

## IN THIS ISSUE:

Editorial	Pg 1
Prior Learning Certification Programme	Pg 2
Code of Practice for Spa Operators	Pg 2-3
Services Export Training Programme	Pg 4
Services Policy	Pg 5
SLCSI Communications & PR Drive	Pg 6
Opportunities (EOI)	Pg 7
Back Page	Pg 8



## EDITORIAL

The Saint Lucia Coalition of Service Industries (SLCSI) is pleased to share with you, our readers, our exciting new and ongoing initiatives. We hope that you will be delighted with and enlightened by the information presented in this February 2014 Issue.

During 2014, the SLCSI collaborated with the Trade Export Development Agency (TEPA) and the Saint Lucia Bureau of Standards (SLBS) in the development and implementation of a six-month certification programme for local spa operators. Five selected spas participated in the pilot project, which was based on the National Code of Practice for Health and Wellness Facilities (SLCP 13:2012).

The competitiveness, growth and development of the Health and Wellness Sector, which is one of the priority sectors, will soon be further enhanced by yet another certification programme for the Spa sub-sector. The programme will seek to conduct prior learning assessments for practising massage therapists; and conduct training to bring selected participants to Level 3 certification,

under the Caribbean Vocational Qualifications (CVQ) framework.

This initiative is in collaboration with the TVET Council of Saint Lucia.

We are also pleased to report that, as a follow-up to the 2012 “White Paper” for the Services Sector in Saint Lucia, the SLCSI has been successful in securing funding from the Caribbean Development Bank (CDB) to develop a gender responsive and results-based Services Policy, Strategy and Action Plan. The SLCSI has worked closely with the Ministry of Commerce, Business Development, Investment and Consumer Affairs to establish a Technical Advisory Committee (TAC) which will assist it with managing development of the Policy, Strategy and Action. The consultative process began the week of February 16, 2015, when the Consultants met with key private and public sector stakeholders and groups, as part of the policy formulation process.

The SLCSI continues its mobilization and sensitization efforts at enhancing the capacity of service providers to take advantage of opportunities

in regional and international markets and increase services exports. The Services Export Development team comprising local experts has been meeting with Small and Medium Sized Enterprises (SMES) and service providers to discuss and register for the programme. The SLCSI hopes to conduct the first training cohort in March 2015.

In order to place the SLCSI in the public eye, we have improved our Communications and PR capacity to build a strong corporate image through the production of various communication materials and execution of other PR activities. The SLCSI has taken this strategic approach to ensure that the information needs of local service providers are met. Several radio interviews were held to discuss the challenges and contributions to the Services Sector by Service sector Associations. In the next three months, the SLCSI plans to continue sensitizing the public on ongoing initiatives such as Services Exports, as well as new developments with major focus on the Services Policy for Saint Lucia.

## TVET Prior Learning Certification Programme for Massage Therapists

The SLCSI has implemented several initiatives to strengthen the local Spa sub-sector, including:

- (a) The development of National Code of Practice for Beauty and Wellness (SLCP 13:2012)
- (b) Certification of selected spas to national standards (pilot project)
- (c) Formation of a Hair, Beauty and Spa Association
- d) Health and Wellness identified as a priority sector for development.

Under the CARTFund Extended Project, the SLCSI in collaboration with the Hair, Beauty and Spa Association and the Ministry of Education (TVET Unit) is implementing a Prior Learning Certification programme leading to a Caribbean Vocational Qualification (CVQ) in Massage Therapy - Level 3. The objective of this project is to increase the employability and career mobili-

ty of operators, starting with Massage Therapy. The project will bring at least twenty-five spa operators in the sector to Level 3 CVQ. Yet again, the SLCSI continues to strive for the development, growth and competitiveness of the Spa sub-Sector in Saint Lucia.



