

International

BDC talks trade, makes global links

Strengthening ties in Tokyo

The Business Development Company (BDC) President represented the state at the ASIA-LAC: Trade and Investment Forum sponsored by the International Development Bank, held in October in Tokyo, Japan. The two-day conference brought together 50 representatives from trade and investment organisations throughout Latin America and the Caribbean.

The presentations were very informative and gave a world view of the economic renaissance currently in progress in Latin America and Central America over the last five years and presented a very positive outlook for success given the current trade policies and environment in Latin America in general.

Business mission to Ireland

BDC attended the Cariforum Ireland Study Tour in October. Sponsored and organised by the Caribbean Export Development Agency, Barbados, the event brought together representatives from regional business support organisations from Barbados, Grenada, Dominica and St. Kitts. We learned and understood the business model employed by Irish business support organisations, specifically Ireland Industrial Development Agency, Enterprise Ireland and Forfas. Some of these lessons have been included in plans for the BDC in 2009.



T&T'S NATIONAL DAY AND LAUNCH OF THE BOOTH. From left: Jude Carasquero, Assistant Manager, and Tracey Savary, Manager, of the Trade Facilitation Office in Cuba; His Excellency Efebo Wilkinson, T&T's Ambassador to Cuba; and the Honourable Orlando Hernandez Guillen, Cuba's Vice-Minister of Foreign Trade (MINCEX).



Mrs. Natalie Paul-Harry, Senior Business Development Officer, the Honourable Orlando Hernandez Guillen, Cuba's Vice-Minister of Foreign Trade (MINCEX), and Tracey Savary, Manager of the Trade Facilitation Office in Cuba.

T&T stands tall at Havana Fair

The BDC helped T&T stand out from the vast crowd at the recently held Havana Trade Fair. Held in November at the Pabexpo Exhibition Complex in Havana, Cuba, the 26th edition of the fair boasted 1,420 companies from 54 nations.

With collaboration from the Ministry of Trade and Industry and the Trade Facilitation Office in Cuba, the T&T pavilion showcased this country's versatile and vast

array of products and services. The BDC also facilitated the participation of eight local companies – Associated Brands Industries, Hyline Label Company, Eniath's Printing Company, Printing and Packaging Industry Council, Richcare Industries, Sacha Cosmetics, T&T Manufacturers' Association, and Unique Scale Service. Located in the Caribbean Pavilion, T&T's showcase won the Best Booth Design award.

Teamwork for a stronger region

BDC represented the state at the 9th Forum of Trade Promotion Organisations of the Greater Caribbean last September. Hosted by the Association of Caribbean States and held in Aruba, the forum promoted the theme "New problems affecting industrial development and trade promotion in the Greater Caribbean".



The forum's objective was to update the Caribbean organisations that promote trade and investment and help them to develop strategies that would build stronger regional competitiveness. Among the topics discussed were tourism, trade intelligence, innovative export strategies for overcoming obstacles to trade, and challenges in the export of textiles and clothing.

Export Awards



US\$50,000 international prize for BDC

The BDC recently took top honours in an international competition organised by Cisco Systems Inc, a multi-national corporation that designs and sells networking and communications technology and services.

As top winner, the BDC will receive US\$50,000 worth of products to be installed and implemented by Cisco-certified technicians. The BDC will also benefit from the opportunity to become the model for a fully upgraded and functional prototype of a new technology solution. The new system will incorporate, among other things, a completely wireless network including IP phones, wireless hubs and communication hubs.

Based in California, Cisco promotes five brands – Cisco, Linksys, WebEx, IronPort, and Scientific Atlanta. The company has more than 66,000 employees and average annual revenue of US\$39 billion.

Upcoming Events

SUPERVISORY SKILLS
Develop and refine effective management skills

High-performing employees are often promoted to supervisory and managerial positions. This workshop helps them achieve a successful transition.

February 2 & 3, 2009, 8 am to 4 pm

DELIVER DYNAMIC PRESENTATIONS
Beat the competition and impress your business partners

Learn to plan and deliver well-structured, polished presentations with techniques to communicate and reinforce your message.

February 9 & 10, 2009, 8 am to 4 pm

PROFESSIONAL PHONE ETIQUETTE
Create a lasting impression on your customers

Your operators have a vital role to play with phone calls. This dynamic workshop presents telecommunications etiquette in a lively style.

March 9, 10 & 11, 2009, 8 am to 4 pm

TO REGISTER, PLEASE CONTACT:
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Innovation

BDC workshop inspires innovation Ideas to Income

Inspiring innovative ideas as a catalyst for entrepreneurial growth and development was the driving force behind the Innovation Ideas to Income workshop hosted by the Business Development Company (BDC).

The two-day session was held last November at the Crowne Plaza, Wrightson Road, Port of Spain. Business leaders, representatives from state agencies and ministries, and managers from some of the country's burgeoning small and medium-sized enterprises (SMEs) participated in this cutting-edge workshop.

