

# Commerce means Business

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## Department of Commerce, International trade , Investment Enterprise, Development 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 3, Issue 2 of Commerce means Business

A publication of the Department of Commerce, International Trade, Investment,  
Enterprise Development and Consumer Affairs,  
produced by the Commercial Information Centre (CIC)

Thanks to those of you who contributed to the second issue of "Commerce Means Business" for 2017, as these contributions are fundamental to the newsletter's success. In this publication, we start off by highlighting and emphasizing the importance for consumers to be cognizant of pertinent information such as "expiration date, and best before date" on food items.

Inside this issue "Commerce Means Business" we featured some of the main activities which were held throughout the months of June to August following our first publication in March, 2017. Additionally, in an effort to enhance the competitiveness of Small and Medium Enterprises (SMEs) in the Caribbean, we also found it useful to highlight the Global Value Chain Industrial Policies Workshop hosted by the Department which took place in May, 2017.

More importantly, in keeping with the Department's mandate to improve the climate of doing business in Saint Lucia and to accelerate private sector growth and development, this issue sees the launch of the online Trade Licence application system. This Trade Licence is significant as it serves to enforce the country's international commitments and enlarge policy space for policy makers in Saint Lucia.

In this issue, it is necessary to acknowledge Mr. Eugene Mitchel, who was attached to the Consumer Affairs Department, and has now proceeded on pre-retirement leave and commend him for the remarkable contribution he made during his tenure of office at the Department of Commerce.

Finally, we wrap-up with a beautiful poem written by one of our staff members as a reminder of being thankful and appreciative to good people in our lives. In our usual staff profile corner, we feature one of our brilliant Clerks – Ms. Dawneal S. Mathurin, who has been with the Department from 2016.

The Commercial Information Centre of the Department of Commerce appreciates your support and is so happy to have you as a reader of "Commerce means Business".



*Delia Descartes*  
Information Office (Ag)/ Editor  
Commercial Information Centre

## What are you Buying?

In Saint Lucia it is very common for businesses to lower the prices of foods that are close to the expiry date; and consumers without pausing to think about how detrimental this could be, immerse themselves into these purchases. Are consumers placing their lives at risk when they consume expired goods? Is it wrong to consume foods after the "best before" date? What do these terms mean?

Information about dates on pre-packaged food is a valuable source of information for consumers. Therefore, a basic understanding of what terms are used can help better understand the labels.

According to the Canadian Food Inspection Agency, **Durable Life** means the anticipated amount of time that an unopened food product, when stored under appropriate conditions, will retain its freshness, taste, nutritional value, or any other qualities claimed by the manufacturer.

**"Use by, best by, best-before, best if used by"** - these "use by" and "best" dates are generally found on shelf-stable products such as mustard, mayonnaise, and peanut butter.

These dates, also known as a "durable life date", tell you how long the product is likely to remain at its absolute best quality when unopened. These dates do not guarantee product safety; they only provide information about the freshness and potential shelf-life of the unopened foods.

**Sell-By** - Most sell-by dates are found on perishables like meat, seafood, poultry and milk. The date is a guide for stores to know how long they can display a particular product. Consumers should always buy products before the sell-by date expires. However, it can still be stored at home for some time beyond that date, as long as safe storage procedures are followed.

**Expiration Date** - This is the last date that a product, should be used before it is considered spoiled or ineffective. After the expiry date, the product may not have the same nutrient content declared on the label. **It is important to note that food should not be eaten if the expiration date has passed.** They should be discarded.

### Eating food that has passed the "best before" date:

- You can buy and eat foods after the "best before" date has passed. However, when this date has passed, the food may lose some of its freshness and flavour, or its texture may have changed. Some of its nutritional value, such as Vitamin C content, may also be lost.
- Remember that "best before" dates are not indicators of food safety, neither before nor after the date. They apply to unopened products only. Once opened, the shelf life of a food may change. Never rely totally on your nose, eyes or taste buds to judge the safety of food. You may not be able to tell if a food may cause foodborne illness by its look, smell or taste. And remember: "If in doubt, throw it out!"
- **Never** rely totally on your nose, eyes or taste buds to judge the safety of food. You may not be able to tell if a food may cause foodborne illness by its look, smell or taste. And remember: "If in doubt, throw it out!"

