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## EDITORIAL

These are exciting times for the Saint Lucia Coalition of Service Industries (SLCSI) and we are pleased to share with you this March 2016 issue of our e-newsletter.

As part of our continued efforts to develop the Spa sub-sector, the SLCSI in collaboration with the Saint Lucia Bureau of Standards has embarked on a programme of training and certification for spa service providers and Health and Wellness facilities. Thirty (30) spa service providers will be trained in the application of the National Standard SLCP 13 “Code of Practice for Beauty and Wellness;” seven (7) spa facilities will be given the opportunity to gain Level 1 certification and five (5) spas will be gaining certification to level II. This initiative aims at ensuring both the service, and the physical facility meet the minimum health and safety conditions for Spas.

The SLCSI is also collaborating with the Caribbean Regional Communications Infrastructure Programme (CARCIP) to implement an ICT empowerment programme in technology, business innovation and entrepreneurship skills development, for girls and women in the ICT Sector. Under this initiative several ICT training programmes have been identified geared at providing participants with the skills and knowledge required to take advantage of existing opportunities in the ICT sector, and access new entry points for entrepreneurship activities relating to IT enabled services. Forty five (45) female entrepreneurs spanning several services sub-sectors from the North and South of the island received training in Digital Social Media Marketing during the months of March and April, 2016.

Our Export Development Training Programme “Services Go Global” commenced on February 16, 2016 at the SLCSI Secretariat. After thirty six (36) hours of intense training and coaching, over a period of six weeks, participants have now completed their export plans for their businesses. Further, they will benefit from the services of an International Marketing Team which will provide mentorship and technical support. Participants will also be given the opportunity to participate in a Trade Mission to selected export markets identified in their export plans.

In keeping with our mandate to strengthen Associations and increase the competitiveness of the Services Sector, the SLCSI continues to provide technical assistance to its members. During this quarter, the SLCSI met with the Realtors Association (Saint Lucia) to discuss their immediate needs and explore how the SLCSI can assist. The Photographers Association also received some assistance with the incorporation of that association.

We hope that you will find the information presented in this issue exciting and informative. We look forward to your comments and feedback.



Enhancing Competitiveness in the Global Marketplace

## **More Spas to Become Certified under the Code of Practice for Beauty and Wellness Facilities**



**Training workshop in progress for participants of Level II Certification Programme**

Once again, the Saint Lucia Coalition of Service Industries (SLCSI) has teamed up with the Saint Lucia Bureau of Standards (SLBS) to implement a Beauty and Wellness Facilities Certification Programme. The SLCSI has received grant funding from the Caribbean Development Bank aimed at improving the export competitiveness of SME'S, included in the project is a component aimed enhancing the capacity of twelve (12) day spa facilities to obtain certification to SLCP:13 2012 and training for thirty (30) Health and Beauty practitioners in the application of the Standard. Five (5) day spas which previously participated in the level 1 (bronze tier) certification programme in 2014, will now have the opportunity to gain certification to level II (Gold tier), these include Escape Sent Lisi, the Saint Lucia Health and Beauty Company Limited at Bois d'Orange and Touch Therapies at Rodney Bay.

In addition seven (7) day spas have signed up to pursue the certification process to attain level 1 (bronze tier) of the Standard. The participating spas include Stella's Spa, Face to Face Day Spa, Peace and Tranquility Day Spa, Shawn's Spa, Body Renovation Salon and Spa and Soin De Beauté. On March 15 & 16, 2016 training workshops were held at the SLBS for spa operators and their employees in the application of the standards.

The SLCSI remains committed to providing developmental support to the Beauty and Wellness Sector, as a priority sector, to accelerate growth, competitiveness and service exports. Local spa service providers must not only be technically qualified but their facilities must also meet the standards of the established code of practice, in order to provide quality services to consumers and an experience that yields repeat business.



**Participants of SpA Certification Programme for Health and Wellness Facilities**

## Technical Support to Associations Continues

The SLCSI works tirelessly at achieving its mandate of providing business support services to its membership. On February 24, 2016 the SLCSI met with the Executive of the **Realtors Association (Saint Lucia) Incorporated** to identify the needs of the Association and to establish the level of technical assistance that can be provided by the SLCSI. A key priority for the Association is the development of legislation and standards for the sector.

