



UNDERSTANDING TRADE MISSIONS

**Trinidad and Tobago
Manufacturers' Association**

Presented by the Trade Unit
Monday 8th July 2024



What is a Trade Mission ?

Group Picture taken at Piarco VIP Lounge
Trade Mission to Suriname – May 2024



A trade mission can be broadly defined as the process of undertaking a series of business related activities in a specific market for the main goal of doing business (export) in the said market.

What occurs prior & during Trade Missions?

Trade Mission Activities from Inception to End

A trade mission can run from a period of 4 to 7 days depending on the market. For instance, missions to regional markets (eg: CARICOM) can run for a maximum of 4 days, while extra-regional markets (eg: Ghana, Canada) can run for a maximum of 5-7 days.

Pre-Mission Activities:

- One on One meeting with consultant
- Debriefing Session

Mission Activities:

- Day 1: Doing Business Seminar & Start of B2B Meetings
- Day 2: B2B Meetings
- Day 3: Market Visits to Supermarkets/Hardwares/Ports, etc & Evening Cocktail Event
- Day 4: Free Morning/Return Travel



B2B meeting @ Trade Mission to Ghana
March 2024



Signing of an MoU between TTMA & Association of Ghana Industries – Ghana Trade Mission, March 2024

Why the sudden focus on Trade Missions?

TTMA Manufacturing Strategy (2020-2025)

- The TTMA has set a strategic goal to double the value of non-energy manufacturing exports from TT\$3.3b to TT\$7.0b by the end of 2025

Ministry of Trade & Industry; T&T Trade Policy (2019-2023)

- Goal 1: An improved facilitative and enabling environment for international trade
- Goal 2: Growth in the production and export of non-energy goods and services
- Goal 3: Growth in the production and export of high value-added goods and services
- Goal 4: Growth in share of CARICOM trade, inclusive of trade in services
- Goal 5: Growth in market share within traditional and non-traditional markets

Breakdown of Total Cost

What is included in the total cost?

- ✓ Flights
- ✓ Hotel Accommodation (inclusive of breakfast)
- ✓ Ground Transfers
- ✓ Doing Business Seminar
- ✓ B2B Meetings
- ✓ Business Cocktail Event
- ✓ Market Visits



Upcoming Mission

Upcoming Mission



Recap of Trade Mission to Ghana 2024

First International Trade Mission hosted for 2024

Period March 10th – 17th

- Led by the Honorable Minister, Ms. Paula Gopee-Scoon, PS Randall Karim and TTMA President, Mr. Roger Roach
- Delegation of 27 companies; 18 private sector & 9 state agencies
- Goal: promote and increase bilateral relations between both countries by creating linkages between local companies, Ghanaian firms and government

Success of Trade Mission

- B2B meetings ran for 2 ½ days; an average of 156 B2B meetings in total with an average of 50 market visits
- Companies already in the process of solidifying leads
- Overall, the mission's goals of fostering relationships, sourcing raw materials for production, finding potential investors and expanding ones knowledge about the Ghanaian market was achieved
- 95% of participants were satisfied with their individual outcomes



Ghana Delegation @ Piarco International Airport



Doing Business in Ghana Seminar



Business Meetings





Business Cocktail hosted
by Republic Bank (Ghana)

Trade Mission Schedule 2022-2025

The table shows the countries we have targeted between the period of 2022-2024.

The last column shows the proposed trade missions for 2025 (these countries are subject to change)

2022	2023	2024	2025
Suriname	Grenada	Belize	Grenada
Guyana	Dominican Republic	Ghana	Special*
Jamaica	Suriname	The Bahamas	Dominica
-	St. Lucia	Suriname	Guyana/Suriname
-	Guyana	Canada	New York
-	Antigua & Barbuda	St. Vincent & the Grenadines	Jamaica/Cuba

The TTMA presents to you
‘Trade Mission on the Seas’

Explore business opportunities in 5-6 different countries in one trip; extended access to non-traditional markets in the Caribbean

Schedule for Royal Caribbean (March 2025)

- Puerto Rico
- St. Thomas
- British Virgin Islands (B.V.I)
- Sint Maarten
- Barbados
- Martinique

Submit your company's interest early; limited spots



Royal Caribbean Cruise line

THANK YOU!

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Trade Mission to Guyana – March 2022