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Session n°16:

Opportunities in cross-border value chains for entrepreneurs



Caribbean Agrifood Business Series ...



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RAVI SANKAR
MANAGING DIRECTOR

Ravi Sankar is the founder and Managing Director of RHS Marketing Limited. He is a seasoned business professional and serial entrepreneur with a strong background in supply chain management and international sourcing. Known as a commercial strategist, Ravi has successfully leveraged global vendor networks to minimize supply chain disruptions and maximize economies of scale. His innovative approach has both optimized operational efficiencies and contributed significantly to export growth and broader economic development.

A forward-thinking leader, Ravi combines industry expertise with a commitment to quality, ensuring that his organization consistently meets customer expectations while maintaining competitive pricing. His work in international markets has cemented his reputation as a dynamic force in driving sustainable business success, contributing scarce foreign exchange to the domestic liquidity system alongside GDP growth as a manufacturer and respected employer.





Introduction/Business Experience

RHS Marketing Limited is a leading agro processor based in Trinidad and Tobago. We are manufacturers of a wide range of Sauces, Wet Seasonings, Spice blends, Flavourings, Chutneys and Concentrates. RHS has been in operation for over 25yrs and exports to 27markets regionally and internationally.

Under the RHS Marketing umbrella we have many brands that we produce Karibbean Flavours, Herreras, Rajapuri, Kitchmixx. RHS Global Inc. is our distribution company which was recently established in Florida to take care of the distribution in the USA.

Our Operations



Our Brands



Our Brands



The advertisement for Hennerna's features a vibrant blue background. At the top center is a white chef's hat above a red oval logo with the brand name "Hennerna's" in white script. To the left, a white plate holds a variety of desserts: a round yellow cake with orange slices, a chocolate cupcake with swirls, a round white cake with a raspberry, and two slices of bread. Below the plate, a row of eight small bottles of Hennerna's flavors is displayed, including Vanilla, Lemon, Lime, and others. In the bottom left corner, a cartoon illustration of a smiling woman in a red and orange outfit is shown pouring a drink into a glass. In the bottom right corner, the RHS Marketing Limited logo is repeated, followed by the website www.karibbeanflavours.com, the email admin@karibbeanflavours.com, the phone number Tel: 868-662-8381, and social media icons for Instagram and Facebook.

Our Caribbean Footprint





Our experience with Cross-border Value Chains

- ***Reliable supply chain*** – leveraging international vendors to mitigate shortfalls in our local and regional supply means that we can consistently meet our customers' expectations.
- ***Maximizing economies of scale*** – sourcing raw materials from international companies allows us to benefit from reduced costs resulting in lower prices for our customers without compromising our quality.
- ***Contributing to the GDP*** – evidenced by a 30% increase in exports in 2024 over 2023—not only strengthens our business but also contributes valuable foreign currency and GDP growth.



Mangoes, Ginger, Thyme, Chives, Hot Peppers

Opportunities

- Training in agriculture
- Certified laboratories for product testing
- Knowledge of world class Agro processing technologies
- Business management especially in the area of import/export
- Robust documentation discipline
- Product certification

Strengths

- Consistent variety of produce across the region
- Surplus availability
- Fruits underutilized
- Competitive pricing



Questions



This brings me to the end of my presentation.

Thank you

Thank you