- Foods that are likely to spoil should be properly stored, and they should be eaten as quickly as possible. Harmful micro-organisms that lead to foodborne illness can grow in foods, even if they do not appear to be spoiled.

Remember as a consumer you have rights but with rights come contingent responsibilities – it is your responsibility to examine your goods thoroughly before buying, read the labels, read the warnings, and check for the expiry date and the best before dates.

Consumers take charge and shop wisely!

*By: Merlicia Williams-Davy  
Information Officer/CAD*

# Global Value Chain Industrial Policies: Enhancing SMEs Competitiveness in the Caribbean Workshop

The Organization of American States (OAS) through the Duke Centre on Globalization, Governance and Competitiveness in collaboration with the Department of Commerce, International Trade, Investment, Enterprise Development, and Consumer Affairs hosted a workshop entitled “Global Value Chain Industrial Policies: Enhancing SMEs Competitiveness in the Caribbean from May 16 – 19, 2017. The workshop was held at the Kreole Conference Room, Cocoa Palm Hotel, Rodney Bay, Gros Islet. The facilitators for the workshop were Ms. Karina Fernandez-Stark and Professor Gary Gereffi who were contracted by the OAS.

The Department was responsible for providing in-country support which included all pre and post workshop activities through the assistance of Local Workshop Coordinators – Ms. Junia Emmanuel-Belizaire, Commerce & Industry Officer and Ms. Ruthanne Carasco-Phillip, Business Development Officer.

## **The anticipated learning outcomes were as follows:**

- To provide participants with tools to analyze the dynamic nature of world trade and the evolution of exports over the past decade.
- To facilitate participants understanding of key Global Value Chain (GVC) concepts and the framework to help map value chains and identify lead firms, key markets and trends occurring in specific industries.
- To assist participants evaluate where local firms are positioned in these value chains and identify “upgrading concepts” that refer to adding value to current industries.
- To help participants analyze their local institutional context and assess key constraints to competitiveness for firms in their country.
- To assist participants identify key stakeholders and policy areas that may require changes to promote industry competitiveness.
- To provide participants with an understanding of how other countries and developmental agencies are using these tools to enhance firm participation in GVCs.

## **The participants consisted of:**

- SBDC Staff
- Department of Commerce
  - Small Enterprise Development Unit
  - Commerce and Industry Unit

- Policy Makers focused on Industry Development
  - Department of Tourism
  - Ministry of Health
  - Ministry of Agriculture
  - Saint Lucia Air & Sea Ports Authority
  - Saint Lucia Bureau of Standards (SLBS)
  
- Academia
  - Sir Arthur Lewis Community College (SALCC)
  - University of the West Indies (UWI) – Open Campus
  - Caribbean Hospitality Tourism Training Institute (CHTTI)
  
- Investment Attraction Agencies
  - Invest Saint Lucia
  
- Export Promotion Agencies
  - Trade Export Promotion Agency (TEPA)
  
- Industry - Industry Associations / Industry Experts
  - St. Lucia Manufacturers Association (SMA)
  - St. Lucia Coalition of Services Inc. (SLCSI)
  - St. Lucia Distillers Ltd.
  - Star Publishing (St. Lucia) Ltd
  - Private Consultants

On May 19, 2017, the final day of the workshop, teams presented the strategic plan which included:

- A brief summary of their industry global value chain,
- Key governance issues at the global/regional level,
- The current position of Saint Lucia firms within chains,
- Key upgrading opportunities that Saint Lucia may wish to pursue,
- Key challenges faced within the specific institutional context,
- Key stakeholders involved in the industry and how they may support this upgrading,
- Main industrial policy recommendations to overcome challenges and pursue upgrading.

Thirty two (32) persons participated in the four (4) day workshop and were issued a certificate on May 19, 2017. Participants were very responsive given the interactive level of the training. All showed a level of commitment to learning and expressed their appreciation for this great opportunity, to the OAS, Duke University and the Department of Commerce.

