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EDITORIAL

These are exciting times for the Services Sector and for the Saint Lucia Coalition of Service Industries (SLCSI). The SLCSI is collaborating with Caribbean Export, GIZ, the Caribbean Network of Service Coalitions (CNSC) and the Global Links Network, to help strengthen the export capacity of small and medium enterprises (SMEs) in the Services Sector on the island. The programme, dubbed “Services Go Global” or “SGG” was launched in Barbados in September of 2014.

A Certification Programme for SGG Trainers kicks off in June. Two trainers from St. Lucia, Keith Millar and Claudius ‘Peto’ Francis will undergo the SGG Certification Programme. On successful completion they will become Certified SGG Trainers, qualified to deliver the SGG Export Ready Programme to small and medium service providers in St. Lucia. We wish Mr. Millar and Mr. Francis success in the pilot training slated for June 22 – 25, 2015 in Saint Lucia.

Management Consultants are also set to benefit from a CMC certification programme through the Caribbean Institute of Certified Management Consultants (CICMC) in the ensuing period. This has been made possible through funding under the Caribbean Aid for Trade Regional Integration Trust Fund (CARTFUND) Extended Project.

SLCSI continues to keep services in the spotlight. Communication initiatives intended to build awareness, sensitiza-

tion and education were undertaken during the month of April. Key among these was a panel discussion on Calabash TV and another on the RSL call-in programme IPI.

A new addition to SLCSI’s communications efforts is TIC TAC – a newsletter designed specifically to highlight issues related to the formulation of a Services Policy, Strategy and Action Plan for St. Lucia. The Newsletter is targeted specifically at the inter-ministerial Technical Advisory Committee (TAC), hence the name TIC TAC. However, it is being circulated to the general SLCSI membership and other key stakeholders to keep them informed at every stage of the policy formulation process.

The SLCSI has taken strategic approaches to strengthen its members and drive the expansion of the Service Sector. With the launching of an Association Incubator and Business Support Unit (AIBSU), members can now take advantage of new support services to strengthen their associations.

We trust that you will enjoy reading this issue of Focus on Services; that you are encouraged by the developments in the sector; and that you will take advantage of current and future opportunities to grow your business.

"Services Go Global" Trainers Become Certified

Since the Service Exports (Regional) Programme "Services Go Global (SGG)" Training of Trainers workshop held in Barbados in September 2014, the Saint Lucia Coalition of Service Industries (SLCSI) has utilized various approaches in sensitizing the local Service Sector about this important, timely and comprehensive programme.

The "Services Go Global" Export-Ready Programme was developed by Caribbean Export, Global Links Network, GIZ and the Caribbean Network of Service Coalitions (CNSC). This programme is set to take off in June 2015 with a pilot training workshop that focuses on the certification

of CSI trainers from Saint Lucia, Grenada, St. Vincent, Belize and Trinidad. This underpins a Certification Programme for the purpose of quality assurance and certification of trainers.

During April 2015, the SLCSI trainers - Mr. Claudius "Peto" Francis of The Empowerment Consulting Inc. and Mr. Keith Millar - Consultant and SLCSI Director, officially underwent the first two stages of the Certification Process for the SGG Programme.

The Certification Programme includes the preparation of a Mini Export Plan, Online Exam and Trainer Delivery Assessment, as the final stage, which involves an assessment

of the trainers' delivery. Successful trainers will co-deliver a pilot session of the entire SGG course over a 4-day period from June 22-25, 2015. The Certification Team consists of representatives from Caribbean Export, GIZ, Global Links Network, and the CSI's Executive Director.

On completion, the two trainers will provide SGG training to SME firms and service providers interested in becoming export-ready.

Saint Lucia Coalition of Service Industries (SLCSI) Host Dominican Students

Four students from the Dominica State College now have some knowledge and insight into the role of the Saint Lucia Coalition of Service Industries (SLCSI) in developing the island's Service Sector.

