



**JAMPRO**  
TRADE & INVESTMENT JAMAICA



TPO NETWORK  
WORLD CONFERENCE & AWARDS 2010

# **BUILDING EXPORT SUCCESS**

## **The Case of JAMPRO**

October 14, 2010



# ABOUT JAMPRO

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JAMPRO's mandate?

Trade & Investment Promotion and Facilitation

Who We Serve

Registered exporters; aspiring exporters & export ready enterprises; Investors (domestic & foreign)

Target Sectors

ICT; Agribusiness; Creative Industries; Services; Tourism; Mining and Energy

Situational Context

The Organisation has had to respond to recent developments within the global economic environment and domestic landscape



# NEEDS IDENTIFICATION

- Private Sector needs assessment completed to inform the development of an overarching programme to improve the competitiveness of MSMEs
- Client surveys: inactive exporter survey; export capacity survey; annual client satisfaction surveys
- National Export Strategy (NES) Consultations
- Scheduled consultations with Trade Support Network



# PRIORITIZATION AND SELECTION OF SERVICES

Process	Examples of Services Developed
<ul style="list-style-type: none"> <li>• Interpretation and analysis of needs</li> <li>• Assess alignment with JAMPRO's mandate and resources</li> <li>• Review services of other Business Support Providers to determine gaps</li> <li>• Assess &amp; monitor potential impact on export sales</li> </ul>	<p><b><u>Programmes/Services Developed (past 4 years)</u></b></p> <ul style="list-style-type: none"> <li>• Export Centres &amp; Business Information Points</li> <li>• Enterprise Diagnostics and Assessments (ITC tools)</li> <li>• Financial and management support services</li> <li>• Cluster &amp; Sector Initiatives</li> </ul> <p><b><u>New Programmes/Services Introduced (past 6 months)</u></b></p> <ul style="list-style-type: none"> <li>• Minister's Exporter Forum series "Lets talk Exports"</li> <li>• Step by Step Guide to Exporting workshop series</li> <li>• Capacity building workshops for Exporters to address specific needs</li> <li>• Enhanced Buyer Recruitment Programme for Jamaica Expo</li> </ul>



# IMPROVING THE PROCESS

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- Operational Restructuring
- Intensification of Client Servicing activities
- Improvement to CRM technology
- Enhancement of communications tools:
  - SMS technology
  - Interactive web-site
- Programmes under development:
  - ✓ G-30 Enterprise Export Development Programme
  - ✓ One Stop Shop Facility
  - ✓ JAMPRO Business Hub
  - ✓ New Market Assessment initiatives

Jamaica Promotions Corporation (JAMPRO)



# LESSONS LEARNT

## THE IMPORTANCE OF:

- Deepening and strengthening strategic partnerships/alliances
- Staying close to client base on a consistent basis
- Continuous assessment of developments in global & regional markets
- Engagement of key stakeholders in trade support network in strategic planning (NES)
- Separation of Export Promotion and Export Development functions
- Flexibility of Organization to address new needs identified within the export community



THANK YOU