**Participants overall thoughts of the training were:**

- The training was timely.
- Sufficient time for discussion and practical work was allotted, which allowed for greater clarification of the concepts learnt.
- The training provided would help with greater efficiency in the preparation, development and discussion of policies within their specific industries.

From all accounts the workshop was deemed a success. The Department hopes to engage in similar workshops in the near future and heartily thanked all persons who one way or another assisted in the success of the workshop.

*By: Ruthanne Carasco-Phillip*

*Business Development officer/ SEDU*

## Highlights of The Global Value Chain Workshop









## Food Hygiene, Inventory Management & Pre-Packaged Food Labelling

The Department of Commerce, International Trade, Investment, Enterprise Development and Consumer Affairs through the Small Enterprise Development Unit (SEDU) / Small Business Development Centre (SBDC) presented to twenty-five (25) micro and small business persons on Food Hygiene, Inventory Management and Labelling on Friday, June 30th, 2017. This workshop took place in the Department of Commerce's Conference Room.

Acting Director of SEDU, Mrs. Roycelyn St.Hill Howell facilitated this Safety and Quality Improvement workshop so that Food Handlers and Producers would become aware of better Food Hygiene and Management practices.



This highly interactive session allowed the audience of small business owners to garner information on:

- Food Hygiene and Sanitation
- Controlling Cross-contamination in a Food Production Facility through
- Proper Personal Cleanliness and Conduct
- Proper Hand Washing Techniques
- Using Suitable Facility Layout and Design
- Considering Process Flow
- Traffic Control and Controlled Access to the Facility
- Proper Facility Management

### Proper Hand Washing Technique



### Storeroom Cleanliness



Other Topics Covered included:

- Inventory Management
- Storeroom Management & Hygiene
- Record keeping for Stock
- Requirements on Labels for Prepackaged Foods

Activities were designed to engage the participants through discussion, use of examples, video, product examination and completion of quality assurance tools and records. It allowed the participants to consider some best practices, tools and tips to effectively manage their businesses.

Consequently, Quality and Business Improvement training on topics such as these will continue to be offered during the course of the year by the Unit. Upcoming sessions will be focused on Quality Management, Hazard Analysis

Critical Control Point, Sales and Marketing, the Role of Standards, Public Health Regulations, Production Planning, Resource Management and Customer Service to name a few.

With this in mind, SEDU/SBDC continues to provide services to shape and mold micro and small entrepreneurs, and their business for greater economic impact. When we think of the implementation of Standards and Safety practices, Mrs. Howell continues to remind clients to keep focused on the Japanese word for "continual improvement" - KAIZEN - activities that continuously improve all functions and involve all employees.

*By: Roycelyn Howell  
Director (Ag.), SEDU/SBDC*

## Financial Skills for Business

The Department of Commerce, International Trade, Investment, Enterprise Development and Consumer Affairs in collaboration with the Savings Banks Foundation for International Cooperation (SBFIC) hosted a seven (7) day “Train-The-Trainer: Financial Skills for Business Planning Workshop” from July 03 – 14, 2017 in the Conference Room of the Finance Administrative Centre, Pointe Seraphine, Castries.

The workshop was facilitated by Senior Expert, Jörg Teumer and Country Representative-East Caribbean, Jürgen Engel from SBFIC. A total of twenty (20) participants comprising of technical officers from the Department of Commerce, representatives from St. Lucia Chamber of Commerce, Industry & Agriculture, James Belgrave Micro Enterprise Development Fund Inc. (BELfund) and Saint Lucia Industrial & Small Business Association (SLISBA) participated in the training. The workshop aimed to equip trainers with the necessary tools and technical skills to improve the quality of business proposals submitted by Micro, Small and Medium Enterprises (MSMEs) for funding. Additionally, the workshop sought to bridge the divide between MSME and the local banking sector, through strengthening of business literacy and financial education among business owners and entrepreneurs.

**The following key areas were covered including:**

- Development of business plans;
- Understanding financial ratios;
- Interpreting and understanding the relationships between financial statements .



