achievement – TPO Award Application

› Provision of new TPO Services & Products
› Client oriented focused approach & enhancement of export capacity
› Contribution to business advocacy
› Leveraging information and communications technology
Areas of Achievement: Provision of new TPO Services & Products

› **Buyer Recruitment Programme** – developed as part of a national legacy strategy (around 2007 World Cup Cricket) with the objective to build significant business relationships with key players in the traditional and emerging markets. **Specific Outcomes** included:

- Matchmaking meetings between international buyers and local suppliers
- Exposure of local companies and their products
- Culinary demonstrations and taste testing
- New supply contracts with overseas distributors
Provision of new TPO Services & Products

Export Centre & Business Information Points

- Export Centre (ECs) – aimed at providing a range of export related advisory services and export development tools while the Business Information Points (BIPs) are virtual and physical offices established island-wide to give micro, small and medium sized enterprises (MSMEs) access to a range of standardized and value added business information to enable effective business decisions so as to increase performance and profitability.
Provision of new TPO Services & Products

› **Caribbean Business Opportunity Service (CBOS)** - business-matching website portal, to empower companies to take advantage of business opportunities arising from the hosting of major projects or events (locally & overseas).

› **Cluster and Linkages Initiatives** – establishment of a Cluster & Linkages Department in late 2007, which has developed a clustering strategy encompassing the establishment, support, monitoring and evaluation of industry-based clusters.
Client Oriented Focus & Enhancement of Export Capacity

A well defined suite of specialised services have been developed to address the needs of the export community. These include:

- Execution of market penetration activities
- Establishment of a Corporate Finance Broker Unit (CFB) to assist MSMEs to access relevant financing for their business development needs.
- Mobilising technical assistance from the int’l donor community
- Matchmaking activities
- Enterprise rating and upgrading
Contribution to Business Advocacy

- **National Competitiveness Enhancement** – policy advocacy activities undertaken through the work of the Target Growth Competitiveness Committee (TGCC) which is mandated to enhance the competitiveness of Jamaican MSMEs by providing information to the sector, through ground-breaking research, and policy advocacy initiatives.

- **Exporter Access Monitoring Network (EAMN)** - the EAMN portal allows exporters to electronically log barriers to trade that they have identified as needing urgent attention of various Ministries and agencies involved in the trade facilitation process.
Contribution to Business Advocacy

› **Trade Facilitation Benchmarking** – an assessment of Jamaica’s trade facilitation efforts against best practice countries and international standards which led to the development of a strategy to address the gaps identified in the report.

› **Business Approvals Processes Defined** - proper mapping of the business approvals processing, including highlighting bottlenecks that needed to be removed in order to simplify the business approval process.
Use of Information Technology

- Continued development of e-government initiatives especially as it relates to improvement in trade facilitation.

  – jExporter.com

  – Trade Point Jamaica
THE END