



Project Number:

Project Title: International Telecommunication Union – Caribbean Export Development Agency Market Intelligence System

Start Date:

Estimated End Date:

Government Coop. Agency: Ministries of Communications, Regulatory bodies, Ministries of Education

Implementing Agency: International Telecommunication Union (ITU)

Project Site: ITU Headquarters, Geneva

Beneficiary Country:

ITU Project Manager:

SUMMARY OF CONTRIBUTIONS	
A) Project Budget	
Description	US\$
Project Personnel	65,000
Equipment	310,000
Miscellaneous	20,000
Total:	395,000
B) Cost Sharing	
Caribbean Export	
Partners	
Participating Countries Contribution (in kind)	
– Trainers	
– Training Room / Business Centre	
– Communication Facilities	
– Infrastructure	

Brief Description:

This project aims to design and develop a Market Intelligence Database and Web Reporting Portal to enhance competitiveness and promote Innovation among Caribbean countries.

For the	Signature	Date	Name/Title
ITU:	_____	___/___/___	
Partner(s):	_____	___/___/___	
	_____	___/___/___	

Background and Context

- General introduction

Caribbean Export Development Agency (Caribbean Export) is a regional export development and trade and investment promotion organisation of the Forum of Caribbean States (CARIFORUM). Caribbean Export is also a beneficiary of funding assistance from the 10th European Development Fund (EDF), under which the Agency is responsible for implementing the Regional Private Sector Development Programme (RPSDP). The RPSDP has four specific objectives: a) Enhancing Competitiveness and Promoting Innovation among CARIFORUM's Private Sector; b) Promoting Trade and Export Development among CARIFORUM States; c) Promoting stronger trade and investment relations among CARIFORUM and French Caribbean Outermost Regions (FCORs) as well as European Union (EU) Overseas Countries and Territories (OCTs) in the Caribbean; and d) Promoting stronger trade and investment cooperation between CARICOM and the Dominican Republic (DR). There is also a complementary objectives of strengthening the institutional capacity of Caribbean Export to implement trade and investment promotion programmes in the region through its export development programming and through support to the Caribbean Association of Investment Promotion Agencies (CAIPA).

The overall objective of the Regional Private Sector Development Programme is to contribute to the gradual integration of CARIFORUM countries (Antigua and Barbuda, Bahamas, Barbados, Belize, Dominica, Dominican Republic, Grenada, Guyana, Haiti, Jamaica, St. Kitts and Nevis, St. Lucia, St. Vincent and the Grenadines, Suriname and Trinidad and Tobago). One of the specific objectives of the programme is to enhance Competitiveness and promote Innovation among CARIFORUM's private sector.

- Present situation/Context/Problem statement/Description of the problem

Over the past three decades, CARICOM's external trade policy has been anchored by unilateral preferences to markets in the European Union and North America. With the erosion of such preferences CARIFORUM economies have been forced to grow exports in non-traditional and new sectors. Countries however are finding it extremely challenging to make the transition and efforts are often handicapped or even completely thwarted from the lack of market intelligence. To be sure, while significant data sets exist across the region those are maintained in databases which do not support competitiveness intelligence. Moreover trade data exists mainly for the agriculture and productive sectors which results in a disproportionate bias in favor of goods, but very little data exists for services including professional services other than tourism. In a region which prides itself on being "services" oriented this signals a significant deficiency and this reality is often borne out in a failure on the part of CARIFORUM countries to effectively diversify their economies and or to sustain foreign investment flows. Even where data does exist for services – i.e. tourism – the data sets are not sufficiently robust and the capture not sufficiently broad or rounded to ensure that the types of information required feed into an effective market intelligence system.

The result of the above are small developing economies which speak of being “services” oriented but which are effectively mired in the export of primary agricultural commodities in declining sectors and with very little innovation. In the final analysis CARIFORUM countries have been unsuccessful in efforts to diversify their national economies, and in terms of trade competitiveness have not achieved any forward progress despite being able, in some cases, to post annual GDP growth rates.

- Process followed in Project identification/formulation

1. Propose measures to solve major problems identified in the development strategy and to meet diverse development needs, while setting clear project objectives and identifying target groups receiving benefits from the project;
2. Establish the project concept that will effectively serve to achieve the region’s development objectives;
3. Assess the priority or urgency of the project in the context of the region’s economic and social development plan and sector investment program;
4. Examine consistency with the regional development plan;
5. Consider the adequacy of the Executing Agency and the possibility of private-sector participation in the project;
6. Estimate approximate project cost (together with the cost of alternatives) based on the conceptual design; and
7. Make preliminary assessment of the feasibility of the project and its impacts on Caribbean Export, its specific region or sector.

Strategy

- Overall Project Objective

To enhance competitiveness and promote Innovation among Caribbean countries through the implementation of a new marketing intelligence database and web-based reporting portal for Caribbean Export.