The workshop was highly interactive and gave trainers several opportunities to participant through discussions, group assignments and presentations. During the workshop participants were placed in groups and were required to prepare business proposals which wer presented to the facilitators on the final day of the workshop. This was to ascertain the viability of the business idea and to determine whether funding would be granted.

At the end of the workshop certificates were awarded to all participants. Trainers are expected to transfer the knowledge and skills learnt during the workshop to business owners and entrepreneurs through business planning workshops later in the year.

*By: Leander Calixte-Jn. Baptiste  
Business Development Officer/SEDU*

## Inaugural Taiwanese Investor Forum

On Tuesday August 8, 2017, the Department of Commerce, International Trade, Investment, Enterprise Development and Consumer Affairs hosted a contingent of business people selected and sponsored by the Ministry of Foreign Affairs of the Republic of China (Taiwan). The delegation embarked on an official visit to Saint Lucia because of their desire to begin consultations with local authorities and businesses, regarding their interest in joint ventures or in the establishment of their own businesses in Saint Lucia. The area of interest is in the Manufacturing Sector and primarily include Consumer Electronics, Agro-Processing and Textiles.



The rationale for encouraging such initiatives is to give the local business community an opportunity to access joint ventures, resources, expertise, financing and technology. As such, benefits from joint venture agreements may range from acquisition of new technology, access to marketing and distribution experts, access to established distribution channels and expansion into new markets or development of new product lines. No matter what reason businesses enter into joint ventures, the bottom line is increased revenue for all parties.

Therefore, the Department of Commerce was able to give the local entrepreneurs an opportunity to forge relationships that will enable them to use the skills and knowledge acquired with the help of these established business men and women who have been able to expand in the global market. Additionally, those who showed interest in establishing their own businesses will contribute to the creation of employment, thus lowering the unemployment rate and ultimately enhance economic growth and development.

As a result, the Department of Commerce takes every opportunity to encourage entrepreneurship and small business development. This we believe is a precursor to the overall economic development of Saint Lucia.

To this end, the public is encouraged to contact the Department of Commerce should they have interest in starting a business or even forging Joint Ventures in the near future.



*By Aretha Regis*

*Investment Coordination Officer*

*Investment Coordination Unit*

## USEFUL TIPS TO CONSUMERS



**A**s students bask in their well-deserved summer vacation, perhaps for now not too perturbed about going back to the classroom, parents are faced with another new school term where books and other school items will have to be purchased for their children who may be entering school for the first time, moving up to a new class or are about to enter

secondary or tertiary institutions.

Recognizing the value of a good education, the Consumer Affairs Division (CAD) is obligated to assist and ensure that parents shop wisely and get value for their money. Some of the useful tips that will assist and guide parents in preparation for the new school year are:

- ⇒ Ensure that you have the correct booklist; double check with the school to be certain that your child/children will need all the books and supplies that are on that list
- ⇒ Before purchasing new books and supplies, ensure that none of your children have any books or items which another of your offspring could need
- ⇒ Shop around at the various book stores to compare prizes before making a final purchase
- ⇒ Keep all receipts after purchases. A receipt is proof of purchase in the event that items need to be returned to the supplier
- ⇒ Examine book, bags, uniforms, shoes and other school supplies for mis-stitches and other defects
- ⇒ If you are going to purchase books or school supplies from non-established companies (street-side vendors), be very certain that you are purchasing the correct books/items because these non-established vendors may vanish upon your return to seek redress.
- ⇒ Check with the established bookstores, where books and other school items may be more reasonable, before purchasing from street-side vendors
- ⇒ If purchasing school supplies online, please be very certain that you are dealing with a reputable company before making any purchase; because there may be no recourse for redress

If you intend using debit or credit cards to purchase books and school supplies ensure the following are adhered to:

- ◆ Protect your pin number and Card
- ◆ Never disclose your Card Verification Value (CVV) number, which are the three digits on the back of your cards
- ◆ Verify that the exact amount was charged against your cards
- ◆ Ensure that your card is always within your sight

All consumers are urged to ask questions, check goods thoroughly, be vigilant and above all be an assertive and discerning consumer.

