

CORPORATE IDENTITY GUIDELINES



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1.0 INTRODUCTION

The following Corporate Identity Guidelines have been developed to help Caribbean Export Development Agency (Agency) achieve its aims of visual consistency in all corporate communications directed towards all its stakeholders.

The Guidelines have been developed for individuals, organisations and service providers producing communications material which incorporate the logo of the Agency. They may be used by Agency team members, consultants and all service providers such as web developers, graphic designers, printers and other related parties.

The Guidelines outline the principles which are used to maintain the consistency of Caribbean Export's corporate identity and its dedication to excellence in all areas of its communications.

Although the principles outlined in the Guidelines are fixed, they are not intended to be overly restricting.

If you have any questions relating to the use of the Caribbean Export Logo, please feel free to contact:

Communications Unit
Caribbean Export Development Agency
1st Floor Baobab Tower,
Warrens St Michael,
BB22026
T: +1(246) 436-0578 Ext 204
F: +1(246) 436-9999
E: info@carib-export.com
W: www.carib-export.com

2.0 CORPORATE POLICIES

- The Agency Logo must be appropriately applied to all Caribbean Export marketing communications materials. This policy applies to all print, on-line and electronic communications, including on-screen presentations.

The provided Master Copy of the logo should be used at all times. No

- attempt should be made to reproduce, redraw, or otherwise alter the Agency logo.

All appropriate copyright and/or licencing information and/or ownership acknowledgements must be secured for all images, graphs, data and illustrations not owned by the Agency..

- All Agency corporate marketing communications materials must be thoroughly proof read and approved by the appropriate Agency official prior to production sign-off.

Agency-controlled corporate marketing communications materials must adhere to English (UK) standards of spelling. In instances where a non-English language is used, all efforts must be made to ensure accuracy of spelling and grammar which relate to the language being used.

- The Agency tagline must be appropriately applied for all communications as described in the Guidelines.

▼ TAGLINE

BUILDING BUSINESS
TRANSFORMING LIVES
FOR A **RESILIENT CARIBBEAN**

APPLICATION OF AGENCY TAGLINE

This is used throughout various marketing materials as a means of identifying and solidifying the importance of who and what Caribbean Export stands for, making it a key element in our brand.

Typeface: Montserrat

Point size: Will vary depending on size of document and where it is being used.

The Tagline must be broken down into three lines only.

Line 1: Building Business (Montserrat Regular)

Line 2: Transforming Lives (Montserrat Regular)

Line 3: For a Resilient Caribbean (Montserrat Regular and Bold)

On line 3, 'Resilient Caribbean' must be highlighted using the Corporate colours only and bolded.

(Refer to page 7 of this document for colour reference)

▼ TAGLINE

Line 1: BUILDING BUSINESS

Line 2: TRANSFORMING LIVES

Line 3: FOR A **RESILIENT CARIBBEAN**

Shortened versions of ‘Caribbean Export Development Agency’ may be used within body copy.

‘Caribbean Export’

May be used as the **preferred shortened version** of the logo.

▼ Example

Caribbean Export is currently implementing the 11th European Development Fund (EDF) Regional Private Sector Development Programme (RPSDP), which runs from January 2017-December 2022. The overall objective of the programme is to increase employment creation, inclusiveness - particularly for youth, women, and indigenous groups, and reduce overall poverty in CARIFORUM States.

‘CE’

May also be used **in certain cases**.

▼ Example

CE is currently implementing the 11th European Development Fund (EDF) Regional Private Sector Development Programme (RPSDP), which runs from January 2017-December 2022. The overall objective of the programme is to increase employment creation, inclusiveness - particularly for youth, women, and indigenous groups, and reduce overall poverty in CARIFORUM States.

The use of the acronym ‘CEDA’ should be avoided.

3.0 CORPORATE LOGO

Our primary and alternative logos are strong symbols for our brand. Representing leadership, guidance and togetherness for all businesses throughout the Caribbean, making our logo distinctive, iconic and timeless.