- National/Regional Strategy

To target the following groups: Government agencies, Non-Governmental organisations, Private Sector, Regional Organisations, Civil Societies and Business Support Organizations.

- Project Strategy

To provide consistent and improved storage and retrieval of market information and competitive analysis for regional business through:

1. The consolidation of available market intelligence data in a single repository.
2. Accessible online information for both Caribbean Export and the interested public through a system with delegates levels of security.
3. Improved regular and reliable information provided to stakeholders and decision makers with interest in growing exports from the region to prospective international markets.

Outputs

- Database of information relevant to the marketing of Caribbean goods and services
- Web portal secured to provide tiered levels of Access to various regional and international stakeholders
- Assist in and support the development and establishment of a regional marketing source to promote innovation and competitiveness

Indicators

- Database system specifically developed for CEDA market intelligence purposes
- Collection and storage of preliminary source data for the proposed solution
- Developed web portal with secured (tiered) access to the market intelligence database
- Maintenance process established as part of the overall solution

Activities

- Inception meeting at the commencement of the contract to determine any additional requirements needed. The schedule of activities and logistics will also be discussed.
- **Phase 1** - Conduct a Needs Assessment. This will include a review of the existing Caribbean Export IT infrastructure and meeting with the Caribbean Export team to ascertain what we are hoping to achieve with this MIS platform, as well as our short, medium and long term goals for the system.
- **Phase 2** – System Design. Design for the architecture of the MIS is completed and presented for feedback, to then be revised and finalized based on CE input.
- **Phase 3** – System Build-out based on specs previously presented and approved. The Consultant is expected to identify sources of relevant information and data that can be used to populate the MI system.
- **Phase 4** – Testing, training and launch. The system will undergo a period of testing prior to launch to iron all bugs as well as to train the relevant persons on its use and maintenance. As mentioned above the development of a training manual is one of the key outputs.

Inputs

- Statistical information to be considered from:
- International agencies such as UN Comtrade, WTO Statistics, UNCTAD, and INTRACENS
- Regional agencies such as CARICOM Regional Statistics or Caribbean Trade Reference Centre.

Risks

The project carries a number of risks. This includes risks associated with the availability of and access to raw data for analysis and reporting. CE does not have sufficient human resources to perform the functions of mass data collection and therefore any such data would have to be secured from 'third-party' sources. Other risks include compatibility with CE's existing information management systems. These could lead to a greater risk of the abovementioned assumption not being fulfilled and consequently a failure to achieve the anticipated results and objectives of the project.

Sustainability

Sustainability for this system will be championed by Caribbean Export. This will be achieved through both short and long term means including:

1. Flexibility-Modifications based on evaluation and feedback.
2. Key champions-Effective Internal leadership plus visible external champions
3. Developing broad-base partnership and relationships that foster collaboration.
4. Developing a sustainability plan

Management

- Roles and responsibilities for carrying out the Project

The Caribbean Export Development Agency will be responsible for the management and coordination of this project.

- Accountability for project implementation

The Manager, Competitiveness and Innovations along with the Systems Administrator will retain overall responsibility for the project and will report the performance of the project to Executive Director. Day-to-day supervision of the activities of the project is the responsibility of the Senior Advisor for Market Intelligence.

Monitoring and Evaluation

- Performance on the project will be measured by timely submission of the deliverables outlined in the activities Section and as outlined within the work plan. Feedback on each submitted Progress

Report is not a requirement for the continuation of the project. The Contracting Authority will provide feedback to the consultant within five (5) working days of receipt of the final report.

Work plan

The marketing intelligence database and web-based reporting portal will be established by 2013-05-15. The work plan for the project is prepared at the beginning of the project and reviewed during project implementation, as required. A Gantt chart of the project implementation plan is attached as Annex 1.

Budget

The estimated budget is attached as Annex 2.

Annex 1

GAANT CHART (Project Evaluation & Review Table)

PERT																					
Project Evaluation & Review Table																					
ID	Activities	Pre	D days	Year 1												Year2					
				J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J
	Start		0																		
1	Inception Meeting	N	1																		
2	Needs Assessment	N	30																		
3	System Design	1	60																		
4	System build-out	2	120																		
5	Testing and Evaluation	3	30																		
6	Training	4	15																		
7	Launch	5	1																		
8	Closing	6	0																		

Note A: At the end of each period of activity the performance of activity carried out will be reviewed before starting successor activity; Quarterly^o based progress report by project manager. *Note B:* GAANT is based on the MS Project framework.

Annex 2

Overall Budget

Sp class	Short text	Description
3004	SSA - Consulting	65,000
3430	Purchase IT equipment	60,000
3450	Purchase computer software	250,000
3800	Contingency	20,000