



Promoting Trade and  
Investment Globally



# Branding and Labeling: Key Strategies for SIDS - The CARIFORUM Experience -

Escipi3n OLIVEIRA GOMEZ - Fiji, July 2015



*Caribbean Export, established in 1996, is the trade development and investment promotion agency of the 15 CARIFORUM States.*

*Its Board of Directors is appointed by each State. The Agency reports to the CARIFORUM Council of Ministers, which appoints the Executive Director and Deputy Executive Director.*

***Mission:** To enhance the competitiveness and value of Caribbean brands through the delivery of transformative and targeted interventions in export development and investment promotion.*

# Caribbean Export and the European Union

*Caribbean Export is proud to partner with the CARICOM Secretariat and the European Union in promoting the sustainable development of the CARIFORUM States.*

*The Agency implements European Development Fund programmes, which seek to “contribute to the gradual integration of CARIFORUM countries into the world economy, enhancing regional economic growth and by extension alleviate poverty.”*



# CARIFORUM- Gateway to the world

*15 Countries*

*26.2 million persons*

*5 Official languages*

*10 Free Trade Agreements*

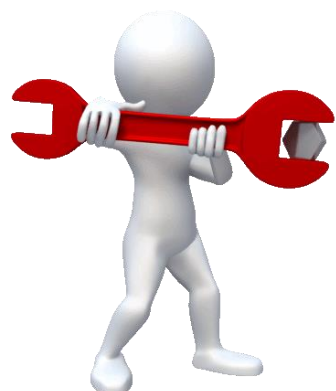
*Preferential access +/- 1 Billion consumers*

**One Heart**





*“IMF trims growth forecast for Latin American and Caribbean to 1.3% in 2014 and 2.2% in 2015”* (<http://www.imf.org>)



## Latest IMF projections

(real GDP growth, annual percent change)

	Projections			
	2012	2013	2014	2015
Antigua and Barbuda	3.6	1.8	1.9	1.7
The Bahamas	1.0	0.7	1.2	2.1
Barbados	0.0	-0.3	-0.6	0.5
Dominica	-1.1	0.8	1.4	1.2
Dominican Republic	2.7	4.6	5.3	4.2
Grenada	-1.8	1.5	1.1	1.2
Haiti	2.9	4.3	3.8	3.7
Jamaica	-0.5	0.2	1.1	1.8
St. Kitts and Nevis	-0.9	3.8	3.5	3.2
St. Lucia	-1.3	-2.3	-1.1	1.4
St. Vincent and the Grenadines	1.5	2.3	1.7	2.6
Trinidad and Tobago	1.2	1.6	2.3	2.1
<b>Latin America and the Caribbean</b>	<b>2.9</b>	<b>2.7</b>	<b>1.3</b>	<b>2.2</b>

# CARIFORUM context: Negative Trade Balance

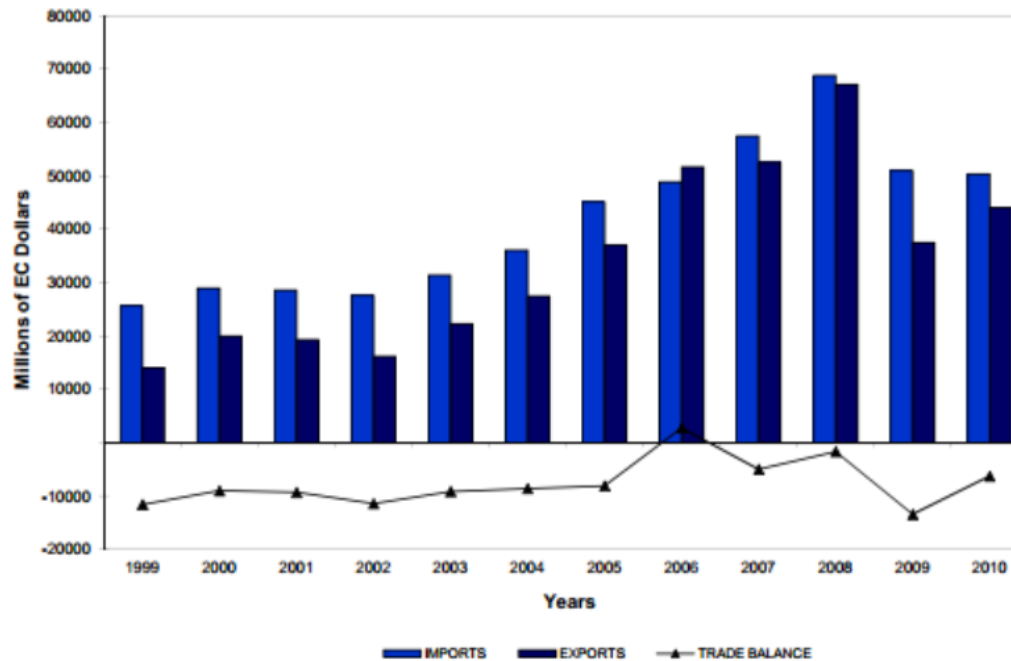
## European Union, Trade with ACP - Caribbean Countries