Members of the Hair, Beauty and Spa Association at a workshop

Through the CVQ Certification Scheme and under the CSME, twenty five (25) Massage Therapists will now have the opportunity to move

freely within the Region and exploit opportunities in that sector. To date, a number of individuals have registered interest in the programme, by completing the application form. The training is expected to commence soon and will target therapists from the North and South of the island. The programme presents an additional benefit to successful participants, to become “Licensed” massage therapists by the Allied Health Council (the legal body for licensing of Massage Therapists) improve the standards of Spa Operators and services in the country and encourage growth in the sector.

Interested persons should complete and submit the Registration Form to the SLCSI Secretariat (visit our website at [www.slcsi.org.lc](http://www.slcsi.org.lc) for the link to download the Registration Form).

## Saint Lucia Coalition of Service Industries (SLCSI) Facilitates Standard Code of Practice for Spa Operators

The Saint Lucia Coalition of Service Industries (SLCSI) featured prominently in the presentation of certificates to operators of health and beauty spas who completed a program for the adoption and application of standards for practice in that Services sub-Sector.

The certification program was developed by the Bureau of Standards based on the Code of Practice.

The SLCSI was active in sourcing

funding for the certification programme through the Trade Export



Permanent Secretary, Titus Preville; Minister Emma Hippolyte and SLCSI Executive Director, Yvonne Agard with certificate recipients and other attendees in the background.

Promotion Agency (TEPA). The certification program has three tiers or levels - Bronze, Gold and Platinum.

Addressing the gathering at the Awards ceremony, SLCSI’s Executive Director, Yvonne Agard, expressed great pleasure to see the end of the pilot program, which was initiated in collaboration with the TEPA.

She noted that Health & Wellness is one of the priority sectors for development and added that the



## SLCSI Prepares Service Exporters to become Export Ready

Since the Training of Trainers Workshop for the Services Export Training in Barbados in September 2014, which was attended by the SLCSI Trainers and Programme Co-ordinator, the SLCSI has been collaborating with key stakeholders to ensure the success of this programme. Information dissemination exercises continue with an aim to mobilize/sensitize service providers of this highly relevant and timely Export Development Training Programme.

During this period, the SLCSI hosted presentations, one of which was attended primarily by representatives of financial institutions and business support organizations. Another presentation was made on January 28, 2015 to members of the local media, who were invited through the Media Association of Saint Lucia (MASL). The areas of collaboration included:

- The inclusion of Export Training as part of stakeholders' support to exporting clients
- The provision of customized staff training
- Marketing and promotion support - distribution of promotional materials to clients
- Programme sponsorship
- Programme sustainability

The presentations were aimed at familiarizing local businesses in the Services Sector with key aspects of the program, and to demonstrate how their staff and clients could benefit from the training to improve their export readiness.

These presentations were made by a team of three including SLCSI's Administrative & Projects Officer, Eulympia John, who provided an overview of the SLCSI as the national umbrella organization representing the Services Sector in Saint Lucia. She highlighted that the overall role of SLCSI is to enhance the international competitiveness of Saint Lucia's Services Sector and increase exports through Service Sector Associations.

The other two presenters were the designated Export Development Trainers, Claudius "Peto" Francis and Keith Millar. According to the presenters, an assessment indicates that Saint Lucia has a services trade capacity equivalent

to 85 percent of its GDP and though there has been a strengthening of the sector and an increase in domestic services trade, the export of services remains quite low.

They added that the Export Development program is based on globally accepted strategies and best practices. It is needs-based, meaning there is a body of information to be passed on, but firms will relate to it based on the competencies they need to develop. Some of the cited advantages include expanded market access, increased employment capacity and reduction of risks associated with doing business in only one country.



The Projects & Admin. Officer, Eulympia John, presenting to representatives of business support organisations

Additionally, the trainers recommended that the financing institutions make this programme a lending requirement for service industry clients and added that the training can be customized to focus on the specific needs of particular firms and their staff.

Interested participants should visit our website to download the Registration Form or contact our Office for further information.

