WEBINARS

THE CARIBBEAN COMMUNITY

Thursday, Dec 12, 2024 | 10:00 AM - 11:00 AM
Registration: Monday, Sep 2 - Wednesday, Dec 11, 2024
Virtual | United States of America

https://www.wusata.org/e/ML9U9EN

EVENT DETAILS

The Caribbean Community (CARICOM) contains 20 countries, almost all English speaking, on the maritime borders of the USA. This market of 17 million people speaks English, uses common law similar to the US for contracts, and has a taste for American food preferences due to historic ties and geographical proximity. 90% of food is imported into these mostly island countries, with earnings being in tourism, offshore banking, energy and digital business process outsourcing. The Caribbean features close logistics for the USA with a strong preference for American foods. While most countries have relatively small economies, our staff has been active in helping firms to enter seeking partners who distribute regionally. This is a high potential market, close to home and one that