The four were part of a group of 20 students from Dominica who undertook a Student Mission to St. Lucia in April 2015. The Student Mission is part of the public education component of the CSME Economic Integration Programme funded by the 10th European Development Fund (EDF).

The programme seeks to engage the youth in identifying career possibilities, as well as opportunities for entrepreneurship within the CSME.

One of the four students who visited the SLCSI has aspirations of opening up a manufacturing plant in her native Dominica. The others hope to pursue science-related careers. Though they were all visiting Saint Lucia for the first time, the students said they felt very much at home

in terms of the topography, the food, customs and the common Kweyol language.

SLCSI President, Terrence Elliott, welcomed the students and gave them an overview of the work of the SLCSI in working with Government to create the enabling environment for the growth and development of the Services Sector in St. Lucia. Elliott also engaged the students in a question and answer session, which brought to the fore some of the challenges that St. Lucia's service providers grapple with within the CSME. Key among these were the lack of Mutual Recognition Agreements to allow for provision of services in sister CARICOM Countries, impediments to free movement in the CSME and the limitations of size and scale of operations which impede the export growth of small service providers.



SLCSI President, Mr. Terrence Elliott

The Student Mission was organized by the CARICOM Secretariat in collaboration with the Ministry of Commerce, Business Development, Investment and Consumer Affairs.

Management Consultants to Undergo CMC Certification Programme

The SLCSI continues to provide capacity building support to its members and this time the Professional Services Sector is being boosted with a cadre of specialist consultants. The SLCSI has secured funding under the Caribbean Aid for Trade Regional Integration Trust Fund (CARTFUND) to support an international certification programme for nine (9) members of the Association of Management Consultants of Saint Lucia (AMCS) namely, Keith Millar, Agnes Francis, Louvette Louisy, Thecla Deterville, Vimla St. Hill, Wilton Bleasdille, Stephen Louis, Claudius Preville and Geraldine Lendor-Gabriel.



AMCS members at a Meeting with SLCSI Executive Director

Certify Management Consultant (CMC) is an internationally recognized certification of competence and professionalism in Management consulting and is presently being offered by the Caribbean Institute of Certified Management Consultants (CICMC).

In addition to raising the profile of the AMCS Association, participants will benefit from becoming CMC Certified and are expected:

- To serve as a third party verification of the management consulting competency of the members who have pursued the training, thereby providing greater client confidence and awareness.

- To enhance the market status of the members and the self-belief to deliver consistent consultancy services.
- Serve as an international endorsement and recognition of the members' expertise that draws clients to them and will increase the export potential of their services.
- To provide members with access to the CICMC and the CMC network, resources, and member base and support through the CICMC Institute.

According to Mrs. Geraldine Lendor-Gabriel, AMCS immediate Past President, this training will assist members in improving their export potential, and contribute to their ability to compete in the delivery of service at the national, regional and international level. She says that it will allow AMC members to develop the required knowledge and skills which will enable them to build a reputation of delivering a high quality, professional consulting service.

ICMCI: A Global Network



The AMCS is grateful to the SLCSI for providing this opportunity to its members.

SLCSI Communications and Public Relations Drive

The Saint Lucia Coalition of Service Industries (SLCSI), in its quest to meet the information needs and demands of local service providers, continues to execute activities that fit within its Communications Strategy. During the period March to April, 2015 the SLCSI was engaged in various outreach activities with the aim of sensitizing and providing the public, particularly key stakeholders, with relevant information on its accomplishments, work programme and sector development issues and achievements.

As part of SLCSI's ongoing communications drive, the first of a series of televised discussions was held on March 26, 2015 in collaboration with the Trade Export Promotion Agency (TEPA) to discuss Service Exports. The SLCSI jointly hosted this panel discussion at Calabash TV to educate and sensitize the viewing public on service exports/exporters and institutions available to provide assistance.

involvement with SLCSI's initial Export Preparation Programme caused her company to review its core offering and adapt it to current market needs.