## SLCSI in Partnership with the Ministry of Commerce to Develop a Services Policy

Saint Lucia is in the process of developing a gender responsive and results based Services Sector Policy, Strategy and Action Plan. The project, which is being funded by Caribbean Development Bank (CDB), is being led by the Saint Lucia Coalition of Service Industries, with oversight by the Ministry of Commerce, Business Development, Investment and Consumer Affairs. It is a follow-up to a 2012 Study which resulted in the preparation of a White Paper for the services sector in Saint Lucia.

Ramesh Chaitoo and Associates were on island during the week of February 16 – 20, 2015 for dialogue with key stakeholders and groups as part of the policy formulation process. The Consultants met with key public and private sector stakeholders and statutory corporations including Invest Saint Lucia and TEPA. They also met with a Technical Advisory Committee comprising technocrats from key Government Ministries.

A highlight of the week-long visit by the Consultants was a Service Providers Forum held at the Bay Gardens Hotel on Thursday February 19, 2015. Sectors represented include Architecture, Engineering, ICT, Film, Music Production, Photography, Fashion Design, Management Consulting, Health and Wellness, Customs Brokerage,

and Construction. In addressing the Forum, SLCSI Executive Director, Yvonne Agard noted that since its launch in 2009, the Saint Lucia Coalition of service industries has focused on lobbying for policies which will create the enabling environment for the growth and development of the services sector and has worked very close-



Consultant, Mr. Ramesh Chaitoo with Gender Specialist, Ms. Caroline Allen

ly with the Ministry of Commerce in achieving this objective.

Speaking directly to the policy being developed, Agard said: “It is expected that this initiative will result in the establishment of a developmental framework that would structure the services sector as the engine for fostering the creation and development of a more open and efficient services

industry in Saint Lucia. It will also enhance cross ministerial efficiency, policy cohesion and investment in identified service sectors.”

The Policy is intended to achieve increased alignment of the efforts of the multiple industry stakeholders, promote greater convergence in key areas of trade and investment in services, as well as promote investments, develop targeted service industries, and leverage St. Lucia as a model export-oriented service economy in the OECS.

The Consultants are expected back on island in March for a series of focus group meetings with service providers and their representative groups, to get direct input for the policy. The sector issues to

be discussed with service providers include regulations, legislation, standards, incentives, barriers to trade, competitiveness, as well as public private sector partnerships.

The gender responsive and results based Services Policy, Strategy and Action Plan is expected to be completed by the end of June 2015 and presented to Government.

## SLCSI Communications and Public Relations Drive

Over the last six (6) months, the Saint Lucia Coalition of Service Industries (SLCSI) has outsourced Communications and Public Relations with an objective to improve SLCSI capacity to build a strong corporate image through the production of various communication material and execution of other PR activities such as communicating and disseminating relevant information on SLCSI activities to the general public and key stakeholders. This has been in an effort to meet the information needs or demands of local service providers, particularly those in the priority sectors.

Over the past months, much has been accomplished through this strategic approach. The SLCSI has utilised the electronic media to sensitize Saint Lucians on matters relating to the Services. Some of the activities include Radio interviews with service providers to highlight issues of and contributions to the Services Sector.

On October 27th 2014, the president of the Association of Management Consultants (AMCS), Geraldine Lendor-Gabriel, along with the president of the Audio-Visual & Film Association (AVFA), Kendal John, and AVFA's communications director Colin Weekes, were guests on Saint Lucia's most listened-to talk show, 90 MINUTES on Radio Saint Lucia. The interview, hosted by SLCSI as part of its communication outreach, was also featured in SLCSI's E-Newsletter (Focus on Services) during the last quarter of 2014.

During the month of October 2014, SLCSI's Chairman Terrance Elliott and another SLCSI board member, Dr. Stephen Louis, were among panellists on another Radio

Saint Lucia program, In the Public Interest, where they discussed the proposed acquisition of FLOW Communications (formerly Karib Cable) by Cable & Wireless and its implications. Also taking part in the discussion was Information Systems Manager, Shearvon Devenish. All three panellists are former employees of major private telecommunications companies.