### Key Figures

Source: <http://trade.ec.europa.eu>

Indicator	Unit	Period	Imports	Exports	Total trade	Balance
Last year	Mio euros	2014	4,524	5,749	10,273	1,225
Share in EU trade	%	2014	0.3	0.3	0.3	
Annual growth rate	%	2013 - 2014	-13.8	-5.1		
Annual average growth rate	%	2010 - 2014	1.8	0.5		

Figure 1.1: Balances of CARICOM's Total Trade: 1999-2010



*“In 2013 CARIFORUM ran a trade deficit with the EU of some €0.8 billion.”*

<http://ec.europa.eu/trade>



Source: CARICOM's Secretariat

# CARIFORUM context: Economies in Transition

## Agriculture Share of GDP

source: <https://www.quandl.com>



Countries	Level	Year	~5 Years ago	~25 Years ago
Antigua and Barbuda	2.28%	2013	1.75%	3.99%
The Bahamas	1.98%	2013	2.06%	2.34%
Barbados	1.47%	2012	1.61%	6.48%
Belize	15.34%	2013	12.79%	20.39%
Dominica	17.17%	2013	14.89%	23.98%
Dominican Republic	6.32%	2013	6.62%	14.91%
Grenada	5.61%	2013	5.28%	15.45%
Guyana	21.92	2013	23.97%	39.92%
Haiti*	24.1%	2013	28% (2004)	50% (1950)
Jamaica	6.72%	2012	5.65%	9.2% Source: FAO
Saint Lucia	3.06%	2013	4.22%	13.35%
Saint Kitts and Nevis	1.68%	2013	1.39%	7.75%
Saint Vincent and the Grenadines	7.12%	2013	7.07%	16.99%
Suriname	7.01%	2013	8.44%	9.79%
Trinidad and Tobago	0.62%	2013	0.62%	2.64%



# CARIFORUM context: Importance of Tourism

Countries	Tourists 2014	Population	% of tourist
	Source: CTO	Source: Wikipedia	to pop.
Antigua and Barbuda	249,316	89,018	280%
The Bahamas	1,421,860	316,182	450%
Barbados	519,598	287,733	181%
Belize	321,217	327,719	98%
Dominica	81,472	73,126	111%
Dominican Republic	5,141,377	9,445,281	54%
Grenada	133,521	109,011	122%
Guyana	205,824	741,908	28%
Haiti	465,174	9,801,664	5%
Jamaica	2,080,181	2,889,187	72%
Saint Lucia	338,158	162,178	209%
Saint Kitts and Nevis	104,730	50,726	206%
Saint Vincent and the Grenadines	70,713	103,537	68%
Suriname	251,611	560,157	45%
Trinidad and Tobago	412,537	1,226,383	34%
<b>Total</b>	<b>11,797,289</b>	<b>26,183,810</b>	<b>45%</b>







- ② *Fierce competition in small national markets;*
- ② *Lack of adequate human resources;*
- ② *Harsh financing conditions;*
- ② *Insufficient infrastructure and institutional framework;*
- ② *Expensive and unreliable energy and transportation;*
- ② *Low product recognition and appeal;*
- ② *Difficulty in competing in world market (price, quantity, packaging, standards, distribution, market knowledge...);*
- ② *Difficulty in travelling to markets - visa issue;*
- ② *Out-dated and/or unsuitable technology;*
- ② *Economic and Environmental vulnerability...*

