



SISTEMA ECONÓMICO
LATINOAMERICANO
Y DEL CARIBE



Invest Barbados

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de Barbados (BMA) Barbados**

Cooperación Económica y Técnica

Seminario – Taller sobre Emprendimiento “Hacia la creación de una economía impulsada por el emprendimiento – desmitificando el proceso”

Bridgetown, Barbados

17 y 18 de agosto de 2016

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**Towards the Creation of an
Entrepreneurial-Driven
Economy –
Demystifying the Journey**

Kenneth Campbell
Director-Investment Promotion
August 17, 2016

Presentation Outline

- 1. About Invest Barbados**
- 2. IPF Division**
- 3. Marketing Barbados Overseas**
- 4. Investment Opportunities**
- 5. Working Together**

About Invest Barbados



MISSION

“To secure and facilitate sustainable foreign direct investment and international business that result in increased jobs, technology and skills transfer, foreign exchange earnings and tax revenues for Barbados.”

VISION

“To be recognized as a leading investment promotion agency by virtue of our success in winning and facilitating international business.”

**About
Invest Barbados**



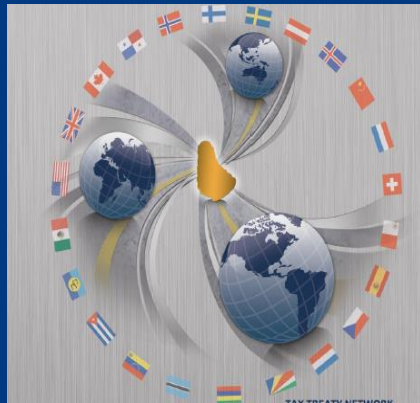
In pursuing our mission and vision we :

❖ Conduct research to facilitate the development of new products and markets and monitor competitive domiciles, clients and markets for new trends and legislative changes

❖ Engage in marketing activity globally to promote Barbados as a desirable investment location, and land Foreign Direct Investment

❖ Work with other stakeholders to manage and develop the Barbados business brand

Key Brand Attributes



Barbados – A key investment location

- **Hub for treaty-based business**
- **Strong human capital**
- **Sound and transparent regulatory framework**
- **High-quality infrastructure and technological readiness**
- **Support businesses of substance**
- **Low corporate tax regime**
- **High quality of life**
- **High international ratings**

R & D DIVISION



Conducts research to:

- **Identify new products**
- **Examine new and existing market opportunities**
- **Analyze developments in competing domiciles, source markets and investment promotion agencies**
- **Garner client feedback on the Barbados international business brand**
- **Manage and monitor the Barbados International Business Brand**
- **Provide relevant, timely, current and quality information to IPF and IB's clients**

IPF
DIVISION



We have three offices located in:

- **Toronto, Canada**
- **New York, USA**
- **Bridgetown, Barbados**

**IPF's
Overseas
Focus**



OVERSEAS MARKETING

- **Direct client contact**
- **Prospecting and promotional activities to identify new business**
- **Provision of market information**
- **Arranging visits, seminars, trade shows**
- **Continuous contact with clients and parent companies**
- **Promotion of Mandate Expansion**

IPF's
Local Focus

LOCAL FACILITATION:

- **Provide information on incentives and provide guidance to investors on establishing operations in Barbados**
- **Facilitate foreign direct investment and International Business – establishment/strategic alliances /joint ventures /subcontracting**
- **Provide ongoing support to investors through our customer service facilitation programme**
- **Generally make it easy for investors to do business in Barbados**



Marketing
Barbados
Overseas



**Marketing
Barbados
Overseas**

Traditional Markets

Canada, United Kingdom & the USA

New markets/regions:

Latin America

- Mexico, Panama, Colombia and
Venezuela**

Africa

Asia

Middle East



Investment Opportunities



- **ICT**
- **Manufacturing**
- **Financial Services**
- **High Net Worth Individuals**

Marketing to Entrepreneurs

Target Audience

- **Global Businesses**
- **Service Providers**
 - **Lawyers, Accountants and tax Advisors**
- **High Net Worth Individuals**



Market Verticals



SECTORS

- **Wealth Management**
- **Intellectual Property**
- **ICT Services**
- **Niche Manufacturing**
- **Headquarters and Holding Companies**

**Working
Together**

Working Together



**Working
Together**

Global Focus

- **Encourage Entrepreneurs to**
- **“Think Global” from Outset**
- **Structure Entity Accordingly**
- **Work with IB Team to Pair
Entrepreneurs with International
Investors.**



Thank You

Thank You

Contact us at:

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Visit our website at:

www.investbarbados.org