

# Commerce means Business

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## MINISTRY OF COMMERCE, BUSINESS DEVELOPMENT, INVESTMENT AND CONSUMER AFFAIRS

### Mission Statement

To actively promote and facilitate, in close collaboration with the Private Sector, the establishment of a dynamic investment and trading environment, which anticipates changes in global circumstances, whilst strengthening and enhancing the productive capacities and competitiveness of Industry and Commerce, encouraging good business practices and promoting consumer interest.

### Vision Statement

To be an agency that delivers internationally certified quality services for  
Private Sector Development in Saint Lucia.

## Editor's Note

### *Welcome to Volume 2, Issue 1 of Commerce means Business,*

a publication of the Ministry of Commerce, Business Development, Investment and Consumer Affairs,  
produced by the Commercial Information Centre (CIC).

The creation of the CARICOM Single Market and Economy (CSME) to allow for free movement of goods, services, capital and right of establishment was first conceptualized in 1989 and became effective in 2006. The CSME was established to create opportunities for the people of the region to move and work freely under the various regimes, given the removal of restrictions in the form of tariff and non tariff barriers. Work on the operationalization of the CSME is however a continuous process which was divided into a series of components to be implemented. Component 300 for example, deals with information flows whereby the Ministry which serves as CSME Focal Point has facilitated a series of activities, including a recently held CSME Student Mission project, aimed at developing awareness of this regional integration arrangement.

In this first issue of volume two of Commerce means Business, we present on the CSME student mission, followed by some of the major work undertaken by the various departments of the Ministry in the months of *February, March and April*. World Consumer Rights Day was observed on March 15th, 2015 and so we present a piece on activities initiated by the Consumer Affairs Department, including the address delivered by the Honourable Minister. Information on the Ministry's role in the implementation of the Small Business Development Centre Model also continues.

As started off in the previous issues of this e-newsletter, we capture the story of yet another brilliant small business owner, who despite facing some adversities has thrived over the years having received technical support through the Small Enterprise Development Unit (SEDU) of the Ministry. We then wrap-up with some tips on body language and our staff profile, followed by a brief note on one of the publications available at the Commercial Information Centre for referencing by commercial information users.

The Ministry is also pleased to warmly welcome the appointment of Dr. Alison Gajadhar as Permanent Secretary of the Ministry with effect from March 2015. Dr. Gajadhar is no stranger to the Ministry of Commerce and is happy to be back to serve in this capacity. In our next issue of Commerce means Business, we will be introducing Dr. Gajadhar in our staff profile segment. We would like to use this opportunity to wish Dr. Gajadhar success while serving as Permanent Secretary and we look forward to working with her in achieving the mission and vision of the Ministry.

It is also with great honour that we acknowledge the former Permanent Secretary of the Ministry, Mr. Leo Titus Preville and commend him for the outstanding work he delivered during his tenure with the Ministry. His drive and passion for trade and commerce is one to be emulated. The management and staff of the Ministry would like to wish Mr. Preville continued success in his new capacity.

**The Ministry of Commerce, Business Development, Investment and Consumer Affairs is pleased to present another issue of this publication to our readers, with the hope that we can continue to satisfy your appetite for information through our quarterly publication of "Commerce means Business."**

*Lydia Dariah - Information Officer/Editor*  
*Commercial Information Centre*

*Happy Reading!!*

## Students Engaging the CSME Through Field Promotion

The CARICOM Secretariat in collaboration with the Ministry executed a Student Mission project entitled, “Students Engaging the CARICOM Single Market and Economy (CSME) through Field Promotion.” The objective of this project was to mobilize and train tertiary students in identifying and developing responses to opportunities offered by the CSME. This project was part of the CSME Public Education Programme funded under the 10<sup>th</sup> European Development Fund (EDF).

Under this project, 19 students and 1 CARICOM Youth Ambassador visits another CSME Member State to gain practical experience and knowledge of how the CSME regimes are being implemented. In this initial phase, students of the Dominica State College visited Saint Lucia from April 13<sup>th</sup> - 17<sup>th</sup>, 2015, to engage in a series of visits to public and private sector agencies involved in the implementation and execution of the CSME regimes – free movement of goods, services, labour, capital and right of establishment.

The students visited several relevant agencies during their stay in Saint Lucia as organized by the Ministry and also paid courtesy visits to Dr. Didacus Jules, Director General of the OECS Commission; Her Excellence Dr. June Soomer, Ambassador Plenipotentiary and Extraordinary of Saint Lucia to CARICOM and OECS and Dr. Veronica Simon, Head of the University of the West Indies Open Campus (Saint Lucia).

During the visits to the various agencies, there were presentations on key processes and procedures of the agencies as related to the regime which they were part of, including discussions on the importance of CSME to youth development. Many of the students had very pointed questions on the functioning of the CSME in Saint Lucia and engaged the presenters in debated discussions. The presenters were impressed by the level of understanding demonstrated by the students on the regimes, as well as, their enthusiasm about the CSME.

The Dominican students were engaged in a series of preparatory activities for the mission to Saint Lucia through CSME sensitization sessions with Dominica’s Ministry of Trade and other relevant agencies. These sessions assisted the students in assessing how the CSME is operating in Dominica so that they can compare with those processes in Saint Lucia during their visit.

