



SAINT LUCIA



# T11TH EUROPEAN DEVELOPMENT FUND (EDF) REGIONAL PRIVATE SECTOR DEVELOPMENT PROGRAMME (RPSDP) IMPACT REPORT 2017-2022

## SAINT LUCIA BENEFITS 2017-2022

**628** stakeholders



benefitted from at least **58** different in-person interventions and 36 webinars

**USD538,618.34** awarded to **22 BUSINESSES** via the grant programmes

**17** participants



attended **trade missions, expos, and conferences**

**4**

firms



participated in the **Absolutely Caribbean Trade Show**

**133** stakeholders participated in



**6** capacity building programmes held in country

**8**

stakeholders



presented at the **CAIPA activities**

**3**



**Beneficiaries** attended **angel investment forums and summits**



**2** participants benefitted from the **WE-Xport** programme

**5** firms benefitted from the **OECS Youth Accelerator**



**1** firm benefitted from the **IICA Youth Accelerator**

# CARIBBEAN EXPORT DEVELOPMENT AGENCY (CARIBBEAN EXPORT)

THE ONLY REGIONAL EXPORT DEVELOPMENT, TRADE, AND INVESTMENT PROMOTIONS ORGANISATION OF THE FORUM OF CARIBBEAN STATES (CARIFORUM)

**Caribbean Export works closely with the CARIFORUM Directorate, relevant government ministries across the Caribbean, as well as with other public-private sector agencies that have responsibilities to develop and promote business, trade, and investment.**

Caribbean Export is in its fifth year of implementing the 11th European Development Fund (EDF) Regional Private Sector Development Programme (RPSDP), which began in 2017 and will end in 2022. With the funding of **USD29,011,075** under 11th EDF RPSP, together with contributions from CARIFORUM beneficiary states, the Agency has been able to support over **12,402** stakeholders in 2017-2022 from the **15** countries across the region, impacting the growth of the regions private sector.



“Caribbean Export provides an avenue for small businesses to get the much needed financial and technical support to improve their business capacity”

## Mr. Wayne Neal - Greening the Caribbean

Saint Lucia has seen **628** stakeholders (entrepreneurs, firms, BSOs, and government ministries) benefit from at least **58** different interventions and **36** webinars during the 2017-2022 period of Caribbean Export’s implementation of the 11th EDF RPSDP.

One of the most direct ways in which Caribbean Export has achieved private sector development is through its flagship funding programme, the Direct Assistance Grant Scheme (DAGS). The Agency has awarded USD3,976,003.06 in

direct assistance grants to 108 CARIFORUM firms over the period 2017-2019. There were two Calls for Proposals made in 2018 and 2019. In Saint Lucia Caribbean Export awarded a total of **USD287,901.58** (USD76,870.65 in 2018 and USD211,030.93 in 2019) via the DAGS to **9** firms, representing the manufacturing, agro-processing, environmental management, and services sectors.

In response to the COVID-19 pandemic, the Agency with funding from the EU developed the Direct Support Grant Scheme (DSGP) a non-reimbursable grant valued between USD5,000 - USD16,000, which is provided for CARIFORUM firms to implement approved projects. Since January 2020, the Agency has launched 2 successful calls under the DSGP. 149 beneficiaries were awarded grants totaling USD3,416,140.11. From Saint Lucia **9** firms were awarded DSGP grants totaling the amount **USD192,086.46**.

The Agency also collaborated with the Caribbean Development Bank to launch the Technical Assistance Programme (TAP) on May 31, 2021. The TAP will provide 100% coverage of eligible costs or a maximum of USD15,000.00 per grant. The collaboration resulted in the disbursement of USD935,289.55 to 61 beneficiaries. From Saint Lucia **4** firms (**FDL Pest Control Solutions Ltd., Eze Green Energy Company Limited, Island Favourites and Fun Foods St.Lucia**) benefitted from the programme receiving USD58,630.30.

