



CENTRE POUR LE DEVELOPPEMENT
DE L'ENTREPRISE
CENTRE FOR THE DEVELOPMENT
OF ENTERPRISE



your reference partner for the ACP private sector

DOING BUSINESS WITH EUROPE:

*A seminar organized by DG Trade, European Commission
On How Your Business can benefit from the CARIFORUM-
EU EPA*

THE CDE- WHAT WE CAN DO FOR YOUR BUSINESS

Presented by Marie Louise Norton-Murray; CDE
Caribbean Regional Office
in Port of Spain, Trinidad and Tobago
On April 4,2011

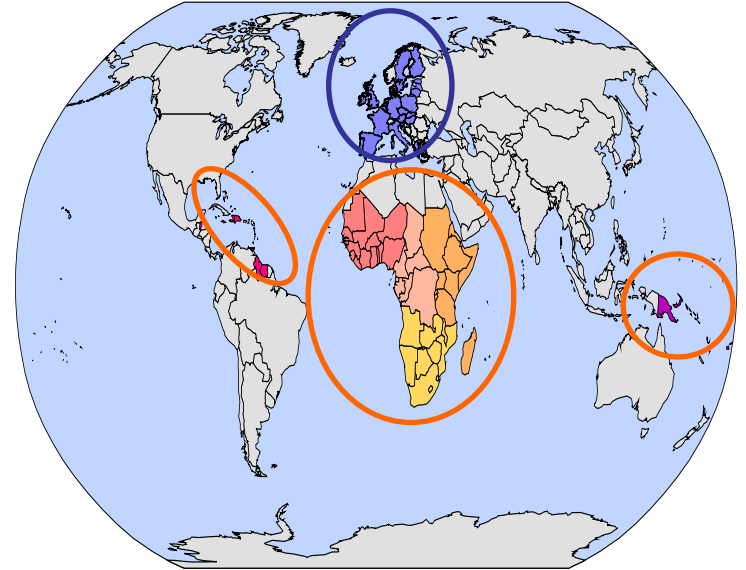
The Centre for the Development of Enterprise (CDE)

The CDE is:

- A joint ACP -EU institution under Cotonou Agreement (since 1977)
- International – public agency with a private sector focus and orientation
- CDE provides non-financial services - *technical assistance*
- Funds come (mainly) from the European Development Fund (EDF)
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Structure and Networks

- Headquarters in Brussels;
- With regional offices in: East Africa (Kenya); West Africa (Senegal); Southern Africa (Botswana); Caribbean (Dominican Republic); Pacific (Fiji; in development); Central Africa (Cameroon).
- EU network of over 140 organizations including technical centres providing access to experts and partnerships;
- Network of Technical Intervention Officers



CDE's Business Model

- CDE's main target of assistance is at **enterprise level**, and related Intermediary Organisations:
 - **Existing enterprises, groups and clusters** and **Business Support Organisations** (BSOs) representing these companies' interest
 - Investment projects (new and start -ups)
 - SMEs with **linkages to EU partners**
 - SMEs with innovation potential
 - SMEs with potential for market expansion and **export orientation**
 - Net assets of at least 80,000 € and/or
 - Turnover of 250,000 €
 - Maximum net assets: 10 m €
 - Legal identity
 - At least five employees
 - Meets all standards regarding labour laws, environmental compliance and other regulations

CDE's Business Model

- Focus on Regional and National level priority sectors
- **Long term programmes** (85% budget) versus ad-hoc (15% budget)
- Ad-hoc are normally: **investment or innovative projects**
- Support to **Value Chain**
- Support to **Clusters**
- **Niche products** for export markets



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CDE's Support for EPA Implementation



Instrument of Development Cooperation

Caribbean businesses will face challenges in terms of sustainability in their local markets as well as challenges in exporting:

- Within the EPA, development cooperation is recognized as a crucial element to obtain objectives of the EPA.
- The CDE, as an instrument of the Cotonou, is also an instrument available to support EPA implementation particularly to the private sector.

