



INVEST SAINT LUCIA SUPPORTS BI-ANNUAL MANUFACTURERS AWARDS

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Check handover to Nicholas Barnard, 2nd Vice President, SMA

As the agency responsible for promoting investment, Invest Saint Lucia has thrown its support behind the St. Lucia Manufacturers Association (SMA) as a Platinum Sponsor for the 2018 installment of the Association's bi-annual awards.

Manufacturing is one of the key sectors of focus for ISL. The Agency proactively promotes both traditional and smart manufacturing; the latter entails using technological advancements to make the manufacturing process more efficient.

Invest Saint Lucia has a strong history of attracting investment in this sector and the island has significantly diversified its manufacturing base over the last couple of decades, producing a range of award-winning products including food and beverages, condiments, corrugated

cardboard cartons, handicraft, sporting goods, furniture, metal sheeting, apparel and souvenir items, among others. One of the key opportunities that ISL has been actively promoting in the last few years is the manufacturing of pharmaceutical products including use of local biodiversity for developing traditional/herbal medicines.

ISL will continue to follow this trend as it works closely with not just the SMA, but with the St. Lucia Bureau of Standards (SLBS) and the Trade Export Promotion Agency (TEPA), to create and sustain an enabling environment to stimulate the growth of the sector and spur its expansion.

Speaking of expansion, ISL recently assisted at least three local manufacturers with their expansion efforts - Alwin Investment Inc. which purchased a 7000 square feet factory shell in Union to increase the production of pasta for the local and regional markets. TA's Distribution & Trading, was also supported through the renovation and lease of a 10,000 square feet factory shell in the Vieux Fort Industrial Estate which now makes it easier for them to consolidate their services and increase the distribution of "Mags" refined coconut oil using locally produced copra. Additionally, Brice & Co. acquired a 9,800 square feet factory shell located in the Vieux Fort Industrial Freezone which now enables the company to add more value to the construction industry in Saint Lucia and the region. ISL's support does not only extend to the more established businesses, but to the budding entrepreneurs as well. ISL's sponsorship of the Young Entrepreneur Award during the annual Chamber of Commerce Awards, is proof positive of its commitment to the sector and its sustainable development. Johanan Dujon, creator of Algas Organics has been one of the recipients of this award and ISL continues to assist the young entrepreneur in his bid to advance his going concern.

The SMA and ISL have maintained a solid relationship over the years with both organisations aiming to promote excellence and quality within the sector by raising the awareness of Saint Lucian products in the market place, through various promotional efforts.

The fourth bi-annual SMA Quality Awards is just one such avenue that affords local manufacturers the opportunity to enhance their facilities and develop excellence in various skill sets such as leadership; implementation of standards and best practices; product and customer service quality; marketing strategies; human resource development; social responsibility and eco manufacturing.

According to the SMA, the Quality Awards Program is based on a two-year cycle to allow for the development and progression of the respective participating businesses.

ISL has pledged its continued support to the SMA outside of the Quality Awards Program to ensure the sustainability of the manufacturing sector as the Agency works towards advancing Saint Lucia's socio-economic development.

SMA's Quality Awards takes place at the Sandals Halcyon on April 14th 2018.

ISL AWARDS THE 'YOUNG ENTREPRENEUR OF THE YEAR 2018'



Randy Lafontaine, owner of St. Lucia Travel and Tours, is the 2018 recipient of the Invest Saint Lucia Young Entrepreneur of the Year Award.

Randy, a 26-year old resident of Choiseul, expressed his gratitude for the honor during the Annual St. Lucia Chamber of Commerce Awards in January.

Randy is a self-proclaimed hustler and, like his father who has been a farmer since his teenage years, has learnt to be a self-sufficient individual.

This young entrepreneur who works from home, built his own [website](#) and uses his knowledge of Search Engine Optimisation (SEO) to market his tours online.

“About 95% of my bookings comes from my online marketing. The other 5% comes from a guest house and a tour operator that I've partnered with.”

