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Session n°18:

E-commerce and digital marketing for agrifood products



Caribbean Agrifood Business Series ...



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CDB's Support to MSMEs

IICA-COLEAD
Caribbean Agrifood
Business Series 1st
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CDB's Private Sector Strategy

Objective: Improving private sector development and competitiveness

- Enhancement of enabling environment.
- Promote greater financial inclusion among MSMEs.
- Promoting Enterprise development.
- Alleviate the harmful impacts of Climate change and natural disasters on the private sector.



Support to Agri- Business

- Improved Connectivity
- Irrigation
- Climate resilience
- SDF/SSD - Business Climate Reforms; Improving Competitiveness of MSMEs & Knowledge Products
- SheTrades
- CTCS - Capacity Building of MSMEs; Institutional Strengthening of MSME Enablers & Knowledge Products
- SBF
- Innovative Financing -



DURATION: 4 years, 2023 – 2027

BUDGET: Euro 9,843,561

LOCATION OF ACTION: CARIFORUM States

Main delivery method: investment grants, technical assistance, capacity building.

ASSOCIATED INSTITUTIONS: FAO, ITC, IICA, CRFM, CAHFS, CARDI, CROSO, CEDA, UWI, CPSO + regional/national institutions.



Partnership for
Economic Resilience &
Trade



Partnership for Governance,
Security & Human
Development



Partnership for a
Caribbean Green Deal

OBJECTIVE



To support **agri-MSMEs and producers to become more competitive and resilient** through access to finance, innovation, technology and additional regional distribution channels.

OUTCOMES



- Enhanced **sustainability, resilience, nutrition and gender sensitivity of food production systems** (agricultural and fisheries), for local and regional markets.
- Improved **processing and regional distribution** systems of food products.

OUTPUTS



- Increased **access to finance** (inc. insurance-based options) to smallholder agricultural and fisheries producers, with a particular focus on women and youth.
- Enabled **Aquatic/Agri-tech innovative and transformative research and investments** in food production solutions with a sustainable and scalable model in the region.
- Increased **sustainable channels for distribution** of food-products at a regional level.



SBF Initiatives

- **Suriname** - Marketing and Branding of MSMEs in CARICOM - provide market research and develop marketing and branding material for up to 60 MSMEs
- **Antigua & Barbuda** - Strengthening Private Sector capacity to utilise the CARIFORUM-EU EPA to increase competitiveness and maximize opportunities for global export
- **Trinidad & Tobago** - Establishment of a Trade Facilitation Enquiry Point (TEFP)
- **St. Vincent & the Grenadines** - National Standardisation and Certification of Exportable Services Providers. Food Safety Certification System for Livestock Production and Trade
- **Guyana** - Development of a Food Products Traceability System
- **Dominican Republic** - Strengthening the export capacity of agro-producers in the DR to access the European Union and CARIFORUM Market



CDB Caribshopper Project



Background

- As of 2020, there were a total of 90.8 mn migrants from the Caribbean living outside their country of origin. Of that figure, 74.8% reside in North America.
- high cost and uncertainty in international trade
- Difficulty in launching and sustaining e-commerce platform.
- Caribshopper is a regional e-commerce platform that supports over 750 micro, MSMEs from Jamaica, Trinidad and Tobago, by providing direct access to customers in the USA and Canada.



CDB Caribshopper Project



Objective

- to support the operationalisation of the Caribshopper Logistics Hub in Barbados, Grenada, Guyana, and Saint Lucia to facilitate exports by MSMEs

Project Outcome

- increased number, awareness and capacity of beneficiary MSMEs to access new markets and export products to the USA and Canada.

Project Impact

- increased sales (foreign exchange earnings) by beneficiary MSMEs leading to increased sustainability of their operations

Project description

Increasing Access to E-Commerce and Export for Small and Medium-Sized Enterprises

- 1** Establishment of Operations and Logistics Hubs
 - customer service and operational training to conduct business scouting
 - facilitate B2Bs and B2Cs
 - networking, market research with private sector organisations and business alliances
 - support to acquire certifications, licensing

- 2** Technical Assistance (TA) to MSMEs
 - conduct diagnostic assessments of each MSME
 - Provide targeted TA – product development, labelling & packaging

- 3** Local and international PR and communications
 - Comprehensive PR & Marketing Plan and Strategy
 - Promote the project
 - Update website and Social media Platform



CDB Caribshopper Project



Benefits

- provides direct, cost effective and easier access to local and export markets.
- reduces barriers to entry
- improved operational efficiency
- opens new growth opportunities
- boost the export capacity and competitiveness
- Drive demand to new sectors
- facilitate MSMEs' integration into value chains and markets
- Opportunity to learn from each other



THANK YOU

Innovate, Transform,
Thrive

Thank you



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