

EXPORT TIPS: EXPORTING FROM THE CARIBBEAN

1) Are you shipping goods from the Caribbean?

If so, it's important to be aware of the rules and regulations by which you must abide in order for your products to arrive without delay. Looking up the logical requirements at your local port is important – but equally important is researching the requirements for the country in which your products or services are scheduled to be delivered. For more information, check out <http://www.caribbeanshipping.org/archway/ports/index.htm> for the Caribbean or <http://www.shipping-worldwide.com/shipping-resources.htm> for international shipping information.

2) Export market business etiquette – why is this important?

Exporting to other Caribbean countries means you most likely do not encounter drastically different cultures and ways of doing business. When exporting internationally, the risk of cultural blunders increases, making it all the more crucial to do your homework on your intended export market's culture – particularly if the export market is in an entirely different region of the world. Check out Executive Planet Inc. for tips on doing business with other cultures: www.executiveplanet.com.

3) Interested in exporting from the Caribbean but not sure know where to start?

Don't worry – Kisserup is here to help. The best place to start is by selecting the foreign market you intend to enter - best accomplished through market research and feasibility studies. Be sure to find out whether your home country and export market have any existing Free Trade Agreements or any type of agreement that could facilitate (or hinder) the export process. Where do you find this information? Start by checking your home country's chamber of commerce website for trade agreement information, such as Trinidad & Tobago's Trade & Investment section at www.chamber.org.tt or by contacting them directly.

4) Want to show case your product or service in a tradeshow?

Attending tradeshows to show case your product or service is a great way to make contacts and get your business name out there. Check out <http://tradeshowcalendar.globalsources.com/> to see if countries of interest to you have any upcoming tradeshows in your industry.