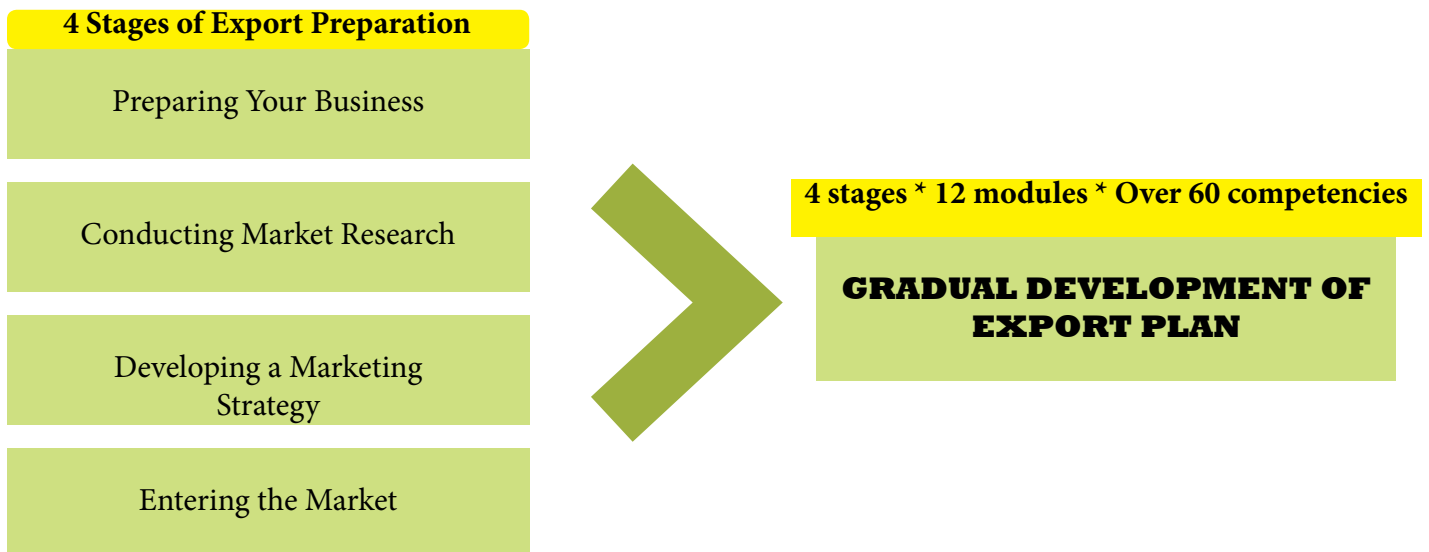




**The Saint Lucia Coalition of Service Industries (SLCSI)
presents a Service Exports Training Programme
for SME Firms or Service Providers within the Services Sector**

The benefits of exporting services are enticing: increased profits and foreign exchange earnings, the opportunity to specialize, improved competitiveness and enhanced credibility, to name just a few. But you're too small to export... Right? WRONG!

There is a common misconception that services providers require large start-up capital, numerous employees or large financial investments to export. This is not true. Small service providers, like you, need to be nimble, flexible, innovative and most of all, prepared.



Programme Characteristics:

- Export Readiness
- Export Plan development
- 4-Stage Roadmap – a logical, sequenced approach to exporting
- Programme based on globally accepted strategies and best practices
- Instructor-led, competency based
- Adopts the GATS Modes of delivering services
- 12 Core Modules of export preparation
- Needs-based training
- Training Methodology includes roundtable discussions, coaching, case studies, exercises, tools and templates
- 4 Whole-day OR 8 half-day programme

Benefits of Service Exports Training Programme:

- Development of an Export Plan for your business
- Certification for becoming export-ready
- Foreign exchange earnings and increased profits
- Increased market share and opportunity to specialize
- Become competitive and penetrate new markets regionally and internationally
- Boost innovation and competitiveness through exposure to new ideas
- Enhance credibility through participation in the global market place
- Increased jobs through creation of new opportunities
- Mitigate risks of doing business in only one country

Contact SLCSI at 452-7864 or e-mailing us at slcsi@candw.lc for information about registration, fees, course details and venues OR visit the SLCSI Website at www.slcsi.org.lc for further information.