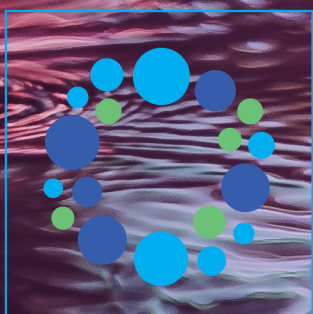


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EMPOWERING THE SERVICES SECTORS OF GRENADA



GCSI

GRENADA
COALITION
OF SERVICE
INDUSTRIES

EMPOWERING THE SERVICES SECTORS OF GRENADA

Services Go Global 2019- The Road Map for Exporting Services

This regional training program was held over a period of 5 days at the Grenada Youth Center. It was facilitated by one of two certified trainers in Grenada, Mrs. Josanne Benjamin from March 18th - March 22nd, 2019 and was sponsored in part by Caribbean Export Development Agency (CEDA).

There were a total of 8 local, unique service entities participating with a total of 11 individual participants.

The engaged business entities were -

1. Grenada Chocolate Company
2. Princess Embroidery INC.
3. Sonover
4. Rainbow inn Guest House in Grand Bras
5. Remax grenada
6. C V H & Associates Architects Engineer & Project managers
7. Embrace the Dawn Coaching and Consulting
8. Nation to Nation Outreach Worldwide, INC.



This Issue:

Services Go Global- The Road Map for Exporting Services

Cultural and Creative Industry Workshop- Trinidad

Association Building

National Implementation Coordinating Team (NICT) meeting

GCSI Services Expo 2019 - Preview

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This training program is regularly carried out throughout the CARIFORUM countries. This training program was commissioned by Caribbean Export Development Agency - CEDA, Global Links being the the company/body trusted with the assignment to create the material, ensuring that a training program of this kind, specifically geared to the CARIFORUM, existed. With the region's growth being a prime aim, CEDA has taken the responsibility to ensure that the training is carried out successfully within the region. This is in an attempt to enhance the quality of services offered within the region, therefore, making our region one that is competitive on the International playing field.

The four stages covered in this training program included -

- Preparing your business
- Conducting Market Research
- Developing a Marketing strategy
- Entering the Market

These topics were well received by participants, as they acknowledged the need to develop a practical Export plan that would be employed to guide their business to enter international markets with methodological strategies, that would increase their chances of success within the market. One participant commented- "we need to make a deep research into our company to see the weaknesses and strengths". Another indicated - "Joint ventures with other companies would be needed in order for me to qualify for larger jobs on the international markets, I need to work on being a part of a global value chain".

Thus, it can be seen that the training has had positive effects in the way that service providers think. Helping them to see the importance of thinking global not local.

This training program, while done on a small scale in Grenada, has been, for the past 4 years, an effective tool in empowering the services sectors of Grenada. Hence, the GCSI will continue in its effort to host this training annually.



SGG Training 2019

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Cultural and Creative Industry - Trinidad, 27th -28th March, 2019

Caribbean Export Development Agency (CEDA) has always been highly committed to the development of the Services sector within the Region. As such, they seek to facilitate the participation of sector stakeholders in various regional and international platforms that will be both beneficial to stakeholders', individual business development, and the Region's overall services industry.

As such Caribbean Export in conjunction with Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH and Trinidad and Tobago Coalition of Services Industries (TTCIS), hosted a workshop for the Cultural and Creative Industries, exclusive to the following sectors:

Fashion, Music and animation.

Support was given to 20 persons from the CARIFORUM region to participate in the workshop which was held in Trinidad from 27th to 28th March, 2019. The GCSI was charged with the responsibility to advertise this event in Grenada and thereafter, select three participants.

Successful participants were-

Jessie-Ann Jessamy of Nutmeg Design Company Ltd,
Edith J Isaac of Digital Connections
Wayne Green (unable to attend at the last minute)



Image Sourced on TTCIS Facebook Page

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Attendees benefited from areas such as:

- Export readiness
- Product development
- Creating a unique value proposition,
- Branding and marketing,
- Pricing,
- Quality and standards,
- Intellectual Property
- Opportunities under the EPA,
- An introduction to export planning (SGG overview)

When asked how they would describe their experience in one word, they indicated that it was “fruitful” and “informative”. Some participants also indicated that -

‘The workshop allowed the opportunity to gain knowledge to reach outside of Grenada and in turn grow my Business ,network, and collaborate”, it also gave participants the ability to, “learn about current trends and opportunities for creatives within the region”.



