



### About exporTT

exporTT is the National Export Facilitation Organisation of Trinidad and Tobago. Its strategy and operations are based on the three pillars of building and enabling environment, improving export competitiveness and realising value for money as we execute our projects and activities.

exporTT's Enabling Environment Unit is responsible for assisting in the negotiations of new trade agreements and then certifying products for duty free access or lower duties through those agreements. Trinidad and Tobago has duty free access to the countries in CARICOM as well as to Cuba, Colombia, Costa Rica, Venezuela, Panama, Dominican Republic and the European Union.

Our Capacity Building Unit is responsible for ensuring that our companies are in a state of readiness to enter the international markets they are interested in. This involves assisting them with meeting international standards like Good Manufacturing Practices, HACCP, UL, ISO and others. It also means ensuring that companies have the financing necessary to develop new products or adjust existing ones for the markets through our Research and Development Facility and to cover the costs market entry such as shipping of samples, changes to packaging and labelling and product testing. Bringing everything together is the assistance we offer to exporters to assess themselves and develop plans to fill identified gaps and the achievement of their goals.

While the Capacity Building Unit focuses mainly on the efficiency and quality of processes, our Training Unit focuses on the people who ensure that those processes are firing on all cylinders to achieve the company's objectives. Programmes are offered to the new exporter, the more experienced ones and everyone else in between.

The Monitoring and Research Unit helps exporters to make better decisions about where to export, which products should be sold and what strategies should be used for market entry. The Unit is powered by a number of market intelligence databases which provide up to date information on markets around the world. The unit also captures a large volume of information through primary research which it conducts during in-market visits to targeted markets. Information on distributors, prices, costs associated with market entry and non-tariff barriers is gathered.

Our Export Promotions Unit is responsible for matching our export-ready exporters with suitable international buyers to grow our exports. The activity is mainly done through trade missions and tradeshows as well as facilitating matchmaking meetings for our exporters outside of these events. This allows us to generate new export orders while promoting Trinidad and Tobago as a supplier of quality non-energy products.

For more information on exporTT and the services we offer, please visit our website: [www.exportt.co.tt](http://www.exportt.co.tt)

### Opportunities for Members of the Diaspora

- **Storage and Logistics** – Local exporters are interested in selling products online for easier access by international consumers. However, they currently face a challenge in distribution to some countries including the USA. An opportunity exists for members of the TT Diaspora to manage the storage, representation and delivery aspects of online services. Local

exporters require 'on-the- ground' representation by individuals or attorneys in the countries where their products are shipped. They also require warehousing facilities to which products can be shipped and stored until ordered online by consumers. Persons or companies that can provide such services may contact the undersigned for more details.

- Local exporters who do not provide online services require **distributors** in various markets. Members of the TT Diaspora who can offer distribution services in areas currently not covered can be very useful to existing exporters seeking to expand their reach in particular markets. exporTT can put you in contact with such exporters.
- exporTT is currently exploring the development of an **online and mobile application** which will allow members of the Diaspora to provide consumer reports on the stock levels or absence of their favourite TT products from stores in the countries where they live. The details of this project will be shared in 2019. We are always seeking to make sure that home is never too far away from you, our valued Diaspora.

**For more information on the above, please contact:**



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