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**The World Trade Center Miami and Caribbean-Central American Action  
in collaboration with CARICOM**

present a symposium

***Florida-Caribbean Collaborative Development Strategies:  
Positioning Caribbean Businesses To Compete In An FTAA Era***

**June 23-24, 2004  
Sherbourne Conference Centre, Bridgetown, Barbados**

This regional symposium is geared toward strengthening the competitive position of Caribbean businesses to succeed in a post-FTAA environment. Substantially based on a position paper, "From Insular To International – What Strategies," by noted Caribbean business executive and University of the West Indies Executive-In-Residence James Moss-Solomon, organizers of the symposium hope the program will lead to a renewed agenda of cooperation and partnership amongst economic and political stakeholders in the Caribbean and Florida.

Business and academic leaders and policymakers from the Caribbean and the State of Florida will address strategies for maximizing the benefits of the FTAA, while recognizing the critical challenges that need to be surmounted to ensure greater harmony between the development concerns of smaller Caribbean economies and trade liberalization. Prominent experts and government leaders from the Caribbean and Florida will lead sessions on the current and future outlook of the Caribbean related to best practices for small and medium-sized companies, target marketing, international joint ventures, capital markets and non-traditional investments.

If you are a Caribbean business owner, you should not miss this symposium.

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**Who Should Attend**

**From the Caribbean**

Business Owners and Managers  
Chambers of Commerce and Industry Leaders  
Economic Development Organization Executives  
Government Economic Development Officials

**From Florida**

Florida Business Owners  
Managers Doing Business in the Caribbean  
Economic Development Organization Executives  
Caribbean (Florida-based) Chambers of Commerce  
Consuls General and Business/Investment Development Staff

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## **Wednesday, June 23**

7:00 p.m. **Opening Reception** (The Savannah Hotel)  
*Sponsored by Fedex*

## **Thursday, June 24**

7:00 – 8:00 a.m. **Registration and Continental Breakfast**

8:00 – 8:10 a.m. **Welcome**

**James Moss-Solomon**, Chief Corporate Affairs Officer, Grace, Kennedy & Company, Ltd. and Executive-in-Residence, University of the West Indies – Jamaica

**Jorge Arrizurieta**, President, Florida FTAA, Inc., Miami

8:10 – 8:45 a.m. **Opening Keynote Address – Competitiveness and the Caribbean**

**Introduction:**

**Miguel Southwell**, Assistant Director of Business Development, Miami-Dade Aviation Department, Miami

**Keynote:**

**Dr. Rolph Balgobin**, University of the West Indies – Trinidad

8:45 – 9:25 a.m. **Florida and the Caribbean: The Strategic Importance of the Relationship**

**“The Caribbean Perspective”**

**Byron Blake**, Assistant Secretary-General, Regional Trade and Economic Integration, CARICOM

**“The Florida Perspective”**

**Dr. Antonio Villamil**, Chairman, Governor Bush’s Council of Economic Advisors of Florida

9:30 – 10:45 a.m. **Upgrading and Benchmarking Against International Standards – Best Practices for Small and Medium-Sized Caribbean Businesses**

**Moderator:**

**Charlotte Gallogly**, President, World Trade Center Miami

**Speakers:**

**Ronald Dubrisingh**, Competitiveness Director, C-Tradecom, Barbados

**Alan Carsrud**, Director, Global Entrepreneurship Center, Florida International University\*

**Gordon Shirley**, Professor of Management and Executive Director, School of Business, University of the West Indies – Jamaica

**Andy Watts**, CEO, Doyle Offshore Sails, Ltd., Barbados

10:45 – 11:00 a.m. **Coffee Break**

11:00 – 12:15 p.m. **Target Marketing – Accessing Caribbean Nationals Living Overseas**

Panelists with experience in marketing products to Caribbean immigrants in the United States will analyze market research, demographic data, customer database development and marketing strategies.

**Moderator:**

**Amb. Michael King**, Ambassador of Barbados to the United States

**Speakers:**

**Peter Miller**, President, Windmill Industries and President, Barbados Manufacturers Association

**Taiana Mora Ramis**, Executive Director, Caribbean Export Development Agency

**Carole Ann Taylor**, President, Culture To Go, Miami

12:30 – 2:00 p.m.

### **Lunch and Keynote Interview on Benefits and Challenges of the FTAA Agreement**

The luncheon feature will be a roundtable discussion that will present perspectives from Florida and the Caribbean on some of the key opportunities and challenges that businesses will confront once the FTAA agreement goes into effect.

#### **Introduction of Luncheon Speakers:**

**Byron Blake**, Assistant Secretary-General, Regional Trade and Economic Integration, CARICOM

#### **Moderator:**

**Patrick Hoyos**, The Broad Street Journal, Barbados

#### **Speakers:**

**The Rt. Hon. Owen Arthur**, Prime Minister of Barbados\*

**Jorge Arrizurieta**, President, Florida FTAA, Inc., Miami

2:15 – 3:30 p.m.

