



GOVERNMENT OF THE REPUBLIC OF TRINIDAD AND TOBAGO
MINISTRY OF TRADE AND INDUSTRY

UNVEILING OF EXPORTT'S NEW SIGNAGE

EXPORTT

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REMARKS

SENATOR THE HONOURABLE PAULA GOPEE SCOON
MINISTER OF TRADE AND INDUSTRY

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5TH DECEMBER, 2017

Good Morning.

It is a pleasure to join you in commemorating this noteworthy moment. exporTT's continued drive to explore new avenues to advance its mandate, promote its services and increase its visibility reinforcing its position as one of the leading state agencies is laudable. This rebranding exercise provides further credibility to the company's vision of generating export growth and diversification in the non-energy goods and services sector. Permit me to express sincere congratulations to Messrs. Mohamed and Guichard and the exporTT team on a job well done.

THE MANDATE OF EXPORTT

Ladies and gentlemen, having been designated the National Export Facilitation Organization, exporTT bears substantial responsibility for export growth and diversification, the increased competitiveness of exporters, the development of new exporters, and the expansion into new markets. These activities must be informed by market research and intelligence.

It calls for the forging of close working relationships with both export ready companies and those exhibiting export potential. These interactions must encourage and promote the services of exporTT and cater to the needs of the clients to guarantee the capacity to generate sustained exports is attained. Export focused and export ready companies are priority particularly at this time in our country's development.

THE CURRENT ECONOMIC SITUATION

Over the years, ExporTT has undergone several transformations all iterations have recorded varied levels of success in accomplishing its primary objective. These adjustments in name and mandate have been responses to the changing demands and dynamism of both the local economy and enterprise. The current environment, while not mandating any major retooling or restructuring of the company at this point in time, does require a more aggressive approach to the implementation of Government policy aimed at growing exports to lessen the country's vulnerability and dependence on oil and gas. There is firm belief that the work of exporTT can create a concerted and sustained export drive leading to increased foreign exchange earnings, however, such a drive can only be achieved if all the partners in the export schematic recognize their role and work together.

WE MUST WORK TOGETHER TO ACHIEVE OUR GOAL

In this regard, the Ministry of Trade and Industry continues to engage stakeholders in the development of Trinidad and Tobago's trade policy supported by exporTT. This relationship has deepened and is better defined with the outputs of the company now fully incorporated into the development of the Ministry's annual work-plan. Additionally, monitoring and evaluation elements have been further synchronized with roles and responsibilities, to secure the achievement of national goals.

The two MTI led projects for Fiscal 2018 driven by exporTT are the Export Capacity Building Programme, and International Market Development - Country Promotion and Marketing Assistance to Exporters. These projects are aligned with the Vision 2030 goal of Building Globally Competitive Businesses, and the technical staff at the Ministry of Trade and Industry will be liaising with exporTT ensure the achievement of agreed project outcomes.

In closing, the Ministry of Trade and Industry views today's unveiling of exporTT's as a step in the right direction toward the organisation meeting its objectives and achieving its Cabinet approved mandate.

As Minister of Trade and Industry, I am of the firm belief that if all departments and agencies of the state responsible for ensuring the diversification of Trinidad and Tobago's exports continue to execute their prescribed roles and function as demonstrated by exporTT here today, the economy will grow from strength to strength and display the resilience associated with economic stability.

I thank you.