The student mission concluded with a tour of Soufriere followed by a closing ceremony on April 17<sup>th</sup>, 2015 at the Cocoa Palm Hotel. Dr. Alison Gajadhar, Permanent Secretary of the Ministry delivered the opening remarks and touched on the significance of the CSME student mission to strengthening the cultural ties of member states and getting youth trained on optimizing on the opportunities available through the CSME. Mr. Philip Mc Clauren, Deputy Programme Manager of the CSME Unit of Barbados also delivered remarks on the relevance of the CSME Student Mission Project on behalf of Secretary General of the CARICOM Secretariat, Ambassador Irwin LaRocque. Her Excellence Dr. June Soomer, Ambassador Plenipotentiary and Extraordinary of Saint Lucia to CARICOM and OECS also addressed the delegation.

The ceremony concluded with a special cultural performance by the dance group – RADTp:Endedance managed by Mr. Richard Ambrose. The performance reflected on the theme of unity, people and strengthen. Members of the Dominican delegation also joined the performance showcasing their dancing talent. It was indeed a splendid performance enjoyed by all.

Having concluded the mission, the students are expected to prepare a comprehensive report on the CSME based on their experience in Saint Lucia and to sensitize their peers in Dominica on what they have learned.

At the end of the project it is expected that 240 students from CARICOM tertiary institutions would have been exposed to the CSME. This is the second time the project is being rolled out having engaged 283 students between 2008 and 2009 also with the assistance of the European Union. It is intended for other missions to be facilitated in September/October this year and in 2016.

*By: Ms. Lydia Dariah  
Information Officer*





## Unhealthy Diets - The Silent Killer

We cannot deny it, the world is facing an epidemic of chronic, non-communicable diseases with unhealthy diets being a major contributor to this epidemic. According to the World Heart Federation, “unhealthy diets are linked to four of the world’s top ten leading risk factors causing death: high blood pressure, high blood glucose, overweight and obesity and high cholesterol. In fact, unhealthy diets contribute to more than 11 million deaths a year.” This suggests that it is now a bigger killer than tobacco.

The Caribbean is not immune to this epidemic. According to the Caribbean Food and Nutrition Institute (CFNI), “the typical Caribbean diet is characterized by an under-consumption of fruits, vegetables, whole grains, cereals and legumes, coupled with an over-consumption of imported foods which are rich in saturated fat, sugar, salt and refined cereals. Additionally, consumers in Caribbean countries now ingest more calories per capita than needed.”

It is against this backdrop that Consumers International – an International Consumer Protection Agency focused the theme – Healthy Diets - in observance of World Consumer Rights Day 2015.

Given the inextricability of healthy diets to the universally declared rights of the consumer to safety, information and redress, Consumers International sought to lend support to the World Health Organization’s efforts in combating the scourge of non-communicable diseases inflicting all societies.

Conscious of the impact of unhealthy diets, particularly on the young and vulnerable, the Consumer Affairs Department, sought to take the message to ten primary schools around the island. One of the highlights of these presentations was when a young boy from the Richfond Primary School emptied his bag of the junk food which was given to him for break that day and told his teacher, “miss you can have it, I am not eating that again.” This action spoke volumes.

The quest to educate the general public took on the form of two Information and Health Screening events on March 10<sup>th</sup> and 11<sup>th</sup>, in Vieux-Fort and Rodney Bay respectively. These events were done in collaboration with the Ministry of Health, the Saint Lucia Bureau of Standards, the National Consumers Association and the St. Lucia Diabetic and Hypertensive Association.

The success of these activities was recorded in the number of persons who visited the booths to ask questions, to get screened for blood glucose, blood pressure and received counselling on how to achieve *healthy* lifestyles through improved *eating habits* and increased physical activity. When all was done our records revealed that one hundred and fifty-seven (157) persons were screened in Vieux-Fort and one hundred and fifty-six (156) persons were screened in Rodney Bay.





The chronicling event to commemorate World Consumer Rights Day was the island wide roving road show on March 13<sup>th</sup>. As consumers lined the streets to listen to our health message, consumers in Anse-La-Raye ‘stole the show’ as they took hold of our deejay’s microphone, one after the other to ask some very important questions.

The activities though different in nature all conveyed the same message: the foods we eat can be either the safest and most powerful form of medicine or the slowest form of poison. Consumers therefore were encouraged to act responsibly and eat healthy diets consisting of foods high in nutritional value.



*By: Mrs. Merlicia Williams-Davy  
Information Officer  
Consumer Affairs Department*

# Highlights of World Consumer Rights Day Road Show



## World Consumer Rights Day Message by Honourable Emma Hippolyte - Minister for Commerce

World Consumer Rights Day (WCRD) is commemorated every year on March 15<sup>th</sup>. On this day the international consumer movement comes together to highlight and promote the basic rights of all consumers, for demanding that those rights are respected and protected and for protesting the market abuses and social injustices which undermine them. March 15<sup>th</sup> every year is a significant day because, on this day in 1963, US President John F. Kennedy, formally addressed the issue of Consumer Rights to the US Congress. He stated that the Federal Government “has a special obligation to be alert to the consumer’s needs and to advance the consumer’s interests.” On this day, March 15<sup>th</sup> he presented to congress the first four universally declared rights of the consumer in what is known as the US Consumer Bill of Rights.



