

IN THIS ISSUE:

SMEs Go Global	Pg 1
Service SMEs Export-Ready Opportunities	Pg 2-4
Back Page - <i>What's Next?</i>	Pg 5
	Pg 6

FOCUS ON



SERVICES

SMEs GO GLOBAL

We have ended another successful year and are happy to share with you our achievements with particular focus on the Export Development Training Programme “Services Go Global (SGG).” In this December issue of our 2016 e-Newsletter, we present the Services Sector small businesses that have taken the opportunity to enhance their capacity to increase service exports.



Click [HERE](http://www.slcsi.org.lc/export-development-training/) for more on the programme

<http://www.slcsi.org.lc/export-development-training/>



SERVICE SMEs EXPORT-READY

Business Services

SHOE REHAB is a modern day shoe repair shop, which specialises in both the repairs and enhancement of shoes, bags and belts. A Foot Spa, which sells shoe care and comfort aids, was recently added to the Shoe Rehab brand to bring focus on the health and appearance of customer's feet through education, prevention and cure for many foot health issues that may be attributed to poor footwear choices. Its operations are in keeping with a vision to become the preferred option for Shoe Repair and Shoe Care Services in the region. The business uses technology and current business practices at the heart of its operations, and is guided by its key message of "Shoe Love" which is the basis of maintaining its presence in a highly priced competitive Shoe Retail market. The company focuses on changing the ideology of Shoe Restoration services in the country and is rooted by its core competencies of Innovation, Reliability, Professionalism and Convenience.

Shoe Rehab is owned and managed as a Sole Proprietorship by its originator, Mandisa Morrison. She has a background in Marketing and Advertising and is an affiliate member of the Shoe Service Institute of America, an International network of Shoe Repair professionals.

The company's key objective is to develop a modernistic brand concept that surpasses our consumers' expectations and is synonymous with quality, professionalism and convenience.

In keeping with its international market goal to identify potentially lucrative markets that will assist in building the overall credibility and profitability of the business, the company is presently planning to enter the St. Vincent market for its services.

mandisamorrison@gmail.com
www.theshoerehab.com



Construction

IMPORT & EXPORT SCAFFOLDINGS & SERVICES SAINT LUCIA LIMITED (IESS St Lucia Ltd) is a subsidiary of a 25-year experienced company, Locapress. The company was established in Saint Lucia in 2013 through an alliance/joint-venture between two entrepreneurs from Saint Lucia and Martinique to bring innovative solutions to the Construction Sector.

With a vision to be recognized for its quality services and as an organization that is able to offer the right solutions, IESS has posi-

tioned itself as a Construction and Events Sectors equipment provider. The company specializes in rental and sales of new options for construction and events equipment to enhance safety and to save money and costs, as added value to its services.

IESS current market goal is to increase its market share in Saint Lucia, as well as to access new markets in the rest of the Caribbean, particularly Dominica.

rct.iess@gmail.com
www.iess-stlucia.com



Creative Industries

CARIBBEAN BOOKINS INC. is a St. Lucian based Caribbean company with an online integrated website and booking engine specializing in the marketing, promotion and sale of accommodation, tours inventory and optional destination management services to the global market. Their operations also include optional ancillary services of air and seaport transfers, representative services, executive taxi cab services and events. The company is managed by three Directors in the areas of Technical and IT Related Solutions, General Operations, and Finance and investments.

The vision of Caribbean Bookins is to become the leading Caribbean-based online accommodation tour operator and ancillary service provider. It therefore facilitates the attainment of viable occupancy levels and business goals through the skillful deployment of their sales and marketing strategies and quintessential delivery of service from initial enquiry to departure.

The three major objectives of the company are to establish a diverse range of contracted accommodation and distress room inventory packages with the extension of the highest quality hospitality services throughout the guest tour cycle from enquiry to departure; strategic price point positioning in the global market that would rebound to a sustained competitive advantage; and to create a consistent level of brand visibility in targeted market segments based on seasonality, travel trends, localized events and attractions.