He does not want to limit himself to these methods of obtaining business. In fact, he indicated to ISL that he has his sights set on bigger things this year.

“Right now, my goal is to partner with one major resort at a time, and I plan to use this latest award to

pitch to these high-end resorts. I also want to focus on getting additional luxury vehicles to expand my tours.”

Randy recently recruited two tour guides. He, better than anyone knows of the struggles that young people face as it relates to becoming gainfully employed after leaving school. One of his primary areas of focus he explains, will be to provide long term employment as he continues to build his company.

Randy set up St. Lucia Travel and Tours in 2016 to provide private airport transfers and taxi services for cruise ship as well as stay-over visitors. Today Randy Lafontaine owns two cars and plans to expand his fleet in the short term. His company works with other drivers who meet the high standards that St. Lucia Travel and Tours is known for. Randy, who is an accomplished photographer, continues to get [rave reviews](#) from ratings’ agencies such as TripAdvisor.

He told ISL, “It’s really an honor to receive that kind of recognition for my work. 2017 was a challenging year but I’m excited for 2018.”

Invest Saint Lucia sponsored the ‘Young Entrepreneur of the Year Award’ which was presented at the annual made-for-television ceremony put on by the St. Lucia Chamber of Commerce, Industry and Agriculture.

The Young Entrepreneur of the Year Award recognises an outstanding individual between the ages of 18 to 35, who demonstrates pioneering vision, innovation and leadership as it relates to a new idea, new investment, new product, new markets and/or a new aspect of a new or existing business that has a strong potential for growth.

ISL MAKES A BID TO ATTRACT MORE BPO COMPANIES INTO SAINT LUCIA

Invest Saint Lucia will be represented at **Sourcing Decisions 2018** taking place in Toronto, Ontario from April 10th. The Sourcing Decisions Conference is the premiere conference for U.S. and Canadian corporate leaders confronting the ‘here and now’ in global technology services and sourcing. The central focus of this annual conference is on the wide-ranging impacts of artificial intelligence and automation, and how companies must get ahead of these trends, or risk lagging behind. The Conference

organisers have oriented the 2018 edition to deliver real case studies, honest dialogue and practical tools, so that leaders can better manage the widespread transformation occurring within procurement, within the enterprise in general, and across the wide spectrum of outsourcing service providers and countries supporting global businesses. Among other benefits, attendees can expect to gain knowledge about sourcing for technology services; innovations in robotics process automation; artificial intelligence; fintechns and the changing landscape of customer experience tools and solutions.



According to Investment Promotion and Fulfillment Manager, Alana Lansiquot-Brice, ISL’s attendance at this conference will enable the Agency to gain better knowledge of this segment of the Business/Knowledge Processing Outsourcing (BPO/KPO) sector. The team will also hold talks with key industry players and meet with potential investors within the sector with a view to, inter alia, advancing Saint Lucia’s potential as a choice location for similar type investments, given the establishment here of Ojo Labs – the Caribbean’s first Artificial Intelligence (AI) Contact Centre.

Given ISL’s recent collaboration with conference partner supporter [Nearshore Americas](#), many of these meetings will be targeted at investors who are either looking to expand or utilize existing BPO businesses to carry out their outsourcing.

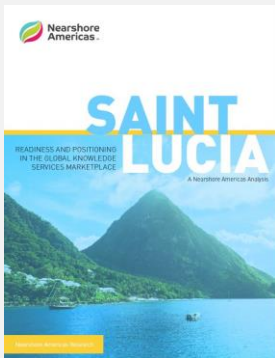
To learn more about Nearshore Americas’ recently conducted case study on Saint Lucia’s capacity to facilitate AI and other similar contact centers, [please click here](#).

In addition to these meetings, Saint Lucia's Consulate Office in Canada is working to set up other investment-related meetings for the team, the outcome of which will hopefully result in new leads and eventually convert to actual investments. The two-member delegation will comprise Marie-Grace Walcott, Investment Officer responsible for BPO and Earland Labadie, Senior Investment Officer.