**The Association of Professional Photographers**, an informal grouping of approximately sixty five (65) Photographers comprising; professional photographers, young emerging photographers, journalists and media personnel, will receive some much needed assistance from the SLCSI. A Consultant is presently working with the Executive Board to develop a strategic action plan for the period 2016-2019. In addition the SLCSI is funding the incorporation of the Association, thereby providing a legal structure for its growth and development



SLCSI Executive Director and Realtors Association (St. Lucia) Inc. Executive

**Development of a Business Support Unit within the SLCSI** - The SLCSI has received funding from the Caribbean Development Bank under the CSME Standby Facility to implement a project "Strengthening of SLCSI to provide Business Support Services." This project aims to strengthen the capacity of service providers in priority sectors to address constraints to penetrate target markets; and to establish and operationalise the Business Support Unit (BSU) of the SLCSI through a business plan which will address the needs identified in the areas of training and export development.



The SLCSI has engaged an International Marketing Services Team to assist it in bridging the gap between the regional and world demand for services and the capacity of SMEs to export service. Under this component,

specific needs of local service providers to access markets and meet market demands will be addressed on a support basis through export plan development, training, mentoring, coaching and other practical related services.

## Increased Capacity through Internship

On March 7, 2016, Miss Shekita O. Walcott of Barbados joined the SLCSI Team as part of a six month internship programme. Miss Walcott graduated from the University of the West Indies, Mona campus with B.Sc in International Relations and a minor in Gender Studies. Encouraged to further her studies, she attended the Cave Hill campus where she successfully obtained an M.Sc in International Trade Policy.



Given her interest in regional development, along with her immense passion to positively contribute to the socio-economic development of the CARICOM Single Market and Economy (CSME), Ms Walcott will apply her newly acquired skills

in International Trade to an ongoing project of the SLCSI "Developing Saint Lucia's Services Sector" which aims at strengthening

the export capacity of Service providers. This initiative is funded by the Caribbean Development Bank (CDB) with counterpart support from the Government of Saint Lucia.

"I believe that the SLCSI was a good opportunity for me to take the technical skills and knowledge that I attained while working at the Ministry of Foreign Affairs and Foreign Trade in Barbados and apply them to the real world ... It is interesting how everyone wants to be on the frontier of development but no one thinks about how to effectively assist the SMEs and service providers."

During her six-month internship, she will facilitate and enhance the efforts of SLCSI from a trade policy perspective. This will be done by providing technical support, identifying constraints that would hinder service providers from penetrating desired markets and by introducing gender mainstreaming to promote gender parity in programs implemented. Moreover, this will contribute to the strengthening of the capacity of the SLCSI.

## “Services Go Global” Gets on the Way

The Saint Lucia Coalition of Service Industries (SLCSI) commenced its “Services Go Global” Training Programme for the very first cohort on February 16, 2016 at the SLCSI Secretariat. This is a Regional Export Development Programme aimed at strengthening the export capacity and readiness of local service providers in key Service sectors. Participating Small and Medium Enterprises (SME) were very excited to begin the journey towards becoming export-ready.

The programme is structured to allow a coaching approach to the training methodology, based on an assessment of participating firms’ export readiness or business life cycle. Training for the first cohort recently concluded and participants now have a completed export plan for their business. The four participating firms will now benefit from the services of an International Marketing Team which will provide mentoring and coaching. Congratulations to the Resolvers, Shoe Rehab, HRWise Incorporated and IESS St-Lucia Exports on completion of the programme

The second round of training is scheduled to commence in April 2016. Interested service providers and SMEs are invited to register with the SLCSI [HERE](#) and view a flyer which provides pertinent information on the programme.

Ms Lisa Evans of the Resolvers said, “I was at a point where I needed to revamp and refresh my business. The Services Go Global



Training in progress

programme gave me the opportunity to do that, plus the knowledge of what is expected of me to be able to function with universal standards in an international market.”