▼ PRIMARY – PRINT, MARKETING AND SOCIAL MEDIA



▼ ALTERNATIVE – SOCIAL MEDIA PROFILE IMAGE



4.0 COLOUR

CORPORATE COLOURS

Caribbean Export Development Agency's colour scheme plays an important role to help strengthen brand awareness and messaging, powerful conveyors of our personality.

Our primary colours are black and its percentage variations, blue, red and green.



PRIMARY COLOURS



CMYK
C0 M0 Y0 K100

RGB
R35 G31 B32

HEX#
231F20



CMYK
C0 M0 Y0 K75

RGB
R99 G100 B102

HEX#
636466



CMYK
C0 M0 Y0 K60

RGB
R128 G130 B133

HEX#
808285



CMYK
C100 M75 Y0 K0

RGB
R0 G84 B166

HEX #
0054A6



CMYK
C0 M100 Y100 K0

RGB
R237 G28 B36

HEX#
ED1C24



CMYK
C75 M0 Y100 K25

RGB
R44 G136 B66

HEX#
00BA4D

LOGO COLOUR VARIATIONS

For black and white use, the Agency logo can be reproduced as shown below:



COLOUR GUIDE | BLACK AND WHITE



CMYK
C0 M0 Y0 K100

RGB
000000

HEX
000000



CMYK
C0 M0 Y0 K0

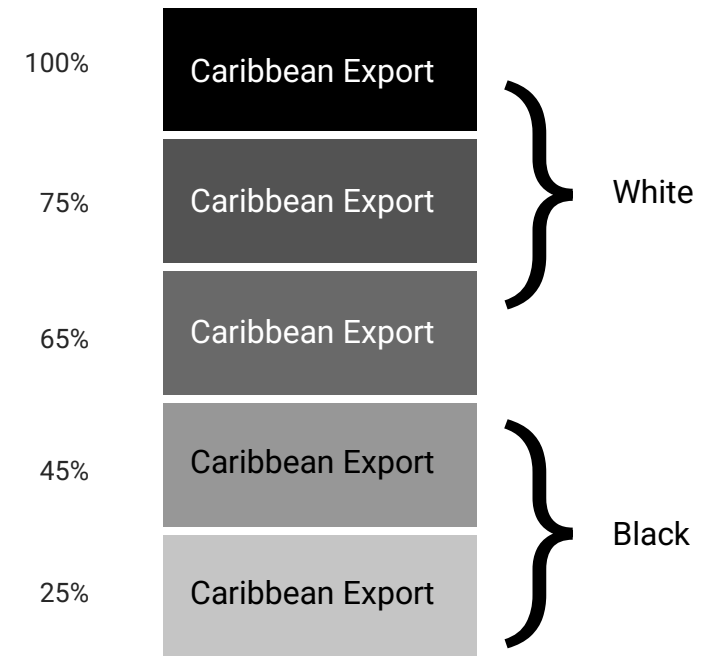
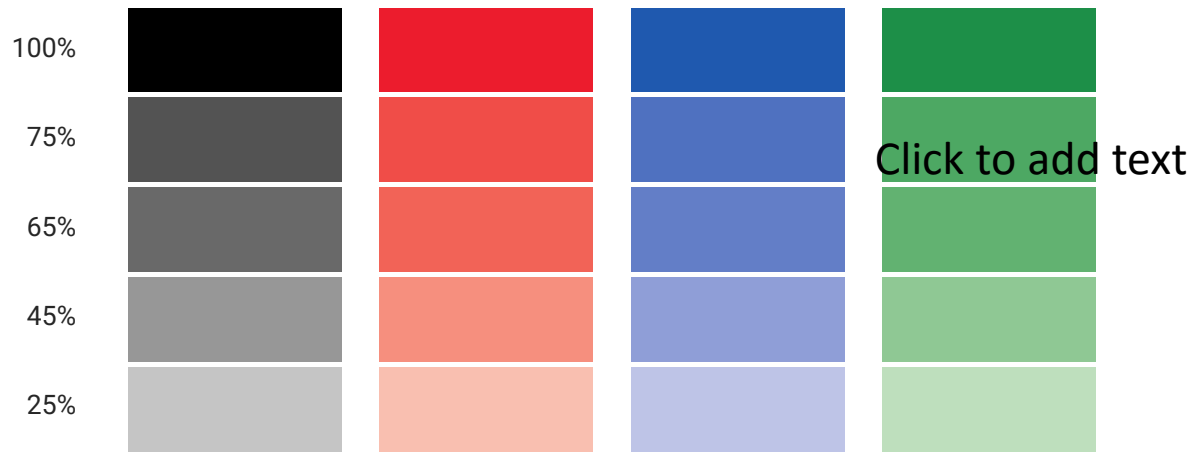
RGB
R255 G255 B255