In November 2015, SLCSI's upcoming Services Export Training programme, was published via radio interviews and newspaper article which featured the designated trainers Claudius "Peto" Francis and Keith Millar, who were interviewed for this purpose at SLCSI's office.

Then in January 2015, SLCSI again facilitated a radio interview to discuss its facilitation of training and certification for service providers in the local Health and Wellness Sector. Lorraine Louise King (a spa services trainer with the Saint Lucia Hair, Beauty & Wellness Association) and Colvis Samuels, TVET Education Officer with the in the Ministry of Education, Human Resource Development & Labour, were the guests on the program. They were both abundant in acknowledgment and praise of SLCSI for its business support role.

In addition to the information covered in this newsletter, newspaper articles, newsletters and radio interviews will soon be published, including a televised discussion scheduled for early March 2015, as part of a series of panel discussions on pertinent matters relating to the Services Sector such as Services Export, the development of a gender responsive and results-based Services Policy, Strategy and Action Plan for Saint Lucia, etc.

## OPPORTUNITY

### University of the West Indies Open Campus Development Project

#### UNIVERSITY OF THE WEST INDIES OPEN CAMPUS DEVELOPMENT PROJECT GENERAL PROCUREMENT NOTICE

The University of the West Indies (UWI) has received financing from the Caribbean Development Bank (CDB) in an amount equivalent to US\$13.16 mn towards the cost of the University of the West Indies Open Campus Development Project and intends to apply a portion of the proceeds of this financing to eligible payments under contracts procured under this project. Payments by CDB will be made only at the request of UWI upon approval by CDB, and will be subject in all respects to the terms and conditions of the Financing Agreement. The Financing Agreement prohibits withdrawal from the financing account for the purpose of any payment to persons or entities, or for any import of goods, if such payment or import, to the knowledge of CDB, is prohibited by a decision of the United Nations Security Council taken under Chapter VII of the Charter of the United Nations. No party other than UWI shall derive any rights from the Financing Agreement or have any claim to the proceeds of the Financing.

The following consultancy assignments will be procured under the project:

- (a) Developing A Maintenance Plan for Infrastructure Facilities At UWI Open Campus Country Sites (OCCSs) – St. Lucia and St. Vincent and The Grenadines; and
- (b) Preparation of an Implementation Framework for the Single Virtual University Space.

It is expected that these will be procured during the period March 2015 to December 2017.

The following goods, works and non-consultancy services will be procured under the project:

- (a) Expanded and rehabilitated OCCS in St. Lucia;
- (b) Expanded and rehabilitated OCCS in St. Vincent and the Grenadines;
- (c) Furniture, fixtures and equipment for the OCCSs in St. Lucia and St. Vincent and the Grenadines; and
- (d) Technology upgrades at the OCCSs in St. Lucia and St. Vincent and the Grenadines.

It is expected that these will be procured during the period March 2015 to October 2017.

Consultants, Contractors and Suppliers from member countries of CDB will be eligible to participate in these procurement opportunities.

The University of the West Indies Open Campus is the Executing Agency for the project. Further details of the project can be obtained by contacting the address below:

**University of the West Indies Open Campus**  
**Office of the Principal**  
**P.O. Box 1341**  
**Bridgetown BB 11000**  
**BARBADOS, W.I.**  
**Tel: + (246) 417-4022**  
**Fax: + (246) 424-0722**  
Email: [principal@open.uwi.edu](mailto:principal@open.uwi.edu)

We appreciate your feedback!

Please share with us your comments and thoughts on any of the stories featured in this article and let us know what you would like featured in our upcoming Issue.



[www.facebook.com/saintluciacoalitionofservices](http://www.facebook.com/saintluciacoalitionofservices)



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### EVENTS DIARY

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

1. March 2015 - Panel discussion on Exporting Services
2. April 2015 - series of focus group meetings with service providers and their representative groups, to get direct input for the Services Policy for Saint Lucia
3. March 2015 - First Services Export Training (tentative)