The feedback was excellent, with participants offering kudos to the BDC for a

well-executed and enlightening workshop.

As the implementing agency for Government's policy for medium-sized enterprise development, the BDC's role is advancing the fortunes of businesses in Trinidad and Tobago. The organisation actively promotes its suite of services, which include its Loan Guarantee Programme, Equipment and Machinery Leasing (through Caribbean Leasing Company Limited), Trade Assistance and Promotion, Export Certification and Training and Consultancy.

The Innovation Ideas to Income workshop fell under the BDC's training



Facilitators and participants at the workshop.

portfolio. It was co-ordinated by the agency's Business Development Unit, which regularly hosts interactive, informative and relevant courses.

The Unit engages the services of local and foreign experts, speakers and seminar leaders. The facilitators for the Innovation Ideas to Income workshop included two highly respected foreign consultants, Scott Berkun and Sean McNulty.

Berkun is an author, public speaker and consultant. A former Microsoft manager, Berkun has written two bestsellers, "Making Things Happen" and "The Myths of Innovation". He currently teaches a graduate course in creative thinking at the University of Washington. McNulty is the managing director of Innovator, a consultancy firm that facilitates companies in the area of innovation management and new product and service development training and mentoring. He is also head of Dolmen, a leading new product development consultancy in the US.

The opening ceremony for Innovation Ideas to Income was held in November. It included an address by BDC President Albert Chow.

"To the BDC, innovation is that creative process of exploiting new ideas," he told the participants. "Innovation for us is a natural enabler of economic development and we trust that at the end (of the workshop), you would be in a better position to understand the process of research and development, how to inculcate an innovation culture and how to move your ideas into an income earning venture."

Over the two-day session, the facilitators led the participants through the dynamics of research and development, strategies in business and technology, and concept of innovation and its place in the business value chain.

A great deal of focus was placed on building an innovative culture within companies, so as to promote and encourage idea generation.



Participants did individual and team-based exercises to show the importance of creative tools like brainstorming.

Entrepreneurship – Trade Information Facility

TIF opens its doors to the business community

The BDC added another feature to its suite of services when it launched the Trade Information Facility (TIF) last November.

TIF is a free, multimedia service that includes on-the-spot access to comprehensive international trade database products and one-to-one access to a trade specialist. It is a convenient and powerful tool that enables local entrepreneurs and businesses to access relevant market intelligence.

The new BDC service allows virtually any question a local entrepreneur may have about pursuing new markets or expanding his export business to be answered because it links users to the latest international market data and information in "real time" via international databases, among them Euromonitor, Kompas, Product Map, Trade Map and Importers Database. TIF also provides opportunities for the development of export-ready and internationally competitive

products and services, new markets for T&T's exports, and increased levels of employment and foreign exchange earnings.

At TIF's launch, Roslyn Khan-Cummings, former Deputy Permanent Secretary in the Ministry of Trade and Industry, (MTI) encouraged local business to avail themselves of the new service, saying, "Exporters must take advantage of the many trading opportunities the MTI creates through negotiation of various bilateral and multilateral trading agreements aimed at increasing our exports, and this facility is a useful tool to assist in this regard. We encourage full use of this facility and other initiatives which the BDC is pursuing to increase our competitiveness and our export potential."

To find out more about the Trade Information Facility, contact any member of the TIF team at **627-5748** or e-mail: **trade-info@bdc.co.tt**



Roslyn Khan-Cummings, former Deputy Permanent Secretary in the Ministry of Trade and Industry, cuts the ribbon to declare the facility open, while BDC Chairman Ganesh Sahadeo and BDC President Albert Chow look on.



Veronica Jud (centre), Consultant secured from the International Trade Centre, Holland, is surrounded by the BDC TIF team of experts. L-R: Natalie Paul-Harry, Nathali Richards, Sheldon Jackman, Avinash Harrysingh, Damie Sinanan.

TTMA welcomes TIF initiative



"Members of the Trinidad and Tobago Manufacturers' Association often complain about a dearth of information on international markets, which limits business planning and restricts attempts at penetrating new markets.

"The TTMA therefore welcomes the introduction of the Business Development Company's Trade Information Facility, which is aimed at providing relevant, up-to-date and accurate information on trade statistics and new market opportunities.

"It's understood that local manufacturers must seek out new markets in order to remain competitive, and the TIF can assist by providing accurate and relevant market information to assist in decision-making. The availability of key market data would also encourage innovation, which is another key element in the development of SMEs.

"I encourage members of the TTMA to take full advantage of the Trade Information Facility, which will undoubtedly prove to be a useful tool in exploring opportunities for growth for Trinidad and Tobago's manufacturers."

Karen de Montbrun, TTMA President