HEX
FFFFFF

When using colours as tints, always use the predetermined tint values of 75%, 65%, 45% and 25%.

Use reverse colours (i.e. white) when placing type on 100%, 75% and 65% of Caribbean Export's Corporate colour tint values.

Use black or other dark colours when placing type on 45% and 25% of Caribbean Export's Corporate colour tint values.



COMPLIMENTARY COLOURS

Complimentary colours may be used to assist with design in both print and social media marketing artwork.



CMYK
C70 M0 Y15 K0

RGB
R8 G186 B211

HEX#
08BAD3



CMYK
C0 M20 Y90 K0

RGB
R255 G204 B50

HEX#
FFCC32



CMYK
C30 M0 Y90 K0

RGB
R190 G215 B71

HEX#
BED747

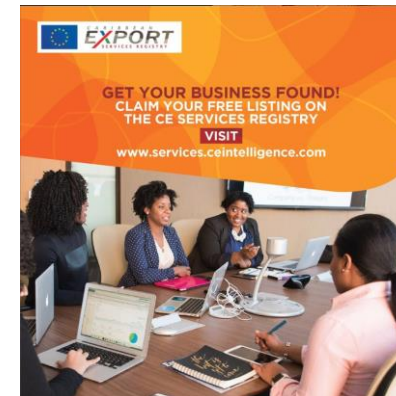


CMYK
C0 M60 Y80 K0

RGB
R245 G133 B72

HEX#
F58548

▼ VISUAL EXAMPLES



5.0 LOGO SPECIFICATIONS

MINIMAL ALLOWABLE SIZE

Agency logo should not be reproduced in print any smaller than 30mm wide.

To ensure successful reproduction, in cases where the logo may be reproduced using specialised processes such as embossing or screen printing, the Agency should be consulted.

In exceptional cases, where such smaller logo reproduction may be required (pens, key rings etc.) approval should be sought from the appropriate Agency personnel.



EXCLUSION ZONE & PARTNERSHIP LOGOS

The exclusion zone principles are designed to help the Agency logo remain distinct from text, other logos, illustrations and other visual elements which may be present in corporate communications.

The minimum exclusion zone is equivalent to the length of the 'red stroke' of the 'X' of the Agency logo all around the logo.

No other elements should appear within this zone.

This zone is the minimal allowable space within which no other elements should appear. If the situation permits, more space should be allocated as an exclusion zone.

In pursuing its marketing communications objectives, the Agency occasionally partners with various stakeholders.

Such partnerships include co-sponsorship, marketing, advertising and other communications where the Agency logo may be grouped with other logos or visual elements.

Partnership logos should follow exclusion zone rules.



GUIDANCE

The Agency logo should **never** be:

X



Below minimum size

X



Distorted OR stretched

X



Distorted OR stretched

X



Bled off the page

X



Used in any colour other than specified

X



Used as a background 'tint' or adapted in any way.'

X



Set using different fonts

X



Placed on patterned background

6.0 TYPEFACES

PRINT & PROMOTIONAL MATERIAL

▼ MONTERRAT TYPEFACE – HEADINGS, SUB-HEADINGS, PULL QUOTES, PAGE HEADER, FOOTERS AND PAGE NUMBERS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890
 !@#\$%^&*()_+{}

▼ ROBOTO TYPEFACE – BODYCOPY ONLY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890
 !@#\$%^&*()_+{}

▼ EXAMPLE | GENERAL BROCHURE PAGE

The example shows a green brochure page with the following elements and typography assignments:

- Page Number (Montserrat):** 04
- Sub-heading (Montserrat):** Export Development
- Body text (Roboto):**
 - Access to finance through grant schemes and other funding programmes such as Angel Investing.
 - Training for firms and BSOs including ProNET grant proposal writing and Services Go-Global.
 - The provision of useful information and resources to support businesses to become export ready.
- Sub-heading (Montserrat):** Export Promotion
- Body text (Roboto):** Our export promotion activities assist firms to utilise the benefits of the trade agreements and penetrate new markets. These activities include facilitating the participation of firms at international trade shows and events where they are able to gain exposure and hold business to business meetings with potential buyers or investors.
- Footer (Montserrat):** www.carib-export.com
- Pull quote (Montserrat):** Our export promotion activities assist firms to utilise the benefits of the trade agreements and penetrate new markets.

The page also features a photograph of a trade show booth.

WEB MATERIAL

▼ MONTSERRAT- HEADINGS & SUB-HEADINGS ONLY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+{}

▼ LATO TYPEFACE - BODYCOPY ONLY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890
 !@#\$%^&*()_+{}

▼ EXAMPLE | WEBINAR FLYER

WEBINAR HEADER & SUB-HEADER
(MONTSERRAT)

BODY TEXT (LATO)

The flyer features a light blue background with a subtle pattern of white lines. At the top, there are logos for Caribbean Export, ICR, and the European Union. The main title 'REFORMING CREDIT INFRASTRUCTURE IN THE CARIBBEAN REGION' is in red, with 'WEBINAR' in white on a dark blue rectangular background below it. The date '14 June 2021 at 10am AST' is in red. A circular portrait of Massimiliano Santini is on the right. A red bar contains his name and title. Below is a paragraph of body text in the LATO typeface. At the bottom, a red bar contains the registration link.

**REFORMING CREDIT
 INFRASTRUCTURE IN
 THE CARIBBEAN REGION**

WEBINAR

14 June 2021 at 10am AST

Featured lead expert:

Massimiliano Santini,
Senior Consultant, SNV



Massimiliano Santini is a senior development practitioner with 20+ years of experience in investment climate, private sector development, and inclusive economic growth. He has worked in multilateral, private sector, and non-profit organizations, including a 10-year tenure at the World Bank Group, and has direct experience in dealing with political and business leaders in 15+ countries, including in Latin America and the Caribbean region.

Register here: carib-export.com/ccf

IN HOUSE DOCUMENTS

▼ CALIBRI TYPEFACE – HEADINGS & BODYCOPY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()_+{}

PLEASE NOTE

The Montserrat Typeface family is quite large, it is encouraged that the bolder options of the typeface family are used within the headings.

Montserrat Typeface:

- Regular
- Medium
- Semi-bold
- Bold
- Black

These options are preferred, however, the lighter options to the typeface are not off limits.

7.0 USE OF ICONS

SOCIAL MEDIA ICONS

Caribbean Export can be found on several social media platforms, and it is important that our followers are aware of that, by placing the social media icons/handles on marketing material, it makes for easier connection.

Social media icons should be placed on the following:

1. Publications and their promotional material i.e
 - Web banners
 - Web flyers
 - Emailers
2. Powerpoint presentations

Icons can be used alone or with direct/live handles that will take viewer directly to relevant page.

Social media icons used by Caribbean Export are:

- Facebook
- Instagram
- Twitter
- LinkedIn
- YouTube

Layout of the icons should follow the order listed. Corporate colours, are to be used only.

▼ EXAMPLES



SECTOR ICONS

Caribbean Export focuses on promoting and working with eight sectors within the Caribbean. Each division is represented by an icon, these assist with the sectors recognizability within publications and social media.

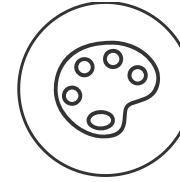
1. These icons are standard for Caribbean Export and are not to be altered in any way.
2. Each sector icon should sit within a circle; the circle can have a fill colour or no fill, leaving just the outline.
3. The sectors consist of:
 - Agro-processing
 - Creative Industries
 - Professional Services
 - Manufacturing
 - Information Technology
 - Green Economy
 - Blue Economy
 - Investment Promotion
4. Names of each sector must accompany the icons, either underneath or to the right of the icon circle.