*Globalisation has changed the way people live. Innovations have shrunk the dimensions of time and space. Fierce competition at home has coupled with the loss of preferential access in traditional markets, challenging our SMEs to find innovative solutions.*



*We need to re-establish our competitiveness using that “Je ne sais quoi” that defines us; forging strategic alliances and supplying unique products and services worldwide.*



# Converting “The Caribbean” into brands

*Strong brands reduce sales volatility.*

*The Caribbean is recognized as a good place to live in. Our task is to capitalize this positive image exploring our culture, history, heritage, identity and landscape to develop appealing brands.*

*Translating “where”, “what” and “how” into authentic stories articulated to targeted consumers.*





# WHERE, WHAT, & HOW are crucial to competitiveness

**WHERE:** Market segments in which we have a competitive advantage: niche, luxury, fair trade, organic, diaspora, healthy... Need to know and understand the trends and expectations of target markets.

**WHAT:** The products we offer, not competing on prices or quantity but in quality and specificity. Adapt our products to the needs of target markets: labeling, packaging, taste, standards...

*Sell a story, provide a dream!*



# WHERE, WHAT, & HOW are crucial to competitiveness

## HOW:

- 💡 *Enhancing national/regional business climate;*
- 💡 *Improving access to finance;*
- 💡 *Promoting exchanges of best practices;*
- 💡 *Developing tailored capacity building initiatives;*
- 💡 *Adapting products and labeling to market specificities;*
- 💡 *Developing own brands and geographical indicators;*
- 💡 *Obtaining certifications: organic, fair trade, ISO, wildlife friendly;*
- 💡 *Fostering R&D with technical centers and universities;*
- 💡 *Promoting industry wide cooperation: clusters, associations...;*
- 💡 *Creating regional value-added chains by fostering cummulation;*
- 💡 *Investing in productivity, logistics, energy efficiency;*
- 💡 *Linking SMEs to tourism, sports and cultural industries...*





# The Caribbean is: Paradise



CARIBBEAN  
**EXPORT**  
DEVELOPMENT AGENCY





# The Caribbean is: History

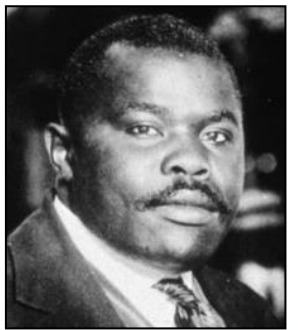
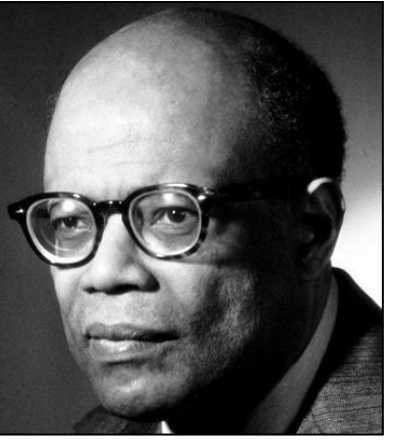
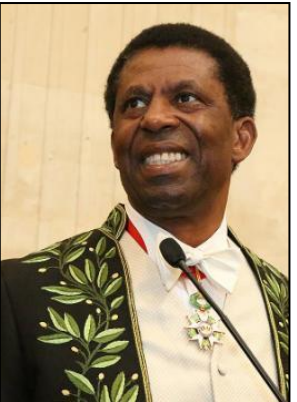
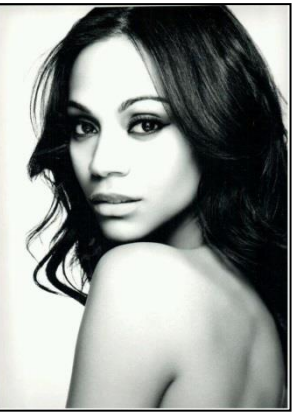
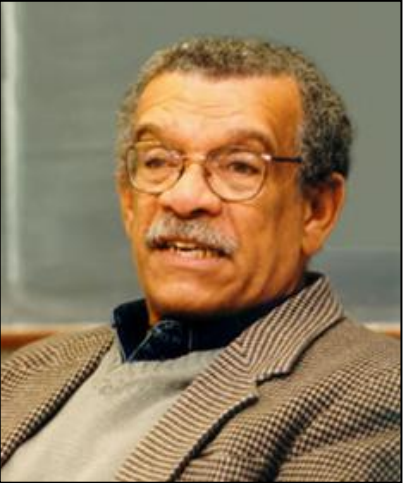