In achieving its goal to enter new markets (US, UK and Europe, Canada, French Caribbean Departments - Martinique and Guadeloupe), the company plans to facilitate partnerships with the Saint Lucia Tourist Board (SLTB) Regional Managers in the major market segments, as well as the Tourist Board offices of individual eastern Caribbean islands.

info@caribbeanbookins.com
www.demo.caribbeanbookins.com



SERVICE SMEs EXPORT-READY

SILHOUETTE is an Audio Visual Company which produces creative audiovisual products that are authentically Caribbean yet meets international quality standards. With a vision to become the leading television and film producing company of the Caribbean region, Silhouette is committed to producing the most impactful method of communicating the information of its clients in the highly competitive audiovisual environment.

Silhouette was originally conceptualized by the twin brothers Kendal and Kirnan John from childhood years and officially came into being in 2010. The management of the business was initially Kendal John, Kirnan John and Camillus Plummer but in 2015 the business entity became the sole property of Kendal John. It is currently being operated by Darnel Kendal John with talent and crew currently being outsourced when necessary.

The objective of the business is to consistently produce content that stands apart from the competition, as it pertains to original concepts and production value.

The company is currently focusing on markets and alliances in the Caribbean and USA (diaspora) for its services, which include audio visual, television advertisements and film making. Its International Market goals are to produce material that is relevant and desired by the Diaspora and beyond; network with international industry professionals that will result in collaborations; and promote "brand Caribbean" internationally through its work.

silhouetteslu@gmail.com



Health and Wellness

THE ENCHANTED KETTLE is an innovative food and beverage company that harnesses the potential of tropical plants and blossoms in order to make available the health and wellness benefits to the life of everyone with the ease of brewing a cup of tea. It produces a variety of organic teas and has a Vision to become a health and wellness destination store locally, regionally and internationally.

The company commenced its operations four years ago in experimental stage and was officially launched on June 28, 2016 at the Cap Maison Hotel. Presently, the company is being managed by two Directors namely Mathew Anderson and Marnie Ambrose.

The organization's objective is to be recognized in the Health and Wellness Sector globally.

According to the Directors, the company's international market goal is to be recognized for great organics teas and become a household

name regionally. In keeping with this objective, the company has identified potential markets in Barbados, Martinique and Jamaica.

theenchantedkettle@gmail.com
www.theenchantedkettle.com



Information Communication Technology (ICT)

CONVERGE SOLUTIONS INC. (CONVERGE) is a Caribbean company specializing in the use, application and integration of Information and Communication Technology (ICT). Converge was established in 2006 to provide solutions for small, medium and large businesses across vertical markets with a vision to become the leading Caribbean-based solutions provider. Managed by two Directors, Converge aims to support Caribbean enterprises in achieving their competitive advantage and business goals through the of adoption and application of ICT solutions within their business operations. The company provides a range of services - voice communication, networking infrastructure and security, wireless communication and e-commerce solutions to include website design and construction, electronic merchant accounts and payment transactional processing services.

The key objective of the organization is to provide its customers with the highest standards of professional service consistently and ease their daily operational challenges while increasing productivity.

Converge is currently focusing on entering the Cuban market through a strategic alliance. In keeping with international market goals to reach and surpass international standards in service delivery, the company plans to gain accreditations with service partners such as Avaya, Cisco, Nortel and Microsoft.

info@convergesolve.com
www.convergesolve.com



HRM SOLUTIONS INC. is a Human Resource Management Company that provides HR Solutions to small businesses throughout the OECS & CARICOM. The software - CUBE HRMS system - was developed to meet the needs of organizations in all industries. It is designed and marketed as an efficient and cost effective solution for small businesses.

The company was founded in 2013 by Perry Longville who is the owner and Managing Director. Mr. Longville has over twenty (20) years of experience at all levels within the HR & Finance Sectors. He also possesses a solid background in automated HR & Payroll Solutions.