Walcott recently attended the Global Connection Forum in Mexico, where a number of leads were acquired. Her attendance was facilitated by CAIPA, the Caribbean Association of Investment Promotion Agencies.

IS SAINT LUCIA READY TO SUPPORT THE LATEST TRENDS AND INNOVATIONS IN OUTSOURCING TECHNOLOGY?

A new report which spotlights Saint Lucia's position in the Global Knowledge Services Marketplace is the result of a case study conducted by Nearshore Americas - an internationally regarded multi-channel business, built to generate deep levels of targeted business reporting and insight, to inspire greater understanding and engagement of the industry within Latin America and the Caribbean.



Nearshore Americas was contracted by Invest Saint Lucia to help the agency develop a value proposition that would generate interest in Saint Lucia's burgeoning tech industry. The report was recently cited in a related article published in the March 31st issue of the [Star Businessweek](#).

This unique study, produced in collaboration with ISL, analyzes BPO investment opportunities and knowledge-focused offerings in Saint Lucia. [Go here to download this report.](#)

INVESTMENT UPDATES

In our December edition, we reported on some of the successes realized by ISL during 2017. This quarter, we provide you with updates on some of these, as well as new prospects:

- ❖ The GP Group - the Bulgarian-owned company behind the close to \$300 million-dollar investment in a 4-5 star, 120-room and 40-villa hotel development under the Fairmount Hotel & Resort brand - is currently undertaking site preparation prior to the start of construction of the resort, given that the area is within a volcanic zone. The company has since carried out environmental and social impact assessments and continues to work with ISL to satisfy the requirements of the various agencies that are facilitating this investment. It is estimated that over 300 people will be employed during construction and at least double that figure during the resort's operational phase.
- ❖ Work on the construction of a race course at 'Site A' in Beausejour, Vieux Fort continues to be a top priority for Desert Star Holdings (DSH), the company behind the Pearl of the Caribbean project. The company has targeted February 2019 as the date for the first internationally-televised race. This is expected to coincide with Saint Lucia's 40th anniversary of Independence. DSH continues to cooperate with the various facilitation agencies in an effort to ensure compliance as it works towards the advancement of the project.
- ❖ In addition, site studies and physical planning approvals are underway for Il Pirata, Vieux Fort, designated as 'Site C' of the Pearl of the Caribbean project. This location is the proposed site for the Cruise Ship Homeport terminal, duty free retail, other retail and food and beverage establishments, hotel & casino, waterfront residences, marina and Free Zone businesses.

INVESTMENT UPDATES

In delivering his 2018-2019 budget presentation, Prime Minister Honourable Allen Chastanet, also provided insight into some other projects that ISL is currently facilitating:



“Invest Saint Lucia is presently examining options for the overall redevelopment of the Pointe Seraphine Duty Free Shopping complex and its immediate environs,” he declared.

“The goal is to modernize the shopping complex which was built almost 32 years ago. It is anticipated that the complex will be developed in accordance with the present and future expectations of a major cruise shipping facility to further enhance the visitor experience and increase visitor spend,” he explained.

The Prime Minister remarked, “Pointe Seraphine can no longer be a dedicated cruise ship terminal. There is a need to diversify its use and, as a consequence, the overall proposed redevelopment will include the construction of a 140-room hotel, a modern “Class A” Business Center and a yachting marina.”

He added that, “geotechnical exploratory works have commenced as a precursor for the overall development and feasibility plans, noting also that the redevelopment of Pointe Seraphine will have a positive impact on the job market during construction and going forward as new commercial spaces open.”

For more on the Prime Minister’s presentation, please go to:

<https://www.youtube.com/watch?v=lhA27ryd2xg>

DFPS WELCOMES NEW VENDORS FACILITY



Duty Free Pointe Seraphine has undergone some major renovations over the last few months. One such transformation is that of the relocation of the vendors’ carts which had formed part of Phase 1 since the Complex opened its doors in 1986.



The vendors now have their own designated space located at the entrance to the Complex.