Consumer rights have continued to be on the global development agenda and we see the continued attempt to address Consumer Rights, Consumer Protection, Consumer Policy and Consumer Legislation by governments and non-governmental agencies globally. International and Regional Agreements, which we have signed to, require that we move to protect consumers’ interests. As leaders, we must ensure that our nation’s economy, fairly and adequately serve consumers’ interests; for Consumer Rights are in every construct.

As Minister with responsibility for Commerce, Business Development, Investment and Consumer Affairs, I must state categorically that government has not shrugged off its responsibility in the promotion and protection of the rights of its consuming citizens. In fact, the Government of Saint Lucia, as consumers themselves, is aware of the concerns consumers are faced with and we as government continue to make every effort to ensure that policies are implemented to facilitate the conduct of fair trade in the marketplace.

We have seen during the past few years that consumers worldwide have been confronted with a myriad of issues, which demand a strong voice at all levels, be it national, regional or international to advocate on their behalf. Issues of International Trade call for consumer interests to be safeguarded; and in recent times, the food, fuel and financial predicaments have posed tremendous challenges on consumers and the consumer movement in general.

This year’s theme for World Consumer Rights Day 2015 as proclaimed by Consumers International, is “**Healthy Diets.**” This theme is very appropriate as it is well known that unhealthy diets are linked to **four of the ten biggest causes of death worldwide**: overweight and obesity, high blood pressure, high blood glucose and high cholesterol. Obesity alone is estimated to cost globally **US\$2 trillion per year**. Accordingly, Consumers International (CI), the world federation of consumer rights groups with over 250 Members spanning 120 countries, highlights that it is time the world woke up to the price of unhealthy diets. This is why Consumers International has decided to make - helping consumers choose healthy diets this year’s theme in observance of World Consumer Rights Day (WCRD) 2015.

We all can agree that science and innovation has helped us conquer many infectious diseases and there has indeed been tremendous progress in treating life threatening cancers and heart disease. However, tackling non-communicable diseases has now been the greatest public health challenge the many governments and societies face. It is diet and lifestyle-related diseases such as overweight, obesity, hypertension and diabetes that are the main killers of the modern age.

In the last three or so decades we have seen the levels of overweight and obesity rise dramatically, particularly among children and that the trend of poor diet and low physical activity is getting even worse. And more and more we hear the clarion call for action from agencies all over, for all of us consumers to take control of our lives, to eat more health foods, to engage in at least 30 minutes daily of physical exercise, to reduce our intake of salt and sugar.

Many chronic conditions such as cancer, neurological and mental disorders, cardiovascular diseases, obesity and type 2 diabetes can be prevented through better lifestyles and healthier diets. Diabetes and hypertension are very serious problems in Saint Lucia. A survey in 2007 by Canadian researchers found Saint Lucia to have the highest rate of diabetes in the world and the second highest rate of diabetes related amputations in the Caribbean. An analysis of hospital data for the period 2007- 2009 showed that diabetes and hypertension accounted for 27% of all admissions. Of those admissions, hypertension accounted for 50% (2,868 total; males, 1,122; females, 1,746), diabetes for 27% (1,564 total; males, 596; females, 968), and comorbid diabetes and hypertension for 23% (1,275 total; males, 503; females, 772).

Tackling this scourge will require a multi-disciplinary approach, higher levels of cooperation among state and non-state agencies such as the Ministry of Health, the Diabetic and Hypertension Association, the National Consumers Association, the Medical and Dental Association, and other interest groups. One would appreciate that in as much as consumers have a right to healthy food, we must simultaneously excise our responsibility in safeguarding our rights and our lives. And so today I challenge all of us as consumers to start now, as from March 15<sup>th</sup> join the rest of the world, altering our lifestyle by trying to exercise more regularly, eating healthier and resting sufficiently.

The Ministry of Commerce, Business Development, Investment and Consumer Affairs continues to work with all partners in finalizing consultations on the draft Consumer Protection Legislation so that it can be enacted as soon as possible. I can state that my Ministry has now re-submitted final comments to the Office of the Attorney General for consideration and that the bill will be presented to Cabinet for onward submission to Parliament for enactment. I am also pleased to inform that this new Bill contains provisions that will seek to address many of the concerns consumers have voiced relating to consumer/supplier agreement; unfair contract terms, particularly matters relating to false, misleading or deceptive representation; unfair or unjust transactions. It is anticipated that with the enactment of this much needed legislation, that consumers would be further empowered to conduct business transactions, with the confidence that their rights, if infringed upon would be redressed within the parameters prescribed in the Bill.

In conclusion, as we join the rest of the world in the observance of World Consumer Rights Day 2015 under the theme **Healthy Diets** let me repeat my challenge to you as consumers. Alter your lifestyle by taking responsibility to consume healthy foods, be conscious of the foods that we put in our bodies, start an exercise regime, and get the recommended amounts of rest to rejuvenate your bodies. My Ministry remains committed to partnering with all relevant agencies in promoting and protecting the rights and welfare of all consumers.