▼ EXAMPLES

NO FILL



**AGRO -
PROCESSING**



**CREATIVE
INDUSTRY**



**PROFESSIONAL
SERVICES**

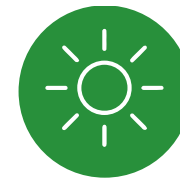


MANUFACTURING

FILL



**INFORMATION
TECHNOLOGY**



**GREEN
ECONOMY**



**BLUE
ECONOMY**



**INVESTMENT
PROMOTION**

8.0 PUNCTUATION AND ABBREVIATIONS

GUIDANCE

X

E: info@carib-export.com.

Never use a full stop after an email address or url

X

PR and Communications
Caribbean Export Development Agency
1st Floor Baobab Tower,
Warrens St Michael,
BB22026

Do not use commas at the end of lines in addresses

X

PR & Communications
Caribbean Export Development Agency
1st Floor Baobab Tower
Warrens St Michael
BB22026

Where possible, try to avoid the use of & and !

X

apples / oranges

When separating items with / do not put spaces before or after the / e.g apples/oranges.

ACCEPTABLE ABBREVIATIONS

- i.e.
- e.g. (for example is preferable)
- etc.
- a.m. (space between the time and am - 6:00 a.m.)
- p.m. (space between the time and pm - 4:30 p.m.)
- Tel:
- T:
- M:
- F:
- Ext:
- Email:

9.0 EMAIL SIGNATURES

GUIDANCE

1. Calibri Typeface - Point size 10.5
 2. Name and title bolded, grey (75%) and stacked
 3. Connect on LinkedIn and Follow on Twitter (Optional)
 4. Subscription to Agency's newsletter and mailing list
Engage, follow , connect and join – Facebook, Twitter, LinkedIn and Instagram – all stacked and underlined
 5. Agency's address
 6. Phone and fax number to be set out as below:
Tel: +1(246) 436-0578
Fax: +1(246) 436-9999
 7. Email legal information – Calibri Typeface – Point size 8
4. The Agency's primary logo should be included and can be swapped out for promotion of Agency activities. See second example.

EXAMPLE

▼

JoEllen Laryea | 1 2
 Senior Advisor - PR and Marketing
 Caribbean Export Development Agency
Connect with me on LinkedIn
Follow me on Twitter @JoEllenLaryea | 3

C A R I B B E A N
EXPORT
 DEVELOPMENT AGENCY

Subscribe to our newsletter and mailing list here
Engage with us on Facebook
Follow us on Twitter
Connect with us on LinkedIn
Join us on Instagram | 4

1st floor, Baobab Tower
 Warrens
 St.Michael, BB22026
 Tel. +1(246) 436-0578 Ext. 241
 M. +1(246) 262 0702 (WhatsApp)
 Fax. +1(246) 436-9999 | 5 6

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8. The Agency's primary logo should be included and can be swapped out for promotion of Agency activities. See second example.

▼ EXAMPLE 2

Deidre Brathwaite, CDMP
Digital Marketing and PR
Caribbean Export Development Agency



[Subscribe to our newsletter and mailing list here](#)

[Engage with us on Facebook](#)

[Follow us on Twitter](#)

[Connect with us on LinkedIn](#)

[Join us on Instagram](#)

1st floor, Baobab Tower
Warrens
St. Michael, BB22026
Tel. +1(246) 436-0578 Ext. 241
M. +1(246) 262 0702 (WhatsApp)
Fax. +1(246) 436-9999

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10.0 NUMBERS, DATES, TIME AND MONEY

GUIDANCE

- Numbers one to ten should be written in full. (e.g. one, two, ..., ten)
- For numbers beyond ten, use numerals (e.g. 95; 1,001)
- Use commas to separate groups of thousands (e.g. 880,010)
- Use % rather than per cent
- Dates should take the form January 1, 2009
(not 1 January, 2009 and not January 1st, 2009)
- A range of years should be expressed in the form 2008-2009 and not 2008-09
- \$100,000; \$1 million; \$2 billion (not \$1m or \$2bn)
- All tables which contain financial figures must be right justified

Acceptable currency acronyms:

- Barbados Dollars BBD
Eastern Caribbean Dollars XCD
Euro EUR
Pound Sterling GBP
Canadian Dollars CAD
United States of American Dollars USD
Trinidad Dollars TTD
Guyana Dollars GYD
Jamaica Dollars JMD

11.0 TONE OF VOICE

OUR VOICE IS...