Instrument of Development Cooperation

The **3 ways** in which CDE as an instrument of development cooperation can support the EPA Implementation are:

- 1. Competitiveness enhancing** (productivity improvements; expansion in production; international quality, food safety and environmental standards, product development, innovation and technology transfer)
- 2. Trade facilitation/ marketing assistance:** facilitating in finding partners, market research, branding/ positioning/trade missions
- 3. Raising awareness of the potential impact** of EPAs on the competitiveness of local companies and **promoting the opportunities** (this function was formerly performed by TRINNEX/ PROINVEST)



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Specific Examples of Current Activities





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Competitiveness Enhancing: Supporting International Standards



- Support to **9 dairy** companies in the DR with GMP;

Support to **18 exporters** in the DR based on target market needs: **GMP, ISO 9001, HACCP, ISO 22000, ISO 14000**

Support to an integrated agri-business operation in Jamaica who has now achieved **GLOBAL G.A.P.**

Support to an exporter in Trinidad who has achieved **ISO 22000**

Support to **7 eco-hotels** with food safety and environmental management

Certification in Organic pineapples and Heart of Palm: **ECO CERT and IFS**

In all, the intension is to expand

Competitiveness Enhancing: through productivity improvement



1. Improvement in productivity and expansion of production n commodity exports
2. Quality control and food-safety in line with new requirements
3. Support for value –added niche products and branding (greater ownership of the value chain)
4. Support for agro-tourism



Mango Industry

Competitiveness Enhancement through: Innovation and Product Development



1. Introduction of new technology for the development of value added products
2. Market testing
3. Transfer of technology including support in plant design

Trade Facilitation/ Marketing assistance



Think Spice, Think Nutmeg



- Market research in France, Spain and the UK on MD2 pineapples
- Support to innovative software including product enhancements and marketing support for export expansion
- Mission of software companies to Germany (CEBIT)

In consideration (appraisal level)

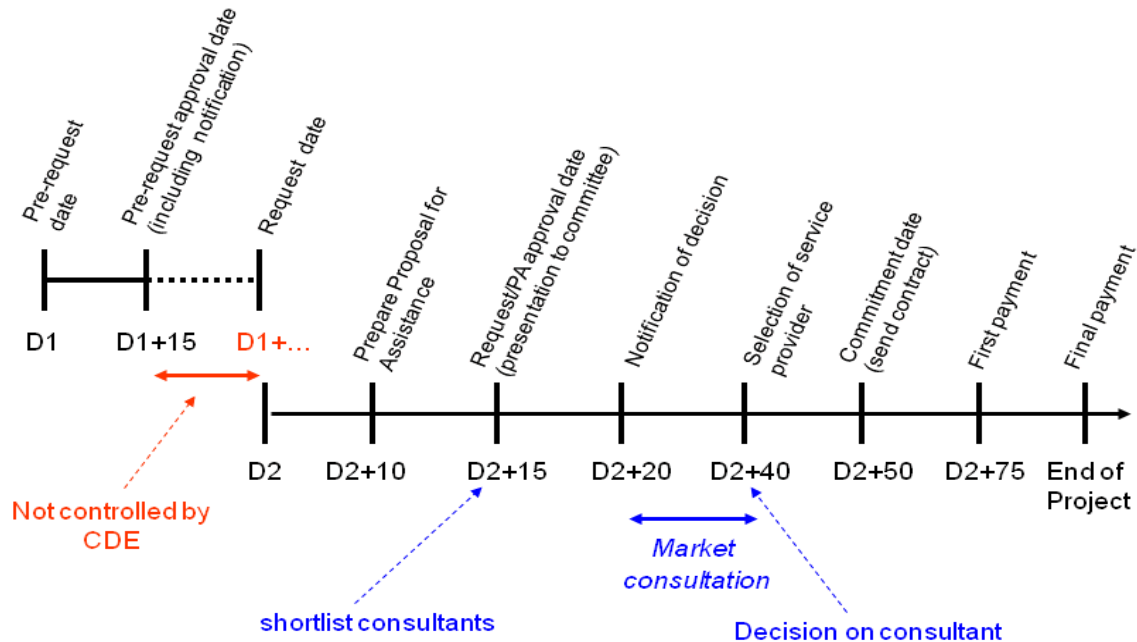
- EU Market research, branding , food safety and bio-technology research for commodity items*
- Intensive market access support for **groups:**
 - Market Research in the EU
 - Support in labeling, chemistry and nutritional analysis
 - Food safety training and certification
 - Market promotion/access assistance

Requesting Support from the CDE:

www.cde.int/ go to requests/go to forms

General Overview of the Process

- Scheduled cycle time for assistance projects :





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Contacting CDE

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Thank You

"Opportunity is missed by most people because it is dressed in overalls and looks like work."

*Thomas A. Edison
US inventor (1847 - 1931)*