I wish you a peaceful and enjoyable World Consumer Rights Day.

I THANK YOU.

# Effective Customer Service Training

The Small Enterprise Development Unit (SEDU) of the Ministry delivered a training workshop to micro and small business persons on, "*Effective Customer Service*" on March 4<sup>th</sup>, 2015.

The workshop which took place at the training room of the Ministry of the Public Service was facilitated by Mrs. Ruthanne Carasco-Phillip and Mrs. Roycelyn St. Hill Howell, Business Development Officers of SEDU.



The audience of small business owners and frontline staff gathered information on:

- Who is a customer
- How to interact with customers
- Forbidden terms or phrases in client interaction
- Options to the forbidden terms of customer service
- What is good and effective customer service
- Staff characteristics to encourage
- The Chain of Success, also known as GLAAC
- Understanding the Service Cycle
- Dealing with the Irate Customer
- Handling Customer Complaints
- Communication and Listening
- Body Language
- Fifty ways to Improve Customer service



The workshop was an interactive one which engaged the participants through discussion, examples, videos, role play and quotes.

It allowed the participants to take back with them some best practices and tips, to encourage change in their businesses for more effective customer service.

Of the thirteen (13) persons who attended, there was hundred percent (100%) satisfaction with the workshop in terms of the content, presenters' knowledge, clarity, ability to hold the participants' interest and delivery style and material.

Some of the testimonials of the participants included the following:

*"I was very happy to attend the workshop. It was a big help to me."*



*"The presenters were organized and presented in a professional and interactive manner."*

*"We need more sessions of this sort."*

Given the strong request for repeat sessions, SEDU is therefore considering another session on the same topic for those who may be interested, to be held in the next quarter.

Other topics for consideration based on the participants' feedback include: Sales and Marketing, Business Ethics and Professionalism, Financial Marketing and Pricing.

*By: Mrs. Roycelyn St. Hill Howell  
Business Development Officer  
SEDU*

## Improving Information Flows within the CSME

The CARICOM Secretariat in collaboration with the Ministry facilitated a CARICOM Consultancy aimed at, “**Improving Information Flows within the CARICOM Single Market and Economy (CSME).**” This consultancy formed part of the CARICOM Trade and Competitiveness Project (CTCP) of the CARICOM Region funded by the Government of Canada.

The overall objective of the Consultancy was to improve communication workflows as a means of improving awareness, by ensuring that identified spokespersons were better equipped to speak on the CSME in terms of the five regimes and apply the processes for all applications related to the CSME. The aim therefore was to create more and better opportunities for the people of the CARICOM region to participate and benefit more freely from the CSME regimes. In so doing the procedures of the five regimes in terms of free movement of goods, services, skills, capital and right of establishment were discussed.

Facilitators of the workshop included Ms. Wanya Illes, Senior Technical Officer, CSME Unit who presented on the five CSME regimes and Mrs. Safiya Horne-Bqiué, Programme Officer, Regional Integration Unit, OECS Commission, who presented on the evolution of the OECS and major achievements to date. Consultants of Deloitte and Touche also presented on various topics of relevance to CSME including effective ways to communicate information on the regimes to the public.

The Consultancy therefore comprised of a Spokespersons Training Workshop targeting public and private sector officials held from February 24<sup>th</sup> to 25<sup>th</sup>, 2015; a Teacher Training Workshop delivered from February 26<sup>th</sup> – 27<sup>th</sup>, 2015 and a Media CSME Sensitization Session held on February 28<sup>th</sup>, 2015.

The Ministry in collaboration with the CARICOM Secretariat hopes that the information imparted will enable participants to be avid CSME spokespersons and help drive this regional integration arrangement.

*By: Ms. Lydia Dariah  
Information Officer  
Commercial Information Centre*

## Role of Saint Lucia's SBDC Model

The introduction of the Small Business Development Centre (SBDC) Model in Saint Lucia is timely as it will lend support to a structured collaborative approach to the development of the Micro and Small Enterprise (MSE) Sector. Assistance provided to MSEs is generally fragmented. There tends to be little or no communication or poor coordination among the various business support agencies, government included, which limit business owners' ability to take advantage of possible synergies or economies of scale.

The Ministry is encouraged by the positive outlook presented by the SBDC Model, that of enhanced service delivery to the MSE Sector resulting in a greater degree of buoyancy in Saint Lucia's private sector. Another salient feature of the SBDC model is that it uses existing resources and as such is not an additional burden on limited resources. However, what is most beneficial to Saint Lucia is that the system facilitates the capture and measurement of economic impact - number of business start-ups and expansions, jobs created and retained, sales and investment levels, number of formalized businesses, etc - which is critical.