▼ FRIENDLY

Our services are offered to all business spectrums throughout the Caribbean.

▼ SUPPORTIVE

We genuinely want to see you succeed.

▼ EXPERT

Caribbean Export is the regional trade and investment promotion agency focused on building a resilient Caribbean by providing cutting-edge and high-impact support to the private sector. Through working closely with businesses to increase exports and attract investment, we contribute towards the creation of jobs, transformation of our economies and support the Caribbean to achieve the Sustainable Development Goals.

A FOCUS ON THE CUSTOMER

Talking to our customers in a way that's warm and relaxed, crisp and clear, and ready to lend a hand reflects our commitment to empowering people to achieve more.

▼ EXAMPLES

'SUPPORTING PRIVATE SECTOR DEVELOPMENT IN THE CARIBBEAN'

'PROMOTING CARIBBEAN BRANDS FOR EXPORT AND ATTRACTING INVESTMENT'

'CLEAN AND GREEN – THE NEW ECONOMY SET TO TRANSFORM THE CARIBBEAN'

12.0 PHOTOGRAPHY AND IMAGERY

PHOTO QUALITY AND SOURCING GUIDANCE

The Agency provides images taken in-house as well as purchases stock imagery.

Print and promotional material

High quality JPEG – no less than 300dpi

Caribbean Export has an image bank where images maybe selected to use in marketing material.

Stock images, may be used if suitable images are not found within the image bank. All stock images MUST be purchased and not pulled or screen grabbed from online to be used in any marketing material.

Online Stock Image Websites:

- Shutterstock.com
- iStock.com
- GettyImages.com

Web material

Screen quality JPEG or PNG – 72dpi or up

Stock images, MUST be purchased and not pulled or screen grabbed from online to be used in any marketing material.

Online Stock Image Websites:

- Shutterstock.com
- iStock.com
- GettyImages.com

Free stock image sites include

- Unsplash.com
- Pexels.com

All photography must be contemporary. Images may be both literal and metaphorical; they must aim to be impactful and thought provoking and should capture the essence of accompanying text and represent the brand.

▼ EXAMPLES



13.0 BUSINESS CARD TEMPLATE

All business cards have two editable areas:

- Name and title of individual
- Contact info of individual

For all colour breakdowns, please refer to page 7.

Roboto Typeface - Point Size 10

Name: Bold, title case

(agency blue)

Title and address: Regular, title case

(agency black - 75%)

Contact information: Abbreviations

(agency blue)

Numbers

(agency black - 75%)

▼ EXAMPLE



14.0 POWERPOINT TEMPLATE

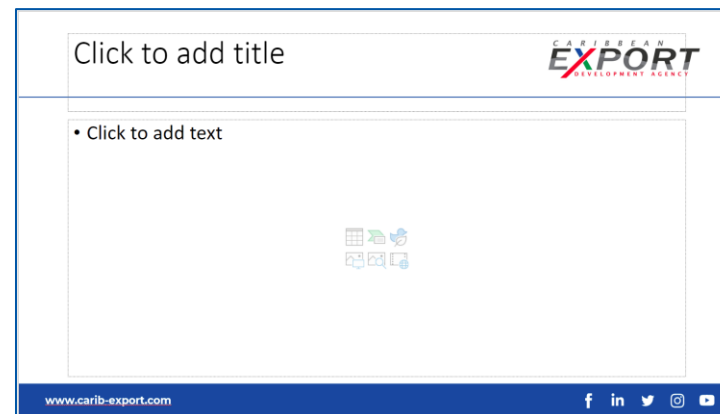
The powerpoint template consists of:

- Front Cover - User may change title based on document
- Content Pages - Content may be added
- Back Cover - The Caribbean Export contact info is listed

