

1 JULY 2025



Session n°18:

E-commerce and digital marketing for agrifood products



Caribbean Agrifood Business Series ...



Funded by
the European Union

**BUILDING BUSINESS
TRANSFORMING LIVES
FOR A RESILIENT CARIBBEAN**



IICA-COLEAD Caribbean Agrifood Business Series

1 July 2025

Session No. 18: E-commerce and digital marketing for agrifood products.

**Presented By: Jonathan Seecharan
Innovation & Digital Business Officer
Caribbean Export Development Agency**

www.carib-export.com



Caribbean Export: Who We Are.



Antigua



Bahamas



Barbados



Belize



Dominica



Dom. Republic



Grenada



Guyana



Haiti



Jamaica



St. Kitts



St. Lucia



St. Vincent



Suriname



Trinidad

Caribbean Export is the regional trade and investment promotion agency focused on accelerating the economic transformation of the Caribbean. We work closely with businesses to increase exports, attract investment, and contribute towards the creation of jobs to build a resilient Caribbean.

Our Mission

To provide innovative, targeted initiatives designed to enhance Caribbean business growth, sustainability and job creation

The Changing Global Digital Environment

- Increased AI-powered solutions
- Increased number of digital market spaces (social media commerce)
- Increased payment options via FinTech solutions and digital wallets.
- Increased digitization of logistics (using blockchain technology, smart contracts etc.)



Digital Transformation Opportunities

- **Improves Productivity & Efficiency:** Digital tools enable smarter farming, precision agriculture, and optimized resource use across production stages
- **Enhances Traceability & Food Safety:** Tech solutions track products from farm to fork, boosting transparency, compliance, and consumer trust.
- **Strengthens Market Access & Competitiveness:** E-commerce, digital marketing, and logistics tech connect farmers and processors to local, regional, and global buyers.
- **Supports Climate Resilience & Sustainability:** Data-driven insights help mitigate climate risks, reduce waste, and support sustainable farming practices.

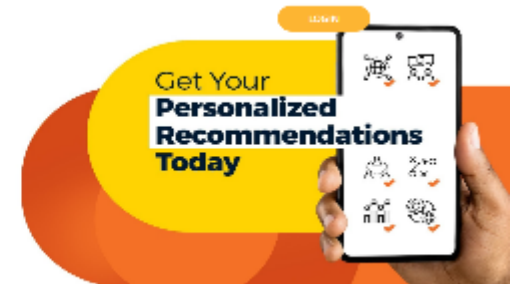
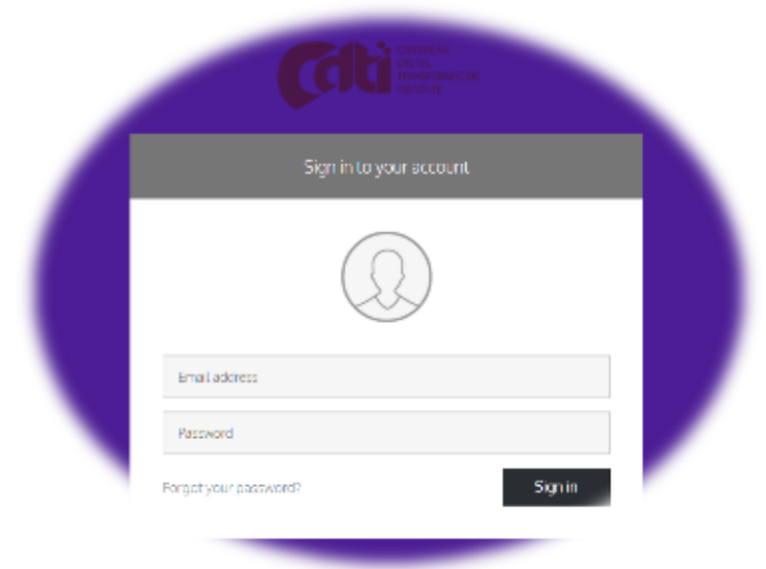


The Caribbean Digital Transformation Institute (CDTI)



The CDTI is a project implemented by Caribbean Export, with the support of the Inter-American Development Bank (IADB), to drive knowledge-based capacity building across the CARIFORM private sector.

The CDTI aims to empower micro, small, and medium-sized enterprises (MSMEs) across the region. It does so by offering businesses access to a self-assessment **Digital Check-Up Tool**, which enables the business to evaluate its 'digital maturity.' Subsequently, the CDTI devises a customized e-learning plan to enhance the business' technological capabilities.



The Caribbean Digital Transformation Institute (CDTI): Measuring Digital Maturity



Answer the Digital Checkup and you will get:



A complete **report** on the state of your company's technology adoption and digital skills.



Personalized **recommendations** for you to increase your level of technology adoption and improve your digital skills.



A record that will allow you to **compare results** when you answer the Digital Checkup again in the future.



