



Media Release

TRINIDAD AND TOBAGO COMPANIES DISPLAY AT THE 4TH ANNUAL CHINA INTERNATIONAL IMPORT EXPO (CIIE)

November 9, 2021:- Ten (10) export businesses are currently flying the Trinidad and Tobago flag high through their participation at the 4th Annual China International Import Expo (CIIE) which commenced on November 5th and will conclude on November 10th 2021. The China International Import Expo is one of the world's largest and most innovative platforms for strengthening international cooperation in trade and investment and is a very important tool through which countries and exporters can build and re-establish trade links with China and the rest of the world.

Speaking virtually at the unveiling of the Trinidad and Tobago booth at the physical Enterprise and Business Exhibition, in Shanghai, China on November 7th, 2021, Trade and Industry Minister, Senator the Honourable Paula Gopee-Scoon said, ***"The past year and a half have been challenging, especially for trade, as production has scaled back and supply chains have been obstructed across the globe. If the economic recovery from the COVID-19 crisis is to be resilient and long-lasting, a return to 'business as usual' must be avoided. Central to this new approach is the expected focus on well-being and inclusiveness, and finding a balance between economic development and environmental sustainability, and competition and collaboration."*** Participation in this event is critical, not only for firms to enter and expand into the Chinese market, but also for Government representatives, export promoters, innovators and business people to exchange ideas and experiences, negotiate deals and new opportunities, and discover new consumers and markets across the globe.

Minister Gopee-Scoon was pleased to acknowledge the efforts of First Caribbean Marketing Company in facilitating the representation of a wide range of Trinidad and Tobago's goods at this exhibition. The companies and products which are being showcased in the booth include KC Confectionary (KC Candy/sweets); Chief Brands Products (seasonings, spices, pepper sauces); CGA Limited (infused coconut oils); Angostura Limited (rums,); RHS Marketing Limited (BBQ Sauces and seasonings); Montserrat Cocoa Farmers Cooperative (chocolate and cocoa powder); Multicrop Facility Limited (dark and medium roast ground coffee); Diamond Miracle Creations Limited (herbal teas); Totalee Tastee (pepper sauce) and Twigs Naturals (assortment of natural teas). The latter is also a participant of exportTT's Export Booster Accelerator Programme which provides assistance to businesses in accessing specialised training, consultancy, market research and the development of export plans and strategies.

On behalf of the China International Import Expo, Chinese liaison Zhen Bin stated, ***"we believe the CIIE will be an important platform for enhancing the bilateral relationship and expanding TT's export to China."*** At the launch, the Orient International Holding Corporation Limited, a comprehensive partner of the CIIE and a major importer and distributor in Shanghai, signed an intended purchase agreement with First Caribbean Marketing Company Limited for shipment of T&T products; a promising arrangement that bodes well, for future export opportunities for our manufacturers.

Additionally, Trinidad and Tobago's participation in the Online Country Exhibition showcases key sectors, our unique and high-quality products, our culture and tourism offering. Some of the key state enterprises exhibiting to the Chinese market include National Gas Company, Caribbean Airlines, Lake Asphalt and Heritage Petroleum Company. Upon publishing the Trinidad and Tobago online country exhibition, our hosts said, ***"The beautiful scenery, delicious food and diverse culture shown in the pavilion, will definitely attract more Chinese people to know T&T, buy T&T's products and visit T&T after the pandemic."***

Trade relations between Trinidad and Tobago and China continue to remain strong throughout the years. The Government is committed to continuously expanding the range of export products and services to China, to penetrate niche consumer segments that are open to new and exciting products and experiences. The virtual experience can be accessed on the official CIIE website (<https://country.ciie.org/digital/release/country/index>).

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