## CONSUMERS—TAKE CHARGE!

*By: Damian Monrose*

*Information Officer/ CAD*

## Remarkable & Memorable Service to Country

### CAD Celebrates Retiring Colleagues



When Eugene Mitchell came from the Land Registry Department, did he really know what his new position at the Price Control Unit (PCU) would have entailed?

Throughout his 27 years at the PCU, its nomenclature having been changed in 1997 to the Consumer Affairs Department (CAD) and most recently to Consumer Affairs Division (CAD), Mitch as he was affectionately called by his colleagues came into contact with numerous consumers and providers of goods and services throughout the length and breadth of the island.

However, one memorable occasion which will be recalled for a very long time was during a shop survey at a minimart just outside of Castries. Mitch kept calling out to the proprietor of the said business seeking clarification about the prices on some controlled items which were not the same as the prices approved by the Division in accordance with Section 29 of the Distribution and Price of Goods Act No. 35 of 2006.

Apparently, that shop owner felt uneasy by Mitch's towering height, which it can be said epitomized all that the CAD stands for; and exclaimed to the officer: "you are like a thorn in my side."

Despite that outburst by this shopkeeper Mitch was not daunted and was always delighted to return to that enterprise once he had been assigned to work there. He worked assiduously and took nothing for granted whenever he was charged with the task of undertaking an investigation, once a consumer came to the CAD with a legitimate complaint. Mitch would approach any given situation in a very impartial and professional manner such that neither the consumer nor a business could have accurately predicted the verdict.

Most business owners viewed him as a very meticulous public officer who observed the law to the letter. When the CAD became the main consumer protection agency on the island, Mitch teamed-up with Francis Raphael and Yolande Anthony.

Whenever Mitch, Raphael and Anthony approached business places to conduct an investigation an air of wonder and trepidation engulfed the minds of business owners. In the execution of their duties, the said officers used wisdom and exhibited a high level of seriousness which had business owners questioning themselves as to what the problem could be this time around.

The trio (Mitch, Raphael and Yolande) were not ruthless and uncaring. As they sought redress for consumers who had genuine complaints, the ultimate was always and still is to ensure that there was equilibrium between the providers of goods and services and consumers whenever a transaction was undertaken thereby creating a fair-trading environment.

Alas the time came, when Mitch rode out into the sunset on retirement. His enormous, remarkable and illustrious career will be remembered for a very long time by business places island-wide and the staff at the CAD. Mitch described his stint working with at CAD as very interesting, unusual and a pleasure.

No matter what the experiences were with Mitch, all who came into contact with him may very well concur that he departure will be very conspicuous and he will be missed immensely.

The staff at the CAD and by extension the Department of Commerce, International Trade, Investment, Enterprise Development and Consumer Affairs wish him the very best in his future endeavours.

Bravo Mitch, bravo!

Good job! Take a big bow! God Bless!

*By: Damian Monrose  
Information Assistant  
Consumer Affairs Division*



## Online Trade Licence Launch

Cognizant of the Department's mandate to enhance the environment for doing business in Saint Lucia, and improve the level of growth and development, the Ministry for Commerce, International Trade, Investment, Enterprise Development and Consumer Affairs, on 24th August, 2017 officially launched its Online Trade Licence application process at the New Financial Centre Conference Room.



The online Trade Licence application process is an example of one of the initiatives undertaken by the Department. It is an accepted WTO compliance rule, which provides market access to foreign companies to establish commercial presence. It also serves as a critical instrument to regulate trade in a country in a manner that safeguards the public interest by ensuring that business is conducted in accordance with applicable rules, standards and requirements. The trade licence regime reform includes amendments to the trade licence Act, Chapter 13.04 of the Revised Laws of Saint Lucia.

The Minister responsible for Commerce, International Trade, Investment, Enterprise Development and Consumer Affairs - Honourable Bradley Felix delivered the introductory remarks subsequent to the opening remarks which were delivered by Titus Preville, Permanent Secretary of the said Ministry. In the Minister's remarks he emphasized that the Online Trade Licence application system is an important tool which will improve inflows of Foreign Direct Investment and ultimately enhance economic growth and development.