Image Sourced on TTCSI Facebook Page

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Association Building - Forming New IT Association

GCSI came together with individuals within the ICT sector with the aim of building the industry, sector and individual businesses and persons carrying on within this sector. It was suggested and decided that an organized body will suit and fit into what they will like to see happening within the sector and thus the forming of an Association was the starting point in the process.

This process started with the first meeting taking place on Wednesday 19th September, 2018, where it was agreed that the four interested persons/organisations have similar interests in how they wanted to see the sector progress.

The meetings following, it was noted that two other associations already existed and it was a good idea to look into the activities of those associations for best fit for those present at the meeting.

Of the two associations, namely GITA (Grenada IT Association) and ITAG (IT Association of Grenada), only ITAG was readily contactable. However, upon further investigations of their Bye-Laws and attending one of their meetings, it was decided that it was not what the new IT Association desired, to have as their foundation , therefore a new Association will be formed.



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Association Building - Forming New IT Association

It was also agreed, that the activities of the new Association will be kept to a minimal for the first year, consisting of:

Finalizing of the BYE-Laws for the new Association,
Suggestion and agreement on a name for the new Association and
They will engage in the activities of GCSI (Services Expo 2019 and Services Week)

The new Association had to be formally registered and thus, GCSI offered its secretariat services for this.

Four meetings were held at which a name was decided upon, the name search and reserve was completed (by the GCSI) and the name given, “Grenada Information and Communication Technology Alliance (GICTA)”. Then the incorporation documents together with payment, which came from the current persons/members and GCSI was next in the process, which is where we are at currently.



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Representation

National Implementation Coordination Team (NICT)

The Government in its quest to develop the export potential of Grenada, increase opportunities and close the gap between the export and import bill, entrusted the Ministry of trade to form a committee of players that can contribute to the development and success of its National Export Strategy (NES). This strategy covers a five (5) year period from 2017 to 2021. The National Export Strategy (NES) for 2017-2021 was launched on 27th July 2017 and a committee was formed for the implementation of the ideas and an Action Plan was developed as a guide to ensure objectives were completed. This committee was called “National Implementation Coordinating Team” (NICT).

The action plan focuses on six (6) priority areas/sectors:

- Agriculture & Fisheries
- Creative Industries
- Professional Services – GCSI
- Health & Wellness
- GIDC
- NTA

The GCSI was made responsible for working with the Ministry on the Professional Services Sector and reporting back to the committee on the progress of those plans within the sector.



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To achieve the desired results from those priority areas, objectives were further established. For GCSI, those objectives outlined were:

- Improved access to and lowered costs of working capital;
- Development of a database of services sector skilled personnel - for policy and expansion plans;
- Development of a database of detailed statistics on services trade in Grenada;
- Aggressive pursuit of consortium relations with firms from major trading partners with which Grenada has concluded agreements relating to trade in services;
- Establishment of an effective GCSI Secretariat.

Those objectives were further broken down.

The NCIT has held three meetings so far.

GCSI remain on track but slow moving.

We will continue to partner with the Ministry.

See copy of the National Export Strategy:

<https://drive.google.com/drive/u/1/folders/1vQ7uD-CgCprS1mGaNsCEJyRzEhpjNaNI>



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Services Expo 2019- 'Your Potential, Our Passion'

Services Expo is the ultimate services exhibit hosted in Grenada, by the Grenada Coalition of Service Industries. This forum allows for an innovative and creative way to advertise and promote the services that Grenada has to offer.

2019 would be the third annual hosting of the event. It would be held from July 18th -July 19, 2019 at the Grenada Trade center (the central venue for the expo since 2017), under the theme, 'Services - your Potential our Passion'. The 2018 expo had some 34 service providers displaying their services, and in 2019 the intention, based on past response to the event would be to feature some 50 local and unique booths.

In previous years the expo had participants from sectors such as:

- Financial
- ICT Coding
- Medical
- ICT and E-Learning
- Animation and graphic design
- Business and personal coaching
- ICT Application creation and design
- Aviation and transport
- Event planning
- E-child care



This year it is our aim to build on the variety of service providers that would be present at the expo, this would allow attendees to broaden their scope and understanding of the types of services that are available in Grenada. It is also an opportunity for service providers to gain exposure and promote the talent and services that they offer locally and in some cases regionally.

For more information on being a participant or sponsor -
<https://mailchi.mp/03a0cde5956a/servicesexporegistration2019>

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**For More Information On the
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