## Social Media Marketing Training for Female Entrepreneurs



Participants undergoing Training at the ICT Centre in Castries



Training in Soufriere



Facilitator conducting Training at the Castries ICT Centre



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Training in Soufriere



Training Participants in Soufriere



SLCSI Director, Yvonne Agard, addressing Women Entrepreneurs in Soufriere

## OPPORTUNITIES

**Planning for the Integration of Climate Resilience in the Water Sector in the Caribbean**  
**CARIBBEAN DEVELOPMENT BANK**  
**CONSULTANCY SERVICES – PLANNING FOR THE INTEGRATION OF CLIMATE RESILIENCE IN THE WATER SECTOR IN THE CARIBBEAN**

**REQUEST FOR EXPRESSIONS OF INTEREST**

The Caribbean Development Bank (CDB) has allocated funds towards the cost of a project to prepare Planning for the Integration of Climate Resilience in the Water Sector in the Caribbean. CDB intends to apply a portion of the proceeds of this financing to eligible payments under a contract for which this invitation is issued. Payments shall not be made 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.

CDB, the Executing Agency, wishes to procure Consultancy Services – Planning for the Integration of Climate Resilience in the Water Sector in the Caribbean.

The study will establish a suite of tools and guidance resources for institutions responsible for water policies, plans and the implementation of investment programmes to assess and design effective climate resilient action, to help practitioners establish robust and implementable climate resilience sector policies and investment plans and to identify potential financing for effective implementation

Click [HERE](#) to read more.

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**Transport Sector Study and Preparation of a Transport Sector Policy, Strategy and Operational Guidelines**

**CARIBBEAN DEVELOPMENT BANK**  
**CONSULTANCY SERVICES FOR A TRANSPORT SECTOR STUDY AND PREPARATION OF A TRANSPORT SECTOR POLICY, STRATEGY AND OPERATIONAL GUIDELINES FOR THE CARIBBEAN DEVELOPMENT BANK**

**REQUEST FOR EXPRESSIONS OF INTEREST**

The Caribbean Development Bank (CDB) has allocated funds towards the cost of a project to conduct a Transport Sector Study of its Borrowing Member Countries (BMCs), update its Transport Sector Policy and prepare a Transport Sector Strategy and Operational Guidelines. CDB intends to apply a portion of the proceeds of this financing to eligible payments under a contract for which

this invitation is issued. Payments shall not be made 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.

CDB now wishes to procure consultancy services for a Transport Sector Study and Preparation of a Transport Sector Policy, Strategy and Operational Guidelines.

The objective of the consultancy is to determine the key issues facing the transport sector across CDB's BMCs and likely to affect the sector over medium to long term, and to assist in charting the role of the Bank in addressing those issues through development of: (a) a Transport Sector Policy and Strategy for CDB; and (b) associated Operational Guidelines for implementation of the strategy; and to disseminate the findings of the consultancy through delivery of one regional transport sector workshop and other media. Click [HERE](#) to read more.

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**Expression of Interest: Participate in a Regional Market Access Capacity Building Programme**

**Invitation to participate in Regional Market Access Capacity Building Programme**

**Food Safety project hosted by Caribbean Export Development Agency and EU-ACP TBT Programme**

**Phase 1 (Capacity Building of Food Safety Service Providers)**

Caribbean Export Development Agency (Caribbean Export) is partnering with the European Union-African, Caribbean and Pacific Group of States Technical Barriers to Trade Programme (EU-ACP-TBT Programme) on the delivery of a Regional Market Access Capacity Building Programme. This is a comprehensive one-year programme aimed at up-skilling Food Safety Service Providers and Quality Assurance Managers from agro processing companies in three CARIFORUM countries (Jamaica, Trinidad and Tobago and the Dominican Republic). It will facilitate the provision of high quality services to firms in the agro-processing industry in order to develop their ability to effectively compete in the North American and EU markets.

The overall objective of the project, which will be executed over two phases, include:

**Phase 1:** To strengthen the technical capacity of 20 services providers in the field of food safety certification in the identified member states;

**Phase 2:** To strengthen the export capacity of 30 – 40 agro processing companies with the emphasis on food safety. Click [HERE](#) to read more.

## 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](http://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](mailto:slcsi@candw.lc)  
Website: [slcsi.org.lc](http://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		
31						

1. Services Go Global Training in April 2016 (second cohort)  
*Registration continues. Please contact us or visit our website for further information.*
2. Social Media Marketing Training for Girls and Women in ICT - cohort 3 at the ICT Centre in Castries.