

## NEWS RELEASE

The Ministry of Trade and Industry will this week host a two-day awareness session on the Economic Partnership Agreement entitled: *'Taking Advantage of the CARIFORUM – European Union Economic Partnership Agreement – How to Do Business in the EU'*.

The Ministry has partnered with the Commonwealth Secretariat Hub and Spokes Project, and the Business Development Company among others.

Senator The Honourable Mariano Browne, Minister of Trade and Industry, will deliver the Feature Address on Tuesday. Other Ministry officials scheduled to speak are Carl Francis, Permanent Secretary in the Ministry of Trade and Industry and Norris Herbert, Director, Trade, MTI. The session takes place at the Hilton Trinidad and Conference Centre.

The session which runs from Tuesday 3<sup>rd</sup> to Wednesday 4<sup>th</sup> February, is designed to inform existing and potential exporters to the EU about the ramifications of the EPA for them. The Tuesday segment focuses on goods, while Wednesday is committed to dealing with the services sector.

On Tuesday, attendees can expect to be exposed to an overview of a traditional (UK) and non-traditional market (Holland). They will be shown how to undertake an export market readiness assessment. IP, Quality Standards and Compliance, export logistics and trade financing, and market entry strategies round of the day's subjects.

Wednesday's focus on services follows a format similar to that of the previous day, but with emphasis on the service sector. Participants will be exposed to the criteria for a successful marketing mix, they will be advised on how to differentiate their services and to develop market entry strategies.

This is an excellent opportunity for those already exporting to or conducting business with the EU to learn how they can maximize the relationship. It will also convince those who are yet to do business with the EU, that the time is right.

## **MEDIA INVITATION**

Dear Editor:

**Senator The Honourable Mariano Browne, Minister of Trade and Industry (MTI), will deliver the Feature Address on Tuesday 2 February, 2010: the first day of a two-day workshop on the Economic Partnership Agreement (EPA) hosted by the Ministry of Trade and Industry.**

The awareness session is on the Economic Partnership Agreement (EPA) and is entitled: *'Taking Advantage of the CARIFORUM – European Union Economic Partnership Agreement – How to Do Business in the EU'*. The session spans two days: Tuesday 2<sup>nd</sup> and Wednesday 3<sup>rd</sup> February, 2010.

Venue is the Belmont Salon, Hilton Trinidad and Conference Centre, Lady Young Road, Belmont.

The Ministry has partnered with the Commonwealth Secretariat Hub and Spokes Project, and the Business Development Company among others.

We take this opportunity to invite you to send a team to cover the Opening Ceremony of this informative seminar.

The Opening Ceremony will consist of:

8:00 am – Registration

8:30 am – Opening Remarks: Carl Francis, Permanent Secretary (MTI)

8:35 am – Address on behalf of the European Union

8:40 am – Feature Address – Sen The Hon. Mariano Browne, Minister of Trade and Industry

Presentations should begin at 9:00am.

Should you require additional information, do not hesitate to contact the undersigned.