SERVICE SMEs EXPORT-READY

The main objectives of the company are to become the premier provider of HR & Payroll Software Solutions to small businesses within the OECS and CARICOM; and to help clients succeed by providing innovative and cost effective human resource development, and payroll solutions.

Determined to achieve its objectives, HRM Solutions has identified potential markets in Grenada, Dominica, St. Vincent and Antigua for its services - CUBE HRMS and HR Administration and Payroll Outsourcing. The company plans to outsource HR Administration and Payroll services, and form alliances to provide support to Micro and small businesses that lack the required resources and expertise for effective functioning.

hrmsolutions.slu@gmail.com
www.hrmsolutions.lc



Lawyers, Legal and other professionals; Not-for-Profit establishments and the Public Service.

lisa@theresolversadr.com
www.resolversadr.com



HRWISE is a Human Resource Management (HRM) company that helps businesses realise the true potential of their workforce through effective people management and cost effective HRM solutions. Based on a vision to become a leading HRM firm in the OECS, providing focused HRM solutions to increase the productivity and competitiveness of its clients, HRWise will strategically provide professional HRM services to businesses with a focus on understanding and meeting clients' changing needs to better position their businesses for future growth and success.

The company was founded in May 2014 by Ms. Goretta Paul who is a human resource executive by profession with experience that spans HRM at the senior local and regional leadership levels. Her experience within the highly competitive telecommunications environment exposed her to industry standard HRM practices and broadened her knowledge in the HRM field. Goretta is a change agent who brings fresh insight into the HRM field. HRWise also aims to provide businesses with the tools and knowledge to more effectively manage their workforce.

Key objectives of HRWise include the need to achieve recognition in the local and regional marketplace as a leading HR service provider of industry standard HR solutions; and to be a change agent to foster the development of HRM within the region on an ongoing basis.

HRWise provides a variety of services that includes Recruitment Services, HR Information Systems (HRIS) as a cost efficient solution, Training & Development, HR Administration, Business Restructuring, Employee Relations, Employee Engagement, Payroll Management Services and Performance Management. The company recently joined force with HRM Solutions to make available the CUBE HRMS system to its clients. Potential markets for its services currently exist within the OECS islands, with immediate focus on Dominica.

goretti.lawrency@hrwiseinc.com
www.hrwiseinc.com



MERRY CHRISTMAS AND A HAPPY NEW YEAR
from all of us at the Saint Lucia Coalition of Service Industries!!!

Professional Services

THE RESOLVERS recognizes that disagreements are inevitable in life and has positioned itself to provide people and organizations with solutions to personal, civil and commercial disputes through use of effective dispute resolution methods. In pursuit of a Vision to become a leader in promoting the use of alternative dispute resolution in Saint Lucia and the Caribbean," the company provides a range of services including Mediation, Arbitration, Neutral Evaluation, Negotiation, Legal Research, Leadership Coaching and Training. It aims to save time, money, minimize impact to brand image and improve relationships by mitigating conflicts.

The Resolvers is a Saint Lucian-based organisation founded in September 2010 by Lisa D Evans who is the sole proprietor and Managing Director. In 2012, the company gained recognition from the Ministry of Education, Human Resource Development and Labour (now Ministry of Education, Innovation, Gender Relations and Sustainable Development) to offer short courses in Alternative Dispute Resolution and Arbitration. In 2016 she again got her permit renewed by the Saint Lucia Council for Technical and Vocational Education and Training (SLTVET), for another three years.

The organisation's objectives are to stimulate a culture of solution-mindedness; become the "go-to" place at the initial stages of a conflict; and to build the image of Alternative Dispute Resolutions as a choice method for dispute resolution.