### SBDC Network

The stakeholders within this collaborative framework are highlighted below (refer to Appendix I for their functions):

- ⇒ Environmental Health Department, Ministry of Health
- ⇒ James Belgrave Micro Enterprise Development Fund Inc. (BELfund)
- ⇒ Ministry of Physical Development, Housing and Urban Renewal
- ⇒ Monroe College
- ⇒ National Research and Development Foundation (NRDF)
- ⇒ Saint Lucia Bureau of Standards (SLBS)
- ⇒ Saint Lucia Development Bank (SLDB)
- ⇒ Sir Arthur Lewis Community College (SALCC)
- ⇒ Small Enterprise Development Unit (SEDU)
- ⇒ Trade Export Promotion Agency (TEPA)
- ⇒ The University of the West Indies (UWI) Open Campus



By extension, the agencies represented by the Micro and Small Scale Business Enterprises Advisory Committee form part of the network. These agencies include:

- ⇒ Ministry of Education
- ⇒ Ministry of Commerce, Business Development, Investment and Consumer Affairs
- ⇒ Ministry of Finance
- ⇒ Ministry of Tourism
- ⇒ Saint Lucia Coalition of Services Industries Inc. (SLCSI)
- ⇒ Saint Lucia Small Business and Industrial Association (SLISBA)

Under the SBDC Model for Saint Lucia, the Small Enterprise Development Unit (SEDU) will serve as the administrative arm or hub for the SBDC, since the Unit provides services similar to that of an SBDC. SEDU is also the focal point for liaising with the external SBDC Stakeholders such as the Organisation of American States (OAS) and University of Texas-San Antonio (UTSA). The Trade Export Promotion Agency (TEPA) will be a specialty SBDC with its focus on export development.

## **Mission Statement**

“We are the core business support agency providing quality business development services to enhance the competitiveness and performance of our Micro and Small Enterprises.”

## **Vision**

“To be the Lead Agency catalyzing the growth and development of Micro and Small Businesses in Saint Lucia, to achieve international competitiveness.”

## **Core Values**

- Customer Care
- Integrity
- Excellence
- Teamwork and collaboration
- Quality
- Innovation
- Results orientation
- Developing human resource

## **Role of Saint Lucia’s SBDC**

The SBDC Network will achieve the following:

- ◇ Promote micro and small enterprise growth and development by offering training and consultancy services.
- ◇ Empower entrepreneurs to improve viability and performance of their businesses, thereby generating higher returns on investment and effort.
- ◇ Provide long-term confidential business consultation and market research.
- ◇ Direct all clients to the relevant members within the SBDC Partnership for the efficient and successful provision of business consultations and financial advice.
- ◇ Ensure effective coordination of the SBDC Partners for greater synergy among agencies.
- ◇ Position the SBDC Partnership as the leader in the business support services market for facilitating growth and expansion of micro and small enterprises.

## **Priority Groups**

The SBDC Networks’ services are available to existing and prospective micro and small business owners, who include school leavers, women, young persons, unemployed people, and self employed persons wishing to establish businesses in sectors, which include but are not limited to those highlighted below:

- ◇ Manufacturing
- ◇ Services
- ◇ Construction
- ◇ Hospitality
- ◇ Agriculture
- ◇ Retail

### Services Available Through the SBDC Network

Collectively the SBDC Network will provide the services listed below according to the SBDC client's needs:

- ⇒ Access to Finance
- ⇒ Access to Duty Free Concessions
- ⇒ Adherence to the Physical Planning and Development Act
- ⇒ Adherence to the Public Health Act
- ⇒ Assistance with the adoption of Quality measures
- ⇒ Assistance with Record keeping
- ⇒ Business Counselling
- ⇒ Business Internships
- ⇒ Business Plan Development
- ⇒ Entrepreneurial Development Training
- ⇒ Export Development
- ⇒ Formalization of Businesses
- ⇒ Market Research through Academia
- ⇒ Networking Opportunities
- ⇒ Product Development
- ⇒ Standards Development including development of industry standards/codes, assessment of specified facilities
- ⇒ Generation of barcodes, certification and label assessment.



### CONCLUSION

The SBDC model will not only allow us to improve the delivery of services to the business sector, it will help to eliminate duplication of effort among business support organisations. This initiative has also promoted synergies among the Caribbean territories that are involved in the implementation of the SBDC Model in the Caribbean region. The CARICOM region will become more competitive if this model is adopted throughout.

*By: Mrs. Barbara Innocent-Charles*

*Director*

*SEDU*

# Sayana Yoga

**Ms. Monette Wilson is the sole proprietor of Sayana Yoga which was established in 2013 through the Small Enterprise Development Unit (SEDU) of the Ministry. The young entrepreneur has a burning passion for yoga which one could tell but the way she speaks about this profession and the stories she relates about the successful life changes adopted by her clients since inculcating yoga into their daily routine.**