### **Formation of a Caribbean Stock Exchange and Promoting Non-traditional Investment Mechanisms**

Presenters will address the status of various stock exchanges in the Caribbean and the feasibility of forming a single Caribbean Stock Exchange. They will also make recommendations on non-traditional (to the Caribbean) and innovative investment ideas for Caribbean investors.

#### **Moderator:**

**Beatrice Rangel**, Senior Advisor to the Chairman, Cisneros Group of Companies, Miami

#### **Speakers:**

**Baljit Vohra**, General Manager, Eastern Caribbean Securities Exchange, St. Kitts

**Marlon Yarde**, General Manager, Barbados Stock Exchange, Barbados

**Nathaniel Jackson**, Investment Unit, Multilateral Investment Fund, Inter-American Development Bank, Washington, DC

3:30 – 4:00 p.m.

### **Coffee Break**

4:00 – 5:15 p.m.

### **Exploring Steps to Forming Joint Ventures in Overseas Markets**

Panelists will focus on specific actions that Caribbean businesses can take to attract foreign direct investors and steps for identifying such investor prospects.

#### **Moderator:**

**Daniel Arthurton**, Programme Coordinator, Export Development Unit, Organization of Eastern Caribbean States, Dominica

#### **Speakers:**

**John Williams**, Director, Goddard Enterprises, Barbados

**Marlon Hill**, Attorney at Law, Delancyhill, PA, Miami

**Laurie Barnard**, CEO, St. Lucia Distillers, Ltd., St. Lucia

5:15 – 6:00 p.m.

### **Final Plenary: Consensus-Building Strategies and Action Plan**

Business leaders will analyze major issues that emerged from the day's discussions and begin formulating coordinated strategies for a trade and business development action plan.

#### **Moderator/Speaker:**

**James Moss-Solomon**, Chief Corporate Affairs Officer, Grace, Kennedy, and Executive in Residence, University of the West Indies, Jamaica

#### **Speakers:**

**Federico Sacasa**, Executive Director, Caribbean-Central American Action, Washington, DC

**Manuel Mencia**, Senior Vice President, International Trade and Business Development Unit, Enterprise Florida, Inc.

6:00 – 7:30 p.m.

### **Closing Reception**

\* = invited, not confirmed

## SPONSORS



## COLLABORATING PARTNERS

CARICOM • OECS Export Development Unit • Eastern Caribbean AmCham • AmCham – Jamaica • AmCham - Trinidad • Antigua & Barbuda Chamber of Commerce • Association of Eastern Caribbean Exporters • Bahamas Chamber of Commerce • Barbados Chamber of Commerce & Industry • Barbados Investment & Development Corporation • Barbados Manufacturers Association • Caribbean Association of Industry & Commerce • Caribbean Export Development Agency • St. Kitts & Nevis Chamber of Commerce • St. Vincent & the Grenadines Chamber of Industry & Commerce • FAVACA • Trinidad & Tobago Chamber of Commerce & Industry • Trinidad & Tobago Manufacturers Association • University of the West Indies, Mona

**For program information or to learn about sponsorship opportunities,  
contact Sherry Tross at 305-871-7910 or [info@worldtrade.org](mailto:info@worldtrade.org).**



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 Positioning Caribbean Businesses To Compete In An FTAA Era**

June 23-24, 2004  
 The Sherbourne Conference Centre, Bridgetown, Barbados

**REGISTRATION INFORMATION**

**Registration is required.** To confirm your reservation, please complete the following registration and payment information.

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_  
 Title: \_\_\_\_\_ Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_  
 Country: \_\_\_\_\_ Email: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

**PAYMENT INFORMATION**

**Registration fee: US\$25.** Includes conference materials, breakfast, lunch, coffee breaks and cocktail reception. Registration fees for cancellations after June 10, 2004 are non-refundable.

Enclosed is my check for US \$\_\_\_\_\_ made out to World Trade Center Miami. Mail to 777 NW 72 Ave., Suite 3BB65, Miami, FL 33126  
 Bill my credit card US\$\_\_\_\_\_ Check one: \_\_\_\_\_ MasterCard \_\_\_\_\_ Visa \_\_\_\_\_ AMEX  
 Credit card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_  
 Cardholder's Name: \_\_\_\_\_  
 Signature: \_\_\_\_\_

**Fax this registration form to: World Trade Center Miami, 305-871-7904.  
 For more information, email [info@worldtrade.org](mailto:info@worldtrade.org) or telephone 305-871-7910.**

**HOTEL INFORMATION**

To receive the rates below, mention the World Trade Center Miami conference. Rates are for single rooms, subject to availability. CARICOM nationals may be eligible for an additional discount. Hotel cancellation & no-show policies will apply.

- Blue Horizon Hotel, 246-435-9473. Rate: US \$95 per night (tax inclusive)
- Amaryllis Hotel, 246-427-2541. Rate: US \$130 per night (tax inclusive)
- Savannah Hotel, 246-435-9473. Rate: US \$165 per night (tax inclusive)
- Casuarina Hotel, 246-428-3600. Rate: US \$110 per night (single/double occupancy, tax inclusive)