Digital technologies



Communications and sales channels



Organization and people



Strategy and digital transformation



Data and analytics



Processes

The Caribbean Digital Transformation Institute (CDTI): E-Learning Platform



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Notes

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Templates

Categories

Certificates

Discussions

Sell

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cdti

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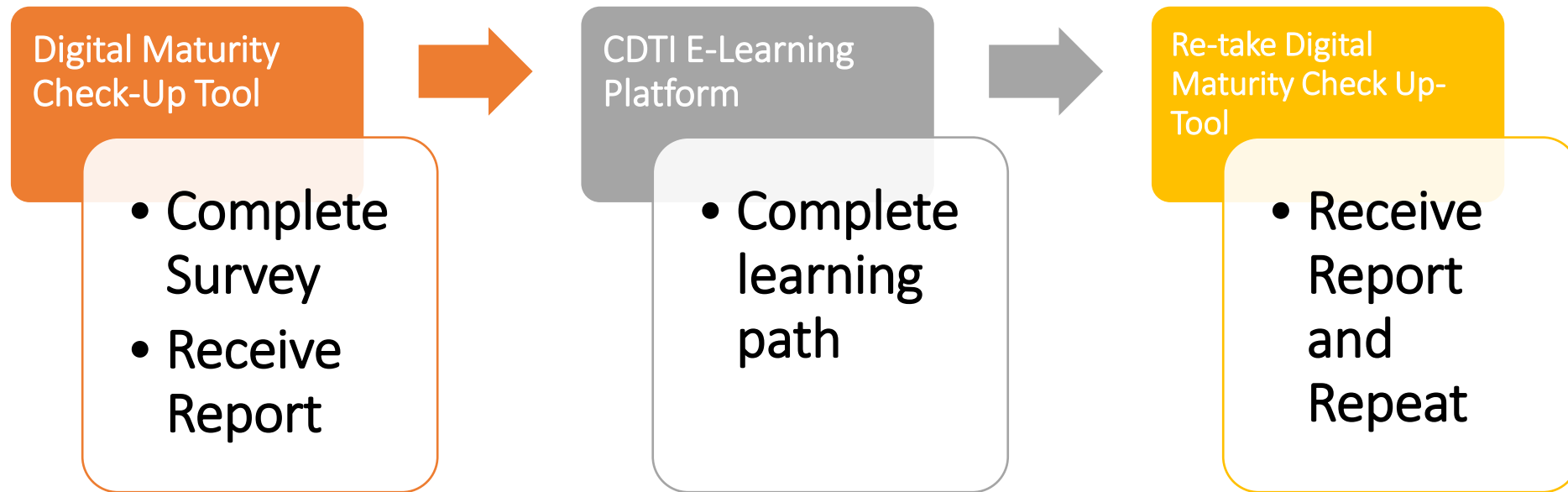
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Name	Progress	Actions
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<div><div></div><div>Social Media Marketing 201</div></div>	<div></div>	<div>Begin</div>
<div><div></div><div>Online Security Fundamentals</div></div>	<div></div>	<div>Begin</div>
<div><div></div><div>A Guide to Managing Remote Teams</div></div>	<div></div>	<div>Begin</div>
<div><div></div><div>Marketing Fundamentals: Your Getting Started Guide</div></div>	<div></div>	<div>Begin</div>

Christopher Richards

Browse for more courses

The Caribbean Digital Transformation Institute (CDTI): Process Flow



Digital Masterclass Series

- 5-day in-person intensive workshop to assess digital transformation gaps in regional SMEs and develop tailored implementation roadmaps across key digital areas.
- Baseline and progress measured using the CDTI Digital Maturity Check-Up Tool
- Expected launch in Q4 2025



Virtual E-commerce Accelerator Programme (VEAP)



- A programme that provides a step-by-step e-commerce business model roadmap tailored for Caribbean SMEs.
- VEAP will guide SMEs in setting up online stores, integrating payment solutions, optimizing digital marketing, navigating regional and global shipping logistics, and analyze and optimize their online operations to scale and grow.
- Uses Digital Maturity Check-Up Tool and e-learning platform to provide supplemental, self-paced, knowledge-based capacity building.
- First 2 (two) cohorts expected to launch in Q4 2025



Digital Transformation Grant Funding



- Grant support to promote digital transformation of regional SMEs
- Currently under development
- Uses CDTI Digital Maturity Check-Up Tool to help identify gaps
- Launch in Q3-Q4 2025

Caribbean Investment Forum 2025



Location: Montego Bay, Jamaica

Date: 29th – 31st July 2025



Green Economy Transition



Digital Transformation & Innovation



Sustainable Agriculture & Food Security



Logistics & Trade Connectivity



Connect, Learn, Invest – Be Part of the Caribbean Investment Forum 2025!

THANK YOU !

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Thank you



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