Discussions on Service Exports, with a focus on the Creative Industries, continued on Radio St. Lucia's IPI programme on April 20, 2015. The panelist included Jacqueline Emmanuel-Flood of TEPA, Yvonne Agard of SLCSI, Donovan Williams and Kentry Jn Pierre – Permanent Secretary and Parliamentary Secretary in the Ministry of Tourism, Heritage and Creative Industries, respectively.



The panel consisted of Barbara Jacobs-Small of Right Angle Imaging, Jacqueline Emmanuel-Flood of TEPA and Keith Millar – Member of the Association of Management Consultants and SLCSI Director. Discussions focused on:

- TEPA's role on behalf of Government, as the Agency to promote Goods and Service Exports, their accomplishments to date and work programme for the current year;
- SLCSI's role in developing the Service Sector, as it relates to promoting Service Exports and preparing service providers to export their services through the 'Services Go Global' (SGG) training programme;
- The successes and challenges of Right Angle Imaging as a service provider/exporter and the assistance received from SLCSI and TEPA. Small explained that her involve



As of April 2015, the SLCSI began publishing TIC TAC - a newsletter highlighting key steps and developments in the formulation of a Services Policy, Strategy and Action Plan for St. Lucia. The Newsletter is targeted specifically at the inter-ministerial Technical Advisory Committee (TAC), hence the name TIC TAC.

SLCSI Launches its Association Incubator and Business Support Unit (AIBSU)

The delivery of SLCSI's suite of services is based on the provision of direct support to association members, as primary beneficiaries of the organization's programs. Strong associations are the primary objective of SLCSI's interventions, as they are the vehicles through which Services Sectors can be built. Under this initiative, the SLCSI provides direct capacity building support, export development training, professional development, Standard Development and International best practices, awareness building, lobbying and advocacy. All these services are provided with an aim to develop a cadre of export ready professionals who can take advantage of export promotion initiatives, such as Trade Missions.

With over ten (10) member associations at various stages of development, the levels of intervention from SLCSI will vary based on their levels of need, which falls into three designated categories:

- a) Associations who are embryonic, or non-functioning
- b) Associations that are functioning well but need assistance with specific interventions
- c) Associations that are transitioning from (a) to (b).

The SLCSI has outsourced the services of a Membership Officer with an aim to improve its capacity to drive the expansion of the Services Sector by providing targeted technical support to fledging associations and mobilising new economic sectors into associations. Some of the activities that will be undertaken, as part of the AIBSU initiative include:

- a) Preparing client driven work plans for new associations;
- b) Providing technical and business support to member associations in the implementation of their work plans and advocacy plans;
- c) Conducting training workshops on "Association Management;"
- d) Developing templates/tool kits for new associations (governance structure, incorporation documents, etc.).

The objectives of the AIBSU are to sensitize members on the:

- Core services being provided by the SLCSI
- Newly added Administrative Services that will support

the operations and growth of existing associations.

Associations are encouraged to take advantage of the opportunities available to strengthen their organization and increase the competitiveness of our local Service Sector industries.



For further information on how members can access the Administrative Support Services, please contact the SLCSI at 452-7864 or e-mail us at aibsu@slcsi.org.lc.

Click on the link below or visit our website at www.slcsi.org.lc to download the AIBSU Flyer. <http://slcsi.org.lc/download/IncFlyer-2.pdf>



OPPORTUNITY

Expression of Interest Notice - Invitation to CARIFORUM Start-Ups and Potential High Growth MSMEs to participate in a seminar on Angel Investor Engagement Training for Entrepreneurs