Moreover, the Minister indicated that from 2007 to 2014 Saint Lucia ranked and maintained the top position in CARICOM in the Ease of doing Business Report from the World Bank, however Saint Lucia's fallen ranking placed it second place to Jamaica (2016 Doing Business Report). What this means that consequently we must aggressively implement ease of doing business reform in order for Saint Lucia to return to its prestigious position of number one.

In the Minister's remarks, he reiterated that in this globalized investment climate in order to remain competitive we must adopt a different paradigm, he stated that all procedures, legislative policies and processes must be restructured and reviewed to make it easier to conduct business in Saint Lucia.

Duboulay Anthony & Company, Floissac Fleming & Associates and Peter I. Foster & Associates participated in the pilot process and the results indicated the successful use of the system. The online Trade Licence application process has been simplified and the administrative processing time has been reduced to less than thirty days.

The Minister commended Mr. Ian Mitchell and Mr. Jamal Wilson of Emagine Solutions Inc. for developing the online trade licence system. The Minister also thanked staff of the Investment Unit for their perseverance and commended Mrs. Gisele Jn. Baptiste, Information Systems Manager of the Ministry who worked persistently to make this online system a reality and for developing the Trade Licence online manual. Duboulay Anthony & Company, Floissac Fleming & Associates and Peter I. foster & Associates were acknowledged for their participation in the pilot process.



*By: Delia Descartes*

*Information Officer (Ag)*

*Commercial Information Centre*

## Easy Click Books

The competitive nature of the business environment calls for micro, small and medium-sized enterprises to be innovative and creative in their product and service delivery, in order to be - a cut above the rest. In this issue of Commerce means Business, we feature the newly established business - "Easy Click Solutions, operating as Easy Click Books". This business aims to make the process of purchasing school books and related supplies as easy as the click of a button - something many of our busy parents definitely need.

Easy Click Books which forms part of the Education Sector and E-commerce platform was established in October



2016, as a partnership between Mr. Vernon Jean, Managing Director and Mrs. Chantal Kadoo-Jean - two highly experienced and self-driven individuals. Mr. Jean is a Microsoft Certified Systems Engineer who has served many regional and international brands in the fields of Sales, Marketing and Customer Service, while Mrs. Chantal Kadoo-Jean has extensive experience in customer service and sales.

Easy Click Books provides an online platform where parents can pre-order all their children's textbooks and includes the provision of additional services, such as book covering, book labelling and home delivery. The books are sourced directly from publishers all over the world with their primary target market being parents with children ages 4-18 years.

While online book ordering forms part of the new digital era, it is quite interesting that Easy Click Books, having done the necessary market intelligence, has created an avenue to afford parents the options of sourcing their children's school books and supplies online. When asked what was the inspiration behind the establishment of this business? Mr. Jean responded not just as a business owner but as a parent and expressed that - "as parents our role is to ensure that our children have every opportunity to succeed. If we are unable to get all the needed textbooks for our children then we are failing them. We have gone through the hardships of obtaining textbooks for our children and thought of how can we make this yearly process simpler and more accessible."

Mr. Jean further added that customers have been very ecstatic about their service offering as it brings a hassle free approach to a stressful process. What took weeks and hours of travel can now be done within minutes. The sales have also been greater than he anticipated which is very encouraging as he looks to grow the business.

When asked whether the current economic climate and recent policy changes had impacted the business Mr. Jean provided this sound response "our business was created within the current climate, thus we strategically placed systems to address the economic climate. We are conscious of the eminent move towards E-Books and the possibility of privatization within the sector. To this end we are hoping to strategically position ourselves to be at the forefront of these changes when they do take effect."



It is evident that the proprietors of Easy Click Books continues to engage in critical market intelligence in order to keep up with national, regional and international developments related to their area of business. Market research is also an area which the Department of Commerce through the Small Business Development Centre (SBDC) assists businesses with. From the initial conceptualization of the idea of Easy Click Books, the SBDC assisted the proprietors with the formation of their Business Plan and in finding the best avenue for funding. Additionally they have been able to tap into many training and networking opportunities facilitated through the SBDC.