CARIBBEAN  
**EXPORT**  
DEVELOPMENT AGENCY



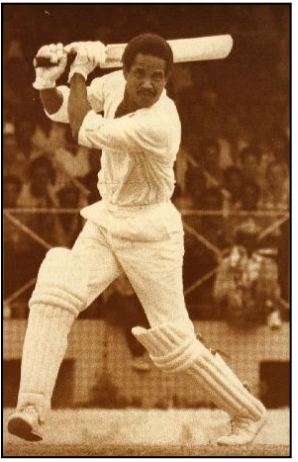
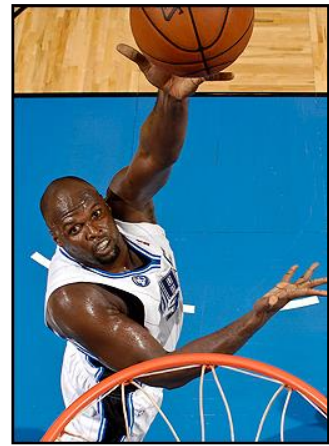


# The Caribbean is: Excellence





# The Caribbean is: Passion

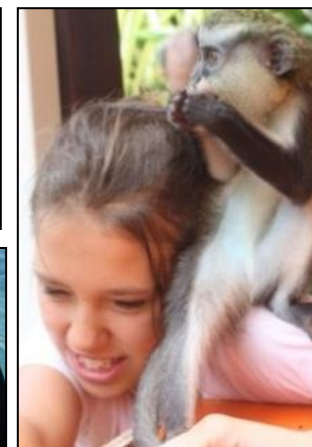




# The Caribbean is: Adventure



CARIBBEAN  
**EXPORT**  
DEVELOPMENT AGENCY

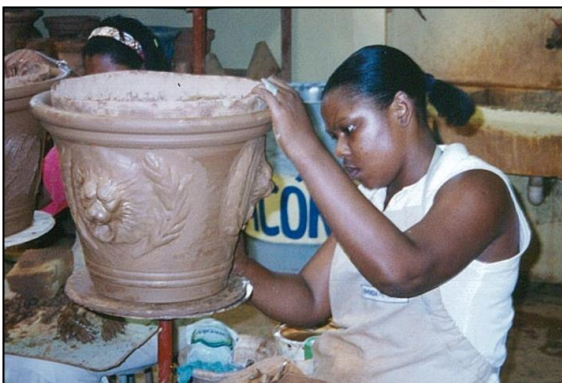




# Caribbean is: Business



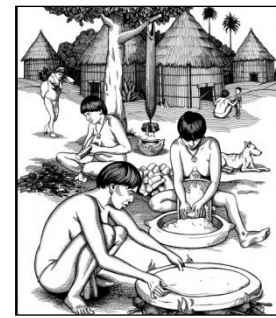
CARIBBEAN  
**EXPORT**  
DEVELOPMENT AGENCY





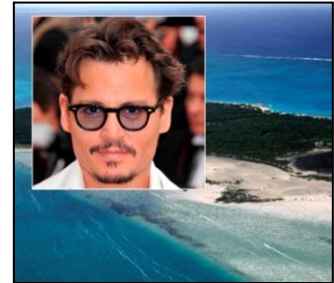
# Targeting the tourism industry: Providing unique experiences

- 🎯 *Accessibility;*
- 🎯 *Appeal;*
- 🎯 *Authenticity*
- 🎯 *Availability;*
- 🎯 *Consistency;*
- 🎯 *Convenience;*
- 🎯 *Quality;*
- 🎯 *Security;*
- 🎯 *Value;*
- 🎯 *Volume...*



