



JAMPRO
TRADE & INVESTMENT JAMAICA



TPO NETWORK
WORLD CONFERENCE & AWARDS 2010

BUILDING EXPORT SUCCESS

The Case of JAMPRO

October 14, 2010



ABOUT JAMPRO

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JAMPRO's mandate?

Trade & Investment Promotion and Facilitation

Who We Serve

Registered exporters; aspiring exporters & export ready enterprises; Investors (domestic & foreign)

Target Sectors

ICT; Agribusiness; Creative Industries; Services; Tourism; Mining and Energy

Situational Context

The Organisation has had to respond to recent developments within the global economic environment and domestic landscape



NEEDS IDENTIFICATION

- Private Sector needs assessment completed to inform the development of an overarching programme to improve the competitiveness of MSMEs
- Client surveys: inactive exporter survey; export capacity survey; annual client satisfaction surveys
- National Export Strategy (NES) Consultations
- Scheduled consultations with Trade Support Network



PRIORITIZATION AND SELECTION OF SERVICES



Process	Examples of Services Developed
<ul style="list-style-type: none"> • Interpretation and analysis of needs • Assess alignment with JAMPRO's mandate and resources • Review services of other Business Support Providers to determine gaps • Assess & monitor potential impact on export sales 	<p><u>Programmes/Services Developed (past 4 years)</u></p> <ul style="list-style-type: none"> • Export Centres & Business Information Points • Enterprise Diagnostics and Assessments (ITC tools) • Financial and management support services • Cluster & Sector Initiatives <p><u>New Programmes/Services Introduced (past 6 months)</u></p> <ul style="list-style-type: none"> • Minister's Exporter Forum series "Lets talk Exports" • Step by Step Guide to Exporting workshop series • Capacity building workshops for Exporters to address specific needs • Enhanced Buyer Recruitment Programme for Jamaica Expo



IMPROVING THE PROCESS

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- Operational Restructuring
- Intensification of Client Servicing activities
- Improvement to CRM technology
- Enhancement of communications tools:
 - SMS technology
 - Interactive web-site
- Programmes under development:
 - ✓ G-30 Enterprise Export Development Programme
 - ✓ One Stop Shop Facility
 - ✓ JAMPRO Business Hub
 - ✓ New Market Assessment initiatives

Jamaica Promotions Corporation (JAMPRO)



LESSONS LEARNT

THE IMPORTANCE OF:

- Deepening and strengthening strategic partnerships/alliances
- Staying close to client base on a consistent basis
- Continuous assessment of developments in global & regional markets
- Engagement of key stakeholders in trade support network in strategic planning (NES)
- Separation of Export Promotion and Export Development functions
- Flexibility of Organization to address new needs identified within the export community



THANK YOU