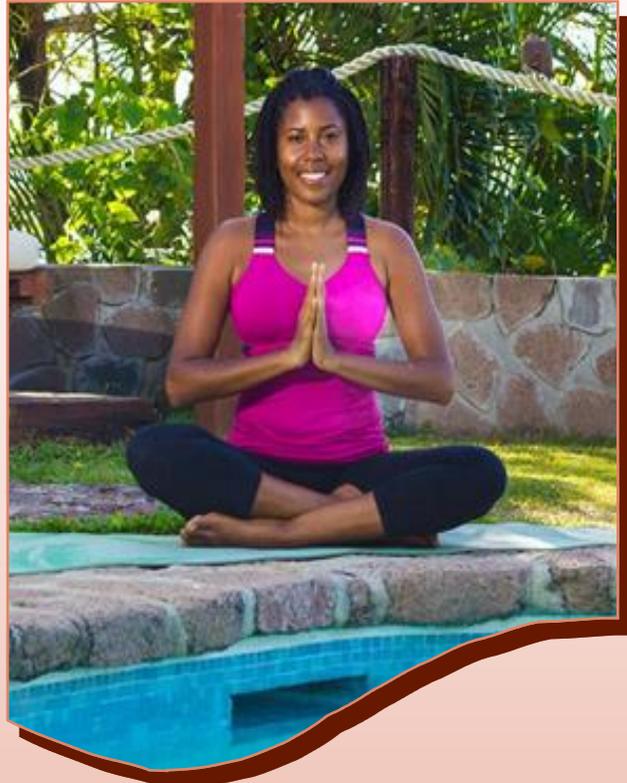
Monetta began practicing yoga while studying at the prestigious US Coast Guard Academy in New London, CT, USA. After being diagnosed with fibromyalgia she returned to the mat and completed her 200hr teacher training with Faith Hunter Yoga at Embrace Studio in Washington DC. She now owns and operates her own Yoga business which is located in her beautiful hometown of Mon Repos.

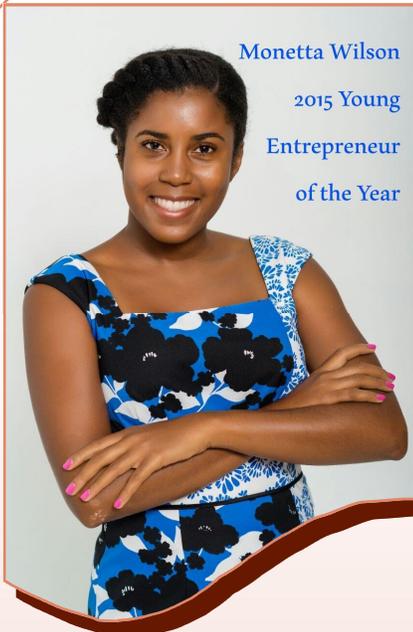
With no background in business, very little start-up capital and a chronic illness, Monetta was able to set up a yoga business which is now thriving and has a strong social media presence. When asked what motivated this business idea, Monetta added, "I wanted to do something I was passionate about and yoga is indeed my passion. I also wanted to teach yoga so that St. Lucians, especially those living in the south, could have access to affordable yoga classes. I wanted to give my fellow St. Lucian brothers and sisters a new approach to exercise as part of an overall healthy lifestyle."

"At Sayana Yoga I help people especially students connect mind, body and breath through the practice of Vinyasa Style Yoga. I offer private group yoga classes, as well as, to children and corporate entities. I also offer online yoga classes through youtube and one on one skype coaching sessions. All of these are to encourage persons to have a full, healthy and active lifestyle through the art of yoga. My client base currently includes St Lucians, vacationers and other persons whole wide seeking access to affordable yoga sessions."

Monetta indicated that her business has been flourishing given the strong support she received from the Ministry with the business registration process and business promotion. She has also participated in the entrepreneurial development workshops offered by SEDU including, Quality Management System and Effective Customer Service.

When asked whether she would advise potential and existing entrepreneurs to use the services of the Ministry to help develop their business, she responded positively adding that, "The Ministry has many resources that can help grow and expand your business. It is like having a support staff. They host many networking; educational and promotional events that help you promote your business and gain new contacts or skills that enrich your business."





Monetta Wilson  
2015 Young  
Entrepreneur  
of the Year

On Saturday March 14<sup>th</sup> 2015, Monetta Wilson won the St. Lucia Chamber of Commerce's coveted Young Entrepreneur of the Year Award. In her acceptance speech she offered these encouraging words to aspiring entrepreneurs:

*"Find that one thing you're good at, that one thing you're meant to do and live your passion. We were all meant for greatness!"*

Monetta won this award for the outstanding work she did in setting up and growing her business—Sayana Yoga. In 2013 she opened Sayana Yoga and forged a client base in an otherwise unexplored market segment. Using her warm and inviting personality she attracts clients who have never tried yoga.

Monetta further stated that, "the next step for me is to grow my business to have regional and international reach. I want to take things to the next level by growing my online video store and acquiring the tools I need to continue to meet my clients' needs."

Monetta hopes that having won this award she has inspired St. Lucia's youth to pursue their dreams. "It was very difficult in the beginning, but after many doors were closed on me I broke through the walls and forged my own way. I want everyone out there to know that you have the power to shape your future if you only believe in yourself."

When asked what advice she would give to potential entrepreneurs who may have a business idea but face challenges in executing it, Monetta provided the following; **"Begin where you are** - You don't have to start big; you can start on a small scale and allow your business to grow. I started by giving free classes to anyone who wanted, including volunteering at the afterschool program. There were many difficult months but my business grew steadily to where it is today."

**"Use the resources available to you** - There are many resources available at little or no cost. SEDU regularly hosts workshops and the staff is always willing to help you. There is also a vast amount of information on the internet that can help you set up a thriving business."