▼ EXAMPLE



FRONT COVER



INSIDE CONTENT LAYOUT



BACK COVER LAYOUT

15.0 PUBLIC RELATIONS

PRESS RELEASES

All press releases are to be distributed to local, regional and international media as appropriate. They should contain the following key elements;

1. Caribbean Export logo in top right and footer address.
2. Clear headline that is short and simple.
3. A listicle highlighting the 3 key points of the press release.
4. Location & Date: Begin the opening paragraph of the release with the city and country where company is located.
5. Summary Paragraph: The first paragraph should briefly illustrate the main point of the release, including why the information provided is relevant and newsworthy.
6. Boilerplate: Standard information About Us should be present at the end of all releases providing a factual overview of the organization.
7. Contact Details: Include information about how readers can contact the appropriate person for additional information pertaining to the subject if necessary.

▼ EXAMPLE

The image shows a press release template with seven numbered callouts (1-7) pointing to specific elements:

- 1:** Caribbean Export logo in the top right corner.
- 2:** The "Press Release Headline".
- 3:** A listicle with three bullet points: "Key point one", "Key point two", and "Key point three".
- 4:** The introductory paragraph, which includes the location and date: "Bridgetown, BARBADOS: The who, What, When, Where and Why".
- 5:** The "Relevant quote" section, which includes a quote from someone in the Caribbean Export giving important information about the subject.
- 6:** The "Final Paragraph" section, which includes a quote from an external partner or person involved.
- 7:** The boilerplate information at the bottom, including the address and contact details of the Caribbean Export Development Agency.

The template also includes a "PRESS RELEASE For Immediate Release Release Date" header, contact information for JoEllen Laryea, and a "#END#" separator.

15.0 PUBLIC RELATIONS

PRESS RELEASES

All press releases are to be distributed to local, regional and international media as appropriate. They should contain the following key elements;

1. Caribbean Export logo in top right and footer address.
2. Clear headline that is short and simple.
3. A listicle highlighting the 3 key points of the press release.
4. Location & Date: Begin the opening paragraph of the release with the city and country where company is located.
5. Summary Paragraph: The first paragraph should briefly illustrate the main point of the release, including why the information provided is relevant and newsworthy.
6. Boilerplate: Standard information About Us should be present at the end of all releases providing a factual overview of the organization.
7. Contact Details: Include information about how readers can contact the appropriate person for additional information pertaining to the subject if necessary.

▼ EXAMPLE

CARIBBEAN EXPORT
DEVELOPMENT AGENCY

1

PRESS RELEASE
For Immediate Release
Release Date

Contact: JoEllen Laryea
Tel: +1 (246) 262 0702
Email: jlaryea@carib-export.com

2

Press Release Headline

3

- Key point one
- Key point two
- Key point three

Bridgetown, BARBADOS:
Introductory paragraph: The who, What, When, Where and Why

"Relevant quote from someone in the Caribbean Export giving important information about the subject"

4

Extra Information – Expand on the who, what, when, where and why, explaining more about the subject, why it's interesting and how it matters.

"Insert a **second quote** if possible i.e. an endorsement from an external partner or person involved"

Final Paragraph – Close with any further information, useful statistics, follow up etc

#END#

5

About Caribbean Export
Caribbean Export is the leading regional trade and investment promotion agency in the African, Caribbean and Pacific (ACP) group. We are focused on accelerating the economic transformation of the Caribbean and work with the private sector to increase exports, attract foreign direct investment and create meaningful jobs. We are currently executing the Regional Private Sector Programme (RPSDP) funded by the European Union under the 11th European Development Fund (EDF).

6

More information about Caribbean Export can be found at www.carib-export.com Contact: JoEllen Laryea, PR and Communications, Caribbean Export Development Agency, Tel: +1(246) 436-0578, Fax: +1(246) 436-9999, Email: jlaryea@carib-export.com

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Programme Office Trade Component Haiti DR B: National Programme 20^e ESF: Rue Juvénat 7 4 20, Pétion-Ville, Port-au-Prince (appartement 8)
www.carib-export.com



CONNECT WITH US

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