



# *POTENTIAL FOR THE DEVELOPMENT OF PRODUCTIVE ARTICULATION STRATEGIES AND PROMOTION OF EXPORTS IN THE CARIBBEAN*

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# OVERVIEW

This presentation is going to focus less on analysing the economic factors leading to the strategies being proposed, and will bring a perspective from Caribbean firms in operation

- Productive Articulation
- Potential for Development
- Strategies
- Promotion of Exports



“Productive Articulation refers to strategies that increase the UVP and selling point for a commodity, service or sector.”



# POTENTIAL FOR DEVELOPMENT

How we unlock this potential goes beyond asking what the market wants; given the disparity between the world markets and the emerging bloc trading; we ask:

- Are Caribbean Exports meeting world demand?
- What is the Unique Value Proposition of the Caribbean- as a whole, as individual member states?
- How do we overcome challenges in a diverse construct yet “vulnerable” state

# CARIBBEAN EXPORTS

- Fuel and mining products - petroleum gas and oils
- Agro-based: Bananas, sugar and rum
- Minerals -  
gold, aluminium oxide, hydroxide and iron ore products
- Processed by-product; fertilisers
- Tourism
- Sport- cricket

# UVP

## The Caribbean's unique value proposition

- Country of Origin e.g. rum and association with the Caribbean
- Support to manufacturing sector; services infrastructure
- Traditional sun, sand, sea
- Melting pot of cultures

# PRODUCTIVE ARTICULATION STRATEGIES

- CSME
- Develop real and tangible links
- Regional Incentives
- Common factor

# CSME

- Full implementation of the CARICOM Single Market thereby reducing cost of doing business providing competitive advantage over extra-regional counterparts.
- Movement of labour, capital and technology



# DEVELOP REAL AND TANGIBLE LINKS

Facilitate two-way trade by connecting with: -

- ❑ French Outermost regions
- ❑ Dutch Caribbean
- ❑ Cuba
- ❑ Dominican Republic
  
- Eliminate or have concessions on barriers to Caribbean intra-regional trade
  
- Level of harmonised trading practices

# REGIONAL INCENTIVES

- Creation of regional incentives in addition to national incentives.
- Cross-Caribbean Investment
  - involvement of more than one firm across different Caribbean countries/a multi-national firm

## COMMON FACTOR

A common factor strategy as opposed to consolidation or convergence, allowing like-minded MSMEs to pool resources and talents to compete in the global market.

*In alignment with a strategy for the enhancement of the regional space in terms of productive development of each country and its integration in global economic competition. The idea of "convergence in diversity" that has been supported by Heraldo Muñoz since the beginning of his term as Chancellor of the government of Michelle Bachelet (Chile)*

# MANUFACTURING EXPORTERS BY COUNTRY

TABLE 3. MAJOR MANUFACTURING EXPORTERS			
Country	Exports of manufactures and chemicals*		
	US\$M	Main products	
	1995		
Puerto Rico (1)	15938	Chemicals, pharmaceuticals, machinery and equipment	
Trinidad and Tobago	1084	Steel, fertilizers and other petrochemical products	
Bahamas	883	Chemicals	
Dominican Republic (2)	1011	Garments and other textile products	
Dominican Republic (3)	250		
Jamaica	397	Garments	
Barbados	101	Chemicals and electrical products	
* Sections 5-8 of SITC, except where otherwise indicated			
(1) Exports of manufactures except food and petroleum refined products			
(2) Gross receipts from free zone exports			
(3) Actual foreign exchange returns from free zone exports			
Sources: ECLAC Office for the Caribbean, <i>Selected Statistical Indicators for Caribbean countries</i> ; 1996; Wilmore 1993			

Source: Professor Norman Girvan (1997) *Societies at Risk; the Caribbean and Global Change*

# PROMOTION

- Consideration of a Caribbean Brand
- Basket of Goods
- Niche Markets
- Competitiveness of Nations or the Competitiveness of firms