Mr. Jean had this to say “the SBDC has been very instrumental. We are new to this and they are always available to give guidance when needed. They would suggest possible solutions to problems we face. Anyone starting a business especially a small enterprise would be well served to work with the Department of Commerce and SBDC. The services and support that is received is of the highest standard and invaluable to any organization.”

Moreover Mr. Jean proudly indicated that “Easy Click Books recently represented Saint Lucia at the Caribbean Innovation Competition hosted by the OAS in Mexico in June 2017. The SBDC was the driving force in getting us prepared for the competition by putting us in contact with many different persons and agencies who worked towards getting us prepared. While we didn’t win the competition we made a very positive impression and were able to network with very influential persons, such as, Jorge Familiar - the Vice President of the World Bank.”

While still a relatively young business Easy Click Books is already making some great strides by participating in regional competitions. Given this demonstrated level of determination, Mr. Jean was asked what advice he would give to potential entrepreneurs who may have a business idea but face challenges in executing it - “Persevere! It takes a lot of grit and sacrifice to create and run your own business. No one can be more passionate about your business than you are, however this doesn’t mean that you have to go at it alone. Seek advice from others as much as you can and keep an open mind to tweak and adjust what you may have planned.”

The Department would like to thank Mr. Jean for contributing towards this issue of Commerce means Business by giving readers an insight into Easy Click Books and advising entrepreneurs that it takes qualities, such as, perseverance to achieve your business goals. We would like to wish Mr. Vernon Jean and Mrs. Chantal Kadoo-Jean continued success with their business endeavours.



*By: Lydia Dariah*

*Trade Officer (Ag)*

*International Trade Department*

# RARE PEOPLE

Andrea L. Hines wrote:

There are rare people in this world who are so CARING  
 Whose natural instinct is to put someone else's needs ahead of their OWN  
 Who offer encouragement when it is NEEDED  
 Who are always there to LISTEN  
 With a SMILE and a LOVING, open heart  
 Who never want or expect praise for their good deeds because that's just the way they are.



Let's just take a moment to really think of what Andrea is saying and ask ourselves some vital questions.

How important are those rare people in our lives?

Do we appreciate them at all?

Do we ever take time to thank them for being so caring, loving or supportive?

Would we be willing to adopt some of their qualities to be more caring?

Is the world a better place because of those rare people?

Hope I got you thinking, as I myself was. Maybe you are asking yourself this question now. Am I a rare person? Well, if you are, keep being positively you, as you are truly an inspiration to many.

In life, it matters that we take time, to really listen, to care deeply, to love, to be genuinely thankful, because each day is a blessing that we should treasure together. Who knows what tomorrow may bring AND tomorrow is not guaranteed.

## Thank U RARE People

*By: Ruthanne Carasco-Phillip  
 Business Officer/SEDU*

## Let's Meet the Staff - Ms Dawneal S. Mathurin



Born and raised in the small community of Dennery located on the East Coast of Saint Lucia, I first attended the Dennery Infant School and then moved onto, what was known at the time as the Dennery Girls' Primary School. I was always an enthusiastic individual growing up. I had a passion for drawing and a love for animals. My cheerful nature remained with me throughout secondary school and on to college, where I pursued an Associate Degree in Business Administration.

I held my first job with the Government of Saint Lucia at the Ministry of Health, employed as a clerk/typist at the Victoria Hospital in October 2007. There I worked closely with the pathologist Dr. Stephen King. While some persons might have cringed at the thought of the human body being dissected for a thorough conclusion on the cause of death, my curiosity would sometimes get the best of me. Though my post was temporary I gain quite a bit of knowledge not only from my job, but from a distinguished supervisor and wonderful coworkers.

After two (2) years of being unemployed and unable to find a job, I landed my next job opportunity with the Ministry of Agriculture, Fisheries, Physical Planning, Natural Resources and Co-Operatives in June 2009. I was employed with the Region 3 Agricultural Extension Office as a clerk/typist. I remained employed with the Ministry for a further eight (8) years where I work alongside with some of the most unique individuals I have ever come across.