# Examples of Country branding in CARIFORUM

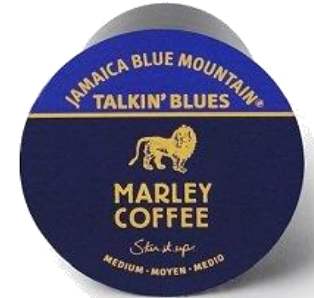
- ★ *St Lucia won the World Travel Award's 2010 "World's Leading Honeymoon Destination";*
- ★ *The Bahamas is famous for supplying private island retreats for the rich and famous;*
- ★ *Dominica - Nature Island "A walk on the bright side: Forget fly and flop, Dominica is a trekker's paradise"*  
*(<http://www.dailymail.co.uk>);*
- ★ *"Grenada is also known as the "Island of Spice" because of the production of nutmeg and mace crops of which it is one of the world's largest exporters"* (<https://en.wikipedia.org>);
- ★ *Trinidad and Tobago's Carnival is among The Top 10 Carnivals Around The World* (<http://www.travelsupermarket.com>);
- ★ *In 2009, Prince Harry organized the first Sentebale Polo Cup in Barbados in benefit of children in Lesotho;*
- ★ *"Tropical Eden Revealed: In Southeast Suriname, Scientists Document New Biodiversity and Pristine Ecosystems Vital to Water, Climate and Health Security"* (<http://www.conservation.org>)





# Examples of World Class CARIFORUM Products

- ★ *El Dorado Rum (Guyana) International Wine & Spirit Competition of London Gold Medal 2003;*
- ★ *“Jamaican Blue Mountain is one of the world’s most sought-after specialty coffees, selling for as much as \$54 a pound in New York City and \$10 a cup in Tokyo.”*  
*(<http://adventure.nationalgeographic.com>);*
- ★ *“Dominican Republic is the world leader in hand-rolled cigar exports. Cigar exports from the Dominican Republic topped \$600 million dollars in 2013. Eleven of the Cigar Aficionado Top 25 Cigars of 2013 were made in the Dominican Republic”* (<http://www.drlawyer.com>);
- ★ *Haiti is the 10th Top Mango Exporting Country in the World with 1.3% of the global exports* (<http://www.mapsofworld.com>):
- ★ *2014 World Hot Sauce Awards Winners, Hot Sauce - Fruit Hot Mama’s Belize - Manganero* (<http://iloveitspicy.com>).





# Examples of strong regional brands



**GraceKennedy MONEY SERVICES**  
Home of  
**FX Trader** **Bill Express** **MAXIMIZE WU**

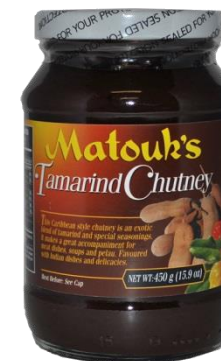
*Congratulates*  
**OUR BRAND AMBASSADOR**  
**Alia Atkinson**

On her golden performance in the 100m breaststroke at the world short-course championships in Doha:

- First black woman in 107 years to win a world swimming title
- Equalled world record of 1:02.30min
- Missed Jamaica's first ever gold medal in world swimming championships



*Red Stripe*  
**MIDSUMMER MUSIC & FOOD FESTIVAL**

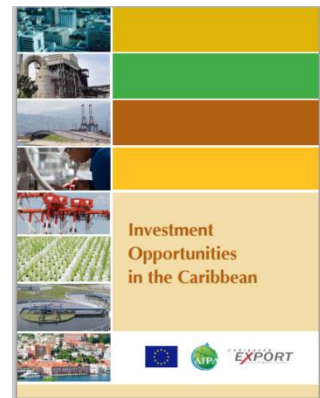




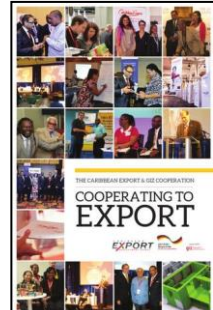
# Caribbean Export's Regional Branding Initiatives