**When asked what/who is the driving force which has motivated her over the years and enabled the development of the venture, the young entrepreneur expressed the following;**

"I want St. Lucians to be happy and healthy. That is why I want to share yoga with as many people as possible. I also want the youth, especially my brother, to know that you can live your dream. I want to inspire St. Lucians to be their best possible self because when it comes down to it that is what yoga is really about. I also have to give a lot of the credit to my mom who supported me when I wasn't making any money and who encouraged me to keep going when I felt like giving up."

The Ministry would like to congratulate Ms. Monetta Wilson on winning the prestigious Young Entrepreneur of the Year Award 2015 and wishes her continued success with Sayana Yoga.

*By: Ms. Lydia Dariah  
Information Officer*

# Sensitization to the Role of Standards

On January 30<sup>th</sup> and February 4<sup>th</sup>, 2015, the Small Enterprise Development Unit (SEDU) held sensitization workshops with a total of thirty-four (34) clients of (i) the Service Sector, and (ii) the Beauty & Wellness and Food & Beverage sectors. The sessions were focused on building greater awareness among the micro and small entrepreneurs in these sectors on the Role of Standards.

Mrs. Roycelyn St. Hill Howell, the coordinator and facilitator of the sessions, invited new businesses to learn more about standards that pertained to their sectors or businesses. Also present at the sessions were representatives of the Saint Lucia Bureau of Standards (SLBS), including Dr. Xanthe Dubuisson - Head of the Certification Division, Ms. Magdalene Eugene - Certification Officer and Ms. Jilian King - Standards Development Officer. As a partner of the Small Business Development Centre (SBDC) network, the Saint Lucia Bureau of Standards continues to demonstrate their commitment to the Micro and Small Business Sector.

Discussions allowed the clients to garner information on the following:

- ⇒ What is a Standard
- ⇒ The Types of Standards
- ⇒ The Difference between Voluntary and Mandatory Standards, and Technical Regulations
- ⇒ Other Regulations - Focus on Public Health
- ⇒ Benefits of Standards
- ⇒ Categories of Standards
- ⇒ The SLBS: its programmes and key services
- ⇒ Sector specific standards

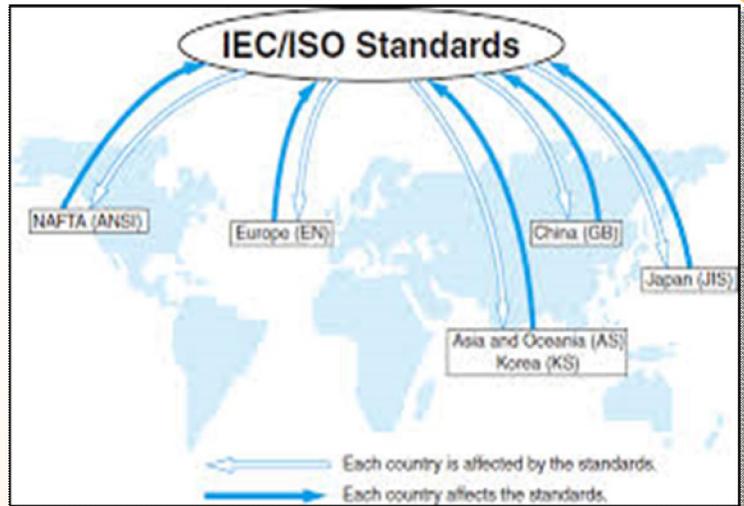


In order to make greater sense of standards and their role, the participants were shown how standards form part of everyday life, whether one is a consumer or supplier of a service or product. Standards offer to businesses of all sizes, a powerful set of strategic planning and marketing tools. As highlighted by the British Standard Institute (BSI), as a business owner or manager, “You can use them to fine-tune your performance and manage the risks you face while operating in more efficient and sustainable ways; they’ll allow you to demonstrate the quality of what you do to your customers; and they help you to see how to embed best practice into your organization.”

The BSI's tag line further reiterates that working with standards is about "making excellence a habit". "Standards lay out good practice for carrying out a whole range of services and the processes and systems that underpin them. They also explain how to build a culture that encourages the delivery of high quality services."<sup>1</sup>

Mrs. Howell explained in the sessions how the use of standards created an enabling environment for seamless interaction among partners in a supply chain.

For example the establishment of customer service mechanisms for quick, effective and timely response could be facilitated by standards such as Codes of Conduct for Customer Service in ISO 10001, and Standards Complaints Handling such as ISO 10002 or for External Dispute Resolution, such as ISO 10003.



What was emphasized and appreciated was that for every type of business there exist guidelines that could make life a lot simpler for the micro and small business owner. The guidelines for best practice were developed by groups of practitioners, industry persons with practical business know-how, and consumers, and consequently standards should not be thought of as purely theoretical. Why re-create the wheel? "They help one embed reliable processes, systems and – crucially – behaviours. Apart from guidelines, standards can take the form of specifications, methodologies for particular tasks, and terms and definitions, which help your systems, draw on global best practice."<sup>2</sup>

Ultimately, standards exist for all, and help make life less chaotic. Micro and small businesses, and business support organizations, do not have to create everything from scratch to get it right.