The Resolvers intends to target the Trinidad market to provide its services to Company Executives, Managers, start-ups, Individuals (ordinary people, entrepreneurs); Faith Based Organizations,

OPPORTUNITIES

COMMUNICATIONS SPECIALIST - CARIBBEAN COMMUNITY CLIMATE CHANGE CENTRE (CCCCC)

Closing Date: Monday Jan 2, 2017

SCOPE OF WORK

The Communications Specialist will assume general leadership in building awareness in the various target groups on issues related to climate change and climate variability, including that related to the implementation of the CCAP and related projects/programs. Specifically, the Communications Specialist is required to:

Develop communications plans in support of the Centre's work and coordinate the creative management and dissemination of information on all the Centre's activities, including the USAID-funded CCAP and the status of key activities within the Implementation Plan for Achieving Development Resilient to Climate Change. The Specialist will apply global best practices in designing and implementing the communication strategy and visibility plan of the Centre, working in partnership with Caribbean countries, CARICOM mandated regional organizations, media houses and other relevant non-governmental and community-based organizations.

Providing leadership in communications management, and assuming quality assurance and control on communications outputs.

Ensure an appreciation for and elevated awareness of the impacts of climate variability and climate change on key sectors and economies of the Caribbean and how risk management approaches to decision-making can aid in alleviating these impacts.

Oversee the collection of information and the design, production and distribution/dissemination of communications and public awareness materials (brochures, infographics, press releases, newsletters, etc) associated with the implementation of activities undertaken at the Centre.

Identify specialist requirements in support of design and delivery of communication outputs, including the use of social media.

Maintain a working relationship with local/community, national and regional agencies to ensure effective networking on the various aspects of the implementation of the Centre's work.

Support other communication requirements of the Centre's technical work including the preparation of materials for workshops and training exercises.

Assist and support the Centre's efforts in supervising and evaluating the performance of the information dissemination and/or training activities.

Assist the Centre in the regular monitoring and review of the various project/program management activities.

Provide progress reports and annual work plans as required under the various projects/programs being implemented by the Centre.

Establish linkages with donors, specialised national, regional and international organizations involved in climate change management training, capacity building, communication, and information dissemination.

Support the development and maintenance of project-/program related pages.

Support the development of project/program data and information management and sharing systems, communication strategies and information dissemination mechanisms.

Support all the training initiatives of the Centre.

The Communications Specialist may also be required to undertake any such duties as may be assigned from time to time in support of the implementation of the Centre's work.

CHARACTERISTICS OF THE POSITION

Estimated Time line of Position: Two (2) years in the first instance with the possibility of renewal

Location: The successful candidate will be located in Belize, with travel to Member States as necessary.

Start date: The successful applicant will be expected to commence work immediately on appointment.

Remuneration: An attractive package awaits the successful candidates.

QUALIFICATIONS AND EXPERIENCE

Candidates should have a post-graduate degree in Communications, Mass Communications or Information Management, and at least 5 years' proven experience in communications at the national and regional levels in the Caribbean. Experience at the international level would be an asset.

Candidates should also have:

- Demonstrated understanding of the impacts of climate variability and change on Caribbean States and the beneficial aspects of building resilience to the impacts of anticipated changes.
- Sound and clear competence in the design and development of appropriate information modules and dissemination modes.
- Demonstrated competence in the use of Information Technology particularly as it relates to Web Page design and maintenance including the use of other IT tools and equipment.
- Proven capacity to work closely with communities, community development agencies, as well as government and non-governmental representatives.
- Excellent oral and written communication skills in English.
- The ability to work as a member of a multi-disciplinary and multi-cultural team.
- The ability to take initiative and work with minimum supervision.

WHAT'S NEXT?

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



Enhancing Competitiveness in the Global Marketplace

Saint Lucia Coalition of Service Industries

Orange Park Commercial Centre

Bois d'Orange, Gros-Islet

P.O. Box Choc 8056, Castries

Tel #: 1 (758) 452-7864

Fax #: 1 (758) 452-8695

e-Mail: slcsi@candw.lc

Website: slcsi.org.lc

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. Presentation of Certificates Ceremony
2. "Services Go Global" Trade Mission
3. Online Regional SGG Training Programme "the Business of Music"