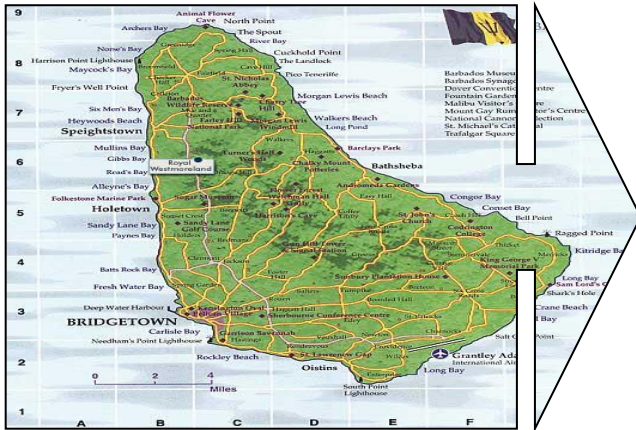
CARIBBEAN KITCHEN  
TASTE THE DIVERSITY



**SOUL FUSION**



# Fostering Regional Competitiveness



**National**



**Regional**



**International  
Markets**





# Labeling: Legal Requirements

*USA's Fair Packaging and Labeling Act, 1451: "Informed consumers are essential to the fair and efficient functioning of a free market economy. Packages and their labels should enable consumers to obtain accurate information as to the quantity of the contents and should facilitate value comparisons". (<http://www.fda.gov>)*

*"Regulation (EU) No 1169/2011 on the provision of food information to consumers entered into application on 13 December 2014. The obligation to provide nutrition information will apply from 13 December 2016." (<http://ec.europa.eu>)*

<b>Nutrition Facts</b>	
Serving Size 1 cup (228g)	
Servings Per Container 2	
Amount Per Serving	
<b>Calories</b> 250	Calories from Fat 110
% Daily Value*	
<b>Total Fat</b> 12g	18%
Saturated Fat 3g	15%
Trans Fat 3g	
<b>Cholesterol</b> 30mg	10%
<b>Sodium</b> 470mg	20%
<b>Potassium</b> 700mg	20%
<b>Total Carbohydrate</b> 31g	10%
Dietary Fiber 0g	0%
Sugars 5g	
<b>Protein</b> 5g	
Vitamin A	4%
Vitamin C	2%
Calcium	20%
Iron	4%
* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs.	
	Calories: 2,000 2,500
Total fat	Less than 65g 80g
Sat fat	Less than 20g 25g
Cholesterol	Less than 300mg 300mg
Sodium	Less than 2,400mg 2,400mg
Total Carbohydrate	300g 375g
Dietary Fiber	25g 30g

# Labeling: Barcodes, logistical advantages

*“In order to move products through the supply chain we must be able to identify the products and then match the physical product and shipment to the related transaction information. This means that we must have a standard method to identify products and shipments including the bar codes and labels”*

*(<http://www.ibcaweb.org/guidelines/pils.htm>)*



*“Barcodes... have become a ubiquitous element of modern civilization, as evidenced by their enthusiastic adoption by stores around the world.” (stock management, tracking items). “retail chain membership cards... use barcodes to uniquely identify consumers, allowing for customized marketing and greater understanding of individual consumer shopping patterns”.* (<https://en.wikipedia.org>)



# Labeling and packaging: Adapting to specific target markets

“Product packaging, labeling, physical characteristics and marketing have to adapt to the cultural requirements when necessary. Religion, values, aesthetics, language and material culture all affect production decisions.” (<http://www.fao.org>)



Language



Religious (Kosher, Halal...)



Special diet (gluten/lactose free)



Lifestyle (organic)



Convenient  
(lunch-box size)

Heritage



Hip



# Keys for enhanced Caribbean - Pacific Cooperation



- 🔑 *Exchange of best practices for SME's;*
- 🔑 *Research in energy efficiency;*
- 🔑 *Joint research and cooperation in specific products/sectors and/or markets;*
- 🔑 *Common approach in environmental challenges affecting Small Island Developing States (SIDS);*
- 🔑 *Promoting recognition of economic vulnerability and need for differentiation of SIDS...*





Escipión Oliveira Gómez  
Deputy Executive Director



Thank You, Merci, Mèsi,  
Dank U, Gracias



Vinaka vaka levu



Taking Caribbean Excellence to the World

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