Source of quotes <sup>1</sup> & <sup>2</sup>: <http://www.bsigroup.com/en-GB/standards/benefits-of-using-standards/standards-for-services/>

*By: Mrs. Roycelyn Howell St. Hill  
Business Development Officer  
SEDU*

# Body Language

## *What Does Your Body Language Say About You?*

**Body Language** can be defined as a form of nonverbal communication, whereby thoughts, intentions or feelings are expressed by physical behaviours, facial expressions, body posture, gestures, eye movement, touch and the use of space. (Wikipedia)

### *Types of Body Language Includes*

#### *Gestures*



#### *Body Postures*



#### *Facial Expressions*



Our Body Language can say a lot about us, both negative and positive things. So how can we work on improving our Body Language?

### HERE ARE A FEW WAYS

1. **Don't cross your arms or legs** - You have probably already heard you shouldn't cross your arms as it might make you seem defensive or guarded.
2. **Have eye contact, but don't stare** - If there are several people you are talking to, give them all some eye contact to create a better connection and see if they are listening. Keeping too much eye-contact might make people nervous. As well as, giving no eye-contact might make you seem insecure. If you are not used to keeping eye-contact it might feel a little hard or scary in the beginning but keep working on it and you'll get used to it and might even perfect it.
3. **Don't slouch, but sit up straight** - do this in a relaxed way and not in a too tense manner.
4. **Don't touch your face** - it might make you seem nervous and can be distracting for the listeners or the people in the conversation.
5. **Don't fidget** - Try to avoid, phase out or transform fidgety movement and nervous ticks such as tapping your fingers, shaking your leg against a table rapidly. You'll seem nervous and fidgeting can be a distracting when you try to get something across. Try to relax, slow down and focus your movements.
6. **Don't stand too close** - it has been stated that everybody gets weirded out by a close-talker. Let people have their personal space, don't invade it.
7. **Keep a good attitude** - last but not least, keep a positive, open and relaxed attitude. How you feel will come through in your body language and can make a major difference with how to deal with situations and people.

You can change your Body Language but as all new habits it takes a while and if you try and change too many things at once it might become confusing and feel overwhelming. Therefore, keep working on improving each habit and soon you will be doing them without even thinking about it.

## Let's Meet the Staff - Mr. Dannus Eugene



I attended high school at Weston Collegiate Institute in Toronto, Canada from 2004 to 2007. Most of my emphasis was on liberal studies, but upon graduation I decided to pursue an Advanced Diploma in Computer Programming at Seneca College of Applied Arts and Technology instead.

My first job was with the Government of Saint Lucia when I joined the Ministry of Legal Affairs, Home Affairs and National Security in 2009.

My duties included attending to citizenship applicants: receiving applications, answering queries and putting information into the system for onward processing.

After five years of working at Home Affairs as a clerk in the Citizenship Department, I was subsequently transferred to the Ministry of Commerce, Business Development, Investment and Consumer Affairs on February 16<sup>th</sup> 2015. Presently I am a clerk attached to the Administration Department and while the change is a big difference in terms of the job duties, the staff are all warm and welcoming.

I would like to explore all areas possible, and probably wind up doing business financing. My passion is to learn new things all the time.

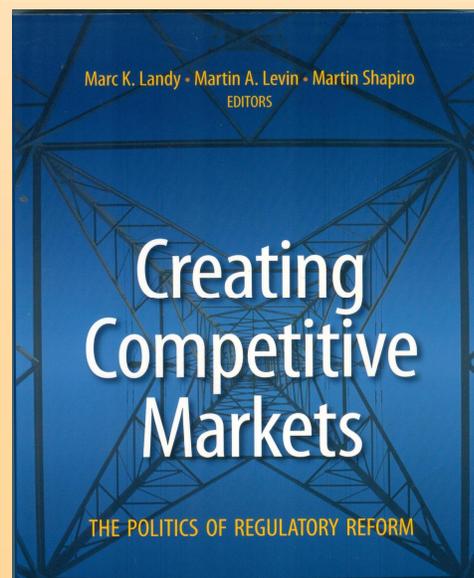
## What's Available at the Commercial Information Centre

The Commercial Information Centre (CIC) would like to inform Staff of the Publication—**“Creating Competitive Markets: The Politics of Regulatory Reform,”** in which the authors highlight the political dynamics that have shaped important market oriented reforms and their degree of success or failure.

With analysis and detail, it reveals how competitive markets are not as easy to achieve as expected, since political interference is inevitable.

This book will appeal to anyone interested in gaining a deeper insight into the mechanisms of the never-ending process of market construction and redesign.

Staff are encouraged to visit the Centre to use this publication which can be of relevance to you in your professional development.



**Success** is a Vehicle  
Which Moves on a Wheel Called  
**“Hard Work”**  
But  
**The Journey** Is Impossible  
Without Fuel Called  
**“Self Confidence”**



The Ministry of Commerce, Business Development, Investment and Consumer Affairs welcomes your comments and suggestions towards improving this publication. The Ministry would also like to encourage all staff members to submit articles for the upcoming issues of *Commerce means Business*.

Kindly email the Commercial Information Centre at [cic@govt.lc](mailto:cic@govt.lc) with your articles and feedback.

Thank you to all who contributed towards this first issue of Volume two of *Commerce means Business*.



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