The Caribbean Export Development Agency (Caribbean Export) is inviting regional start-up companies and high growth potential MSMEs to participate in the first staging of its Angel Investor Engagement training for regional entrepreneurs. There will be a series of three trainings, the first to be held in Barbados on, June 22nd, 2015 for entrepreneurs located in Barbados, Trinidad, Guyana and Suriname. The other two will take place in Jamaica (to cover entrepreneurs in Jamaica, Belize, Haiti, Dominican Republic and The Bahamas) and Saint Lucia (to cover the Organisation of Eastern Caribbean States OECS countries). The dates and venues for the trainings to be held in Jamaica and Saint Lucia will be announced at a later time. Please note however that entrepreneurs from all CARIFORUM Countries (Antigua & Barbuda, Bahamas, Barbados, Belize, Dominica, Dominican Republic, Grenada, Guyana, Haiti, Jamaica, St. Kitts & Nevis, St. Lucia, St. Vincent and the Grenadines, Suriname, Trinidad & Tobago) are required to apply for the training using the deadlines indicated in this Expression of Interest notice.

This training will sensitize, educate, and train regional entrepreneurs in global best practices methods of engaging angel investors for investment.

In its mission to increase the competitiveness of firms in the region, Caribbean Export has taken note of the inability of regional firms to consistently gain access to the right mix of financing applicable to their stages of development as being a major hindrance to them achieving success. As such Caribbean Export has embarked on activities, in conjunction with our World Bank partners, to increase access to private equity financing, specifically Angel Investment to regional firms. One such activity involves training regional entrepreneurs on how to properly and successfully engage Angel investors when seeking to raise capital for their businesses.

Formal Angel investing within the region is a new occurrence; however, informal angel investing has been taking place within the region for many years. There are three formal Angel groups in the Caribbean; two in Jamaica (First Angels Jamaica and Alpha Angels), and one in Barbados (Trident Angels) and others planned for formation in the short and medium term. There are also a number of regional High Net Worth Individuals (HNWIs) performing angel type activities outside the auspices of a formal angel group.

Caribbean Export will sponsor a representative from twenty (20) CARIFORUM firms to participate in this event. The aim of this initiative is to build the capacity of those selected to strategically target, engage and properly pitch to regional/international angel investors.

This EOI is targeted to, but not limited to both start-ups and established firms who are actively seeking angel capital, and also firms that are exporting or have export potential in both goods and services.

Interested persons must submit all required documentation to Caribbean Export Development Agency.

All Expressions of interest should be submitted no later than June 5th 2015 4:30 pm Barbados time, by email only and in English to Mr. Kevin Jones, Caribbean Export – Advisor; Access to Finance at email kjones@carib-export.com.

The criteria for participating in this initiative are listed below: Firms must submit:

- Completed Expression of Interest (EOI) application form
- An Executive Summary of your Business Plan/ Business Model (1page max)
- A Letter of Commitment:
 - Indicating a willingness to provide Caribbean Export with information on your progress in seeking angel investment.
 - Demonstrating intent to use the training as a tool to target regional angel groups/ investors for funding.

Please note that the support that Caribbean Export will be providing to each of the 20 successful candidates to participate in this Business Summit is limited to:

- Direct economy airfare for one person
- Accommodation and daily stipend for one person (based on European Union guidelines)

Click on the links below to view EOI Application Form and Agenda/Flyer.

<http://www.carib-export.com/login/wp-content/uploads/2015/05/Investor-Engagement-for-Entrepreneurs-Flyer-and-Agenda-Final.pdf>

<http://www.carib-export.com/login/wp-content/uploads/2015/05/Entrepreneur-Investor-Engagement-EOI-Application-Form-Final.docx>

WHAT'S NEXT?

We appreciate your feedback!

Please share with us your comments and thoughts on any of the stories featured in this article and let us know what you would like featured in our upcoming Issue.



www.facebook.com/saintluciacoalitionofservices



Enhancing Competitiveness in the Global Marketplace

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EVENTS DIARY

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1. June 2015 - Certification of SGG Trainers
2. July 2015 - Televised interview on Services Policy development
3. July 2015 - First SGG training workshop
4. June/July 2015 - Training of Massage Therapists - TVET Prior Learning Certification Programme