Caribbean Export’s collaboration with the World Bank’s Entrepreneurship Program for Innovation in the Caribbean (EPIC) saw the launch of the Caribbean Investment Facilitation Project (CIFP)/LINK-Caribbean. This programme supports the on-going development of a structured business angel investing ecosystem in the Caribbean (Caribbean Business Angel Network - CBAN) and the distribution of investment facilitation grants (Co-Investment Grant and Investment Readiness Grant). During the period, the Agency awarded a total of **USD650,000.00** in Co-Investment Grants to **10** firms and **USD350,000.00** in Investment Readiness Grants to **14** firms.

Under the LINK-Caribbean project, the Agency launched the 5-5-5 Pitch Competition which targeted five innovative and export-ready local SMEs seeking private equity financing to pitch their business ideas to a panel of judges.

A total of USD15,000 was provided through the 5-5-5 Pitch Competitions. The winner of the competition held in Saint Lucia was **Mr. Johanan Dujon of Algas Organics**, a seaweed fertilizer company in Saint Lucia, who received the USD5,000.00 prize.

The Agency also convened the inaugural Caribbean Angel Investors Forum (CAIF) which provides the opportunity for existing and prospective investors to hear first-hand about angel investing in the Caribbean. Caribbean Export facilitated the attendance of **2** stakeholders from Saint Lucia to the second angel investment forum held in Trinidad and Tobago. **1** Saint Lucian stakeholder was also facilitated at the 2018 National Angel Capital Organization (NACO) World Angel Investment Summit in Canada.

Supporting SMEs through capacity building is a key component of the Agency's work. The delivery of training and certification, and increased access to market intelligence including improving SMEs knowledge of relevant trade agreements contributes towards this component. **133** Saint Lucian stakeholders participated in 7 such initiatives held in country.

Caribbean Export also provides export promotion support to SMEs through market penetration initiatives including trade missions, expos, and conferences. For the period 2017-2022, Caribbean Export supported and assisted approximately 260 participants from firms within various CARIFORUM States, to attend approximately 29 trade mission and expos. A total of **18** stakeholders from Saint Lucia benefitted from this support.

Caribbean Export also sponsored 93 firms to attend the 4th CARIFORUM-EU Business Forum in Frankfurt, Germany, the flagship event for the Agency in 2019. The Forum provided the platform for firms and BSOs to exhibit their products and services to 68 European buyers and engage with potential investors. **4** firms from Saint Lucia (**Malfinis Film and Animation Studio Inc., Cocoa Sainte Lucie, Natmed Ltd, and Baron Foods Ltd.**) benefitted as participants at the event.

Due to the COVID-19 pandemic, the Agency hosted the Absolutely Caribbean Virtual Tradeshow (ACVT) on November 5, 2020. The event benefitted forty-seven (47) CARIFORUM firms from **alcoholic beverages (8 firms), natural cosmetics (10 firms), natural products (18 firms) and sauces and condiments (11 firms) sector**. **4** firms from Saint Lucia (Natmed Ltd., Choiselle, Cocoa Sainte Lucie and Viking Traders Ltd) benefitted from this intervention.

Investment promotion is another important area of focus for Caribbean Export. As the Secretariat for the Caribbean Association of Investment Promotion Agencies (CAIPA), Caribbean Export's work in investment promotion is focused on capacity building, brand development and promotion, research and information, advocacy, and supporting the sustainability of the CAIPA. **8** stakeholders from Saint Lucia

**During the virtual tradeshow, exhibitors engaged in**



two hundred **(200)** B2B meetings.

**Seven themed webinars**



based on the **sectors of interest** were hosted with industry experts during the tradeshow.

**The ACVT attracted**



**seventy (70)** qualified buyers, **four hundred and fifty (450)** registrants and **two hundred and forty-three (243)** attendees.

were present at six CAIPA activities executed by Caribbean Export.

The Agency continually renews its emphasis on fostering environments to increase employment creation, inclusiveness; particularly for youth, women, and indigenous groups in CARIFORUM states, through targeted interventions that provide new and innovative framework for growth and development.



