

# TEPA - French Guiana Trade Mission



## Business Mission to French Guiana

*Discover the markets, understand /determine Opportunities, meet key influencers and engage potential customers*

### ABOUT THIS MISSION

The Saint Lucia Trade Export Promotion Agency (TEPA), in keeping with its mandate to increase the aggregate exports of authentic Saint Lucian products and services, is seeking expressions of interest from Saint Lucian manufacturers and service providers to participate in a trade mission to French Guiana. The purpose of this mission is to enable Saint Lucian exporters to explore and capitalize on the many existing opportunities in the French Guiana market.

The Mission will be led by TEPA.

**Proposed Period:** First Quarter 2015  
**Target Cities:** Cayenne

**Expressions of Interest Due By: November 7, 2014**

### MARKET OVERVIEW

The French Guiana Economy is tied closely to France. Its GDP is recorded in that of France, similar to its Caribbean counterparts Martinique and Guadeloupe. The three combined are commonly referred to the French Caribbean Outermost Region (FCOR).

However, French Guiana contains tremendous opportunities for trade and business with Saint Lucian companies. The fact that many of its many food commodities (processed) are obtained from France, provides an avenue for the introduction of “new” varieties or substitutes for French Guiana consumers. Furthermore, there are rich historical and cultural connections existing between French Guiana and Saint Lucia. Through the many associations and Chamber of Commerce, there is continued interest for exchange and trade.

## **MISSION PARTICIPANTS – ELIGIBILITY AND SUPPORT**

Participation in this mission is limited, and companies will be selected based on their export readiness, and the suitability of their service or product offering for the relevant markets.

Selected companies will work with the TEPA officer as part of a steering committee for the overall planning and coordination of the mission. TEPA is currently working with business support organizations and Chambers of Commerce in the respective countries to organize business matching, Business to Business (B2B) meetings, Business to Consumer meetings and Networking opportunities for participating companies.

## **DON'T MISS OUT – APPLY BEFORE NOVEMBER 7, 2014**

Apply by completing the attached Expression of Interest form and submit via e-mail. A TEPA representative will contact you to facilitate further assessment, and to conduct specific market research for your company and products/service, in an effort to further assess the potential opportunities that are matched for your business.

### **Key Contacts**

#### ***Gasper P. George***

Project Officer

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#### ***Andrena Simon (Ms)***

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Castries, Saint Lucia

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# TEPA – FRENCH GUIANA TRADE MISSION EXPRESSION OF INTEREST FORM



*Please complete this form and return via email by November 7, 2014*

**Attn: Gasper George | Tel: 758 468 2144 | Fax: 758 452 4606 | Email: ggeorge@tepa.org.lc**

**Company:**

**Address**

**Name of Representative**

**Job Title**

**Telephone**

**Fax**

Is your company currently exporting to any of the proposed OECS Member States

Yes \_\_\_\_\_

NO

Indicate your business interest in the proposed mission countries

Who are your target customers (or sectors) in the proposed markets?

Do you have any knowledge of key competitors in the proposed markets?

Yes

NO

If you indicated "YES" to the question above, what is the key differentiator between yourself and these competitors?