Though my duties as a clerk/typist stipulated that I was confined to a desk to perform clerical work, ever so often I would have embarked on short excursions with my colleagues into the hills of the Dennery Valley to conduct site visits to farm lands nestled in the hill sides. The main purpose of these visits was to conduct crops assessment and data collection. Over time I became a familiar face in the fields.

In November 2016, I was subsequently transferred to the Department of Commerce, International Trade, Investment, Enterprise Development and Consumer Affairs. Presently I am employed as a Clerk II attached to the Administration Unit. The change for me was very overwhelming compared to my last job, but regardless the staff was very welcoming.

I plan on furthering my education and exploring all other areas within the Department of Commerce.

## Upcoming Activities of the Department

August – December :

- Hosting of Community Outreach Programmes for Potential and Existing Entrepreneurs by the Small Enterprise Development Unit (SEDU)
- Monthly Business Start-up Essentials Workshop Delivered by SEDU
- Series of Monthly Television Programmes with Host Ras Ipa of Calabash TV
- Monthly School Lectures by the Consumer Affairs Division on the Rights and Responsibilities of Consumers
- Hosting of a Series of Quality Management Standards Related Workshops by SEDU

August/Sept: Registration Open to Businesses to Participate in the 10th Annual Saint Lucia-Taiwan Partnership Trade Show

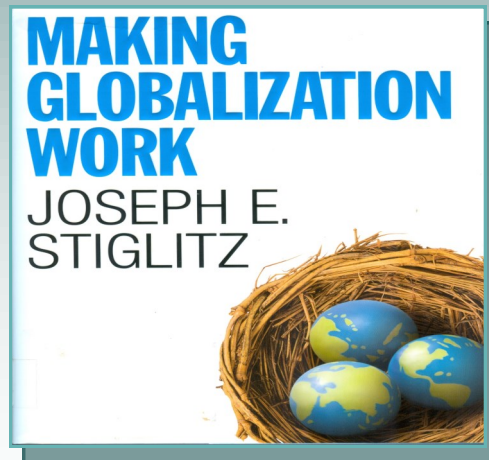
Sept/Oct: Preparatory Activities and Meetings with Participating Businesses of the 10th Annual Saint Lucia-Taiwan Partnership Trade Show

November:

- Hosting of Business Month Activities
- Hosting of the 10th Annual Saint Lucia-Taiwan Partnership Trade Show

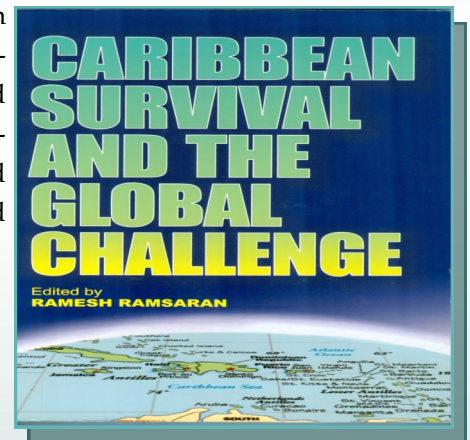
## What's Available at the C I C

Many economists and world leaders believe that globalization is supposed to be a panacea for economic problems and ultimately increase standards of living, access to foreign markets and open borders. However this interesting publica-



tion on the topic "Making Globalization Work" describes the vast inadequacies of global economic policy. It also describes numerous ways in which major institutions of globalization have failed the developing countries they were meant to help. The author seeks to emphasize that globalization is gathering the countries and people of the world into one interdependent community and therefore it's critical that we think and act globally.

"Caribbean Survival and the Global Challenge" is another interesting publication available at the Commercial Information Centre. This book explores the significance of preferential trading arrangements towards Caribbean economies and examines the pace of trade and investment integration in the Caribbean. It carefully examines the implications created by globalization for Caribbean states and explores the development options emerging from the changes in the regional and international environment.



Feel free to visit the Commercial Information Centre to request publications on challenges and possible solutions of globalization .





**The Department of Commerce, International Trade, Investment, Enterprise Development and Consumer Affairs welcomes your feedback and suggestions towards improving this publication.**

**As with anything in life, the more you put in to the newsletter, the more you will get out of it. Please supply articles and tips that would be of value to your peers.**

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

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