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Kisserup and the Arthur Lok Jack Graduate School of Business, The University of The West Indies, join forces to promote trade between the Caribbean, Canada and the EU



Kisserup International Trade Roots (Kisserup) and the Arthur Lok Jack Graduate School of Business, The University of The West Indies, St. Augustine (UWI-ALJGSB) have signed a memorandum of understanding (MOU) to work together to jointly develop a framework for trade training, trade mission training, and workshop development in Trinidad and Tobago.

Kisserup and UWI-ALJGSB will develop an international “Mutual Mentor” programme to enhance trade between Trinidad and Tobago, Canada, and Europe. The programme is designed to match companies in Canada with companies in Trinidad to help ease the transition of conducting business in the respective countries.

Kisserup and UWI-ALJGSB will also design and facilitate incoming and outgoing B2B trade missions to Trinidad, Canada, and Denmark (EU). Deliverables will include companies meeting with prequalified leads, innovation clusters, and business support organizations (BSOs). Additionally, through their office in Denmark, Kisserup will work with other international organizations to showcase varying entrepreneurial skills.

The MOU also includes the design and development of an entrepreneurship summit where cross-border best practices can be shared via discussion panels, online platforms, etc. on topics such as incubators, entrepreneurship, and innovation.

Professor Miguel Carrillo, Executive Director of the UWI-ALJGSB commented on the signing of the MOU stating, *“UWI-ALJGSB envisions strengthening the capacity of entrepreneurs to develop solutions to complex problems through the enhancement of the incubation programme. We are pleased to partner with Kisserup International Trade Roots to initiate this vision.”*

Founded in 1989, the UWI-ALJGSB is a regional business school of higher learning and research with a focus on academic training, executive education, and consulting.

Kisserup, founded in 1998 is an international trade consultancy firm that provides training in trade and export development and mentoring with experience in over 95 countries across 25 sectors.

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