**Top L to R: Nadia Jabour, Designs by Nadia and Taribba do Nasimento, Meme Bete. Bottom L to R: Designs by Nadia products and Meme Bete Bag.**

The WE-Xport programme was designed in 2018 to support Caribbean women in business to start exporting or increasing the exports of their products and services. The programme provided support to twenty (20) women-owned businesses within CARIFORUM, towards the improvement of their export development and competitiveness. The WE-Xport programme cohort included **2** firms from Saint

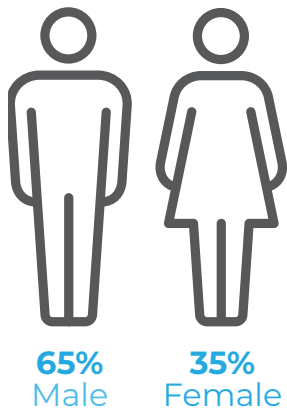
Lucia, the jewelry manufacturing firm **Designs by Nadia** and the fashion and design firm **Meme Bete**.

The OECS Youth Accelerator was created in 2020 in partnership with the OECS CBU to provide business coaching youth owned MSMEs in the OECS to develop their export capacities and competitiveness. 14 youth-owned firms from the agribusiness, manufacturing, information and communications technology (ICT), and sustainable energy sectors, participated in the project. **5** firms from Saint Lucia (**T & A Household Décor, Shop D Caribbean,**

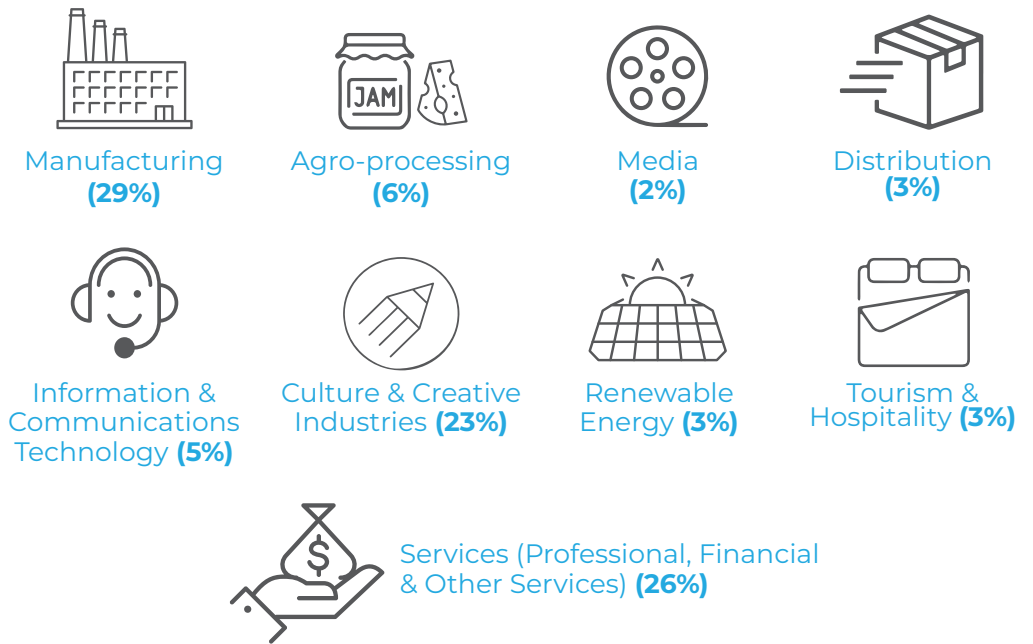
**Mangal Trading Incorporation, The Two Acres, and Zénaïde Aromatherapy**) benefitted from this Accelerator.

The Agency executed the IICA Youth Accelerator from August 2020 in partnership with the Inter-American Institute for Cooperation on Agriculture (IICA). This accelerator aimed to develop the export capacities and competitiveness of youth owned MSMEs in CARIFORUM. 8 agro-processing firms benefitted from this accelerator. **1** company from Saint Lucia, **Ali Rose Limited**, benefitted from this Accelerator.

The **gender distribution of participants from Saint Lucia that benefitted from Caribbean Export's interventions over 2017-2022** was



The **sectors that benefitted from the Agency's interventions included:**



**11th EDF RPSDP (2017-2022) Statistics at a Glance**



Please note that the participants total provided does not reflect the total number of beneficiary firms, as one firm is likely to have participated in multiple Agency interventions and would be counted as a participant for each. Further, a single firm may have sent multiple participants to an intervention.