



## **GRIT Activation Week | St. Vincent & The Grenadines** **April 27<sup>th</sup> – May 1<sup>st</sup> 2026**

### **About the GRIT Project**

The Caribbean Women Generating Resilient and Inclusive Trade (GRIT) Project is a four-year initiative (2025–2028) implemented by the Caribbean Export Development Agency and funded by Global Affairs Canada. Designed to increase the productivity, competitiveness, and export readiness of women-led businesses across the Caribbean, the project equips entrepreneurs with the tools, networks, and strategic insights needed to navigate trade barriers and access new markets. Through training, technical assistance, matching grants, trade missions, and market intelligence tools, GRIT empowers women-led enterprises to scale their businesses, create sustainable jobs, and lead the region's green and digital transitions.

### **GRIT Activation Week – St. Vincent & The Grenadines**

As part of the GRIT Project's activation in St. Vincent & The Grenadines, women entrepreneurs are invited to join a series of expert-led workshops and stakeholder consultations, scheduled for April 27–May 1, 2026. These sessions will equip women-led businesses with practical tools and strategic insights to strengthen export readiness and compete successfully in Canadian and global markets.

### **EXTENDED ACTIVATION PROGRAMME**

#### **National Launch Ceremony – GRIT Project (St. Vincent & The Grenadines)**

**Monday, April 27, 2026 | 10:00 a.m. – 1:30 p.m.**

Attendance at the National Launch Ceremony is by invitation only. If you are interested in attending, we invite you to complete the registration form. A member of our team will follow up to confirm your participation. Kindly note that invitations are extended on a first-come, first-served basis, subject to available capacity.

#### **2-Day Workshop | Exporting to Canada: Opportunities and Pathways for Caribbean Women Entrepreneurs | 28 & 29 April 2026 | 9:00 a.m. – 3:00 p.m. | Beachcombers Hotel, Villa Beach**

This practical workshop is designed for Caribbean women entrepreneurs who want to understand what exporting really takes and build the knowledge, tools and confidence to do it successfully. Whether you are just beginning to explore international markets or already taking your first steps, this session will meet you where you are.

You will move through the full arc of export preparation, from assessing where your business stands today to understanding what it takes to compete internationally. Drawing on real Caribbean business examples and the experiences of women entrepreneurs who have successfully entered global markets, this session is grounded in the realities of exporting from our region.

### **What You Will Gain**

Participants will be guided through a structured and practical journey covering:

- **Introduction to Export Readiness**  
Assess whether your business is truly ready to export and identify the steps needed to strengthen your capacity, resources, and competitiveness.



- **Navigating the Export Process**  
Learn the end-to-end export journey, from market research and product adaptation to logistics, compliance, and customer engagement.
- **Developing a Clear Export Plan**  
Build a practical, actionable roadmap to guide your entry into international markets, including target market selection, pricing, and marketing strategies.
- **Unlocking Opportunities in the Canadian Market**  
Gain insights into Canada's consumer landscape, trade environment, and high-potential opportunities for Caribbean businesses.
- **Identifying and Reaching Your Ideal Customer**  
Understand how to segment the market and position your product or service effectively for Canadian buyers.
- **Exploring Market Entry Pathways**  
Discover accessible and scalable entry points such as e-commerce, tourism-based services, and cross-border digital delivery

### **1-Day Workshop: ProNet – Digital Marketing for Caribbean SMEs**

**30 April 2026 | 9:00 a.m. – 3:30 p.m. | Beachcombers Hotel, Villa Beach**

This practical workshop is designed for Caribbean women entrepreneurs who want to establish a credible digital presence, reach more customers and sell across borders, using tools that are accessible, affordable and built for today's market.

You will move through the full arc of digital commerce, from the foundations of e-commerce to the platforms and AI-powered tools transforming how small businesses market and sell globally. Drawing on real Caribbean business stories and the experiences of women entrepreneurs who have built strong online brands, this session is grounded in the realities of doing business in our region.

#### **What you will cover:**

- E-commerce fundamentals and platform selection
- Social commerce — TikTok Shop, Instagram Shopping and WhatsApp Business
- Mobile-first marketing for reaching Caribbean customers
- AI-powered tools for content creation, design and advertising
- Web analytics and data-driven decision-making
- Legal compliance for cross-border digital trade
- Building a credible online presence as a woman entrepreneur

### **Stakeholder Consultation: Women-Led Enterprises Stakeholder Consultations**

**28 April 2026 | 3:00 p.m. – 4:30 p.m. | Beachcombers Hotel, Villa Beach**

*The consultation takes place immediately following Day 1 of the Exporting to Canada workshop.*

This session is a focused, participatory consultation designed to hear directly from women entrepreneurs about their business realities. As the GRIT Project takes root in St. Vincent & The Grenadines, it is essential that the initiative is shaped by the voices of the women it is built to serve.



Participants will be invited to share their experiences navigating the business landscape, the opportunities they see for growth and market expansion, and the barriers that continue to limit their progress. The conversation will also explore where targeted support, whether in capacity building, market access, financing, or policy advocacy, would be most impactful.

The insights gathered will directly inform how the GRIT Project is localised, ensuring its objectives are relevant to national priorities and responsive to the needs of women-led enterprises in SVG.

### **Register Now**

Use the link below to register for any workshops or consultations, or to indicate your interest in attending the National Launch Ceremony. All activities during GRIT Activation Week – St. Vincent & The Grenadines can be accessed through this single registration form.

**Register here: <https://gritproject.co/activateSVG>**

**Please complete your registration on or before Friday, April 17, 2026.**

**If you know a woman entrepreneur who would benefit from these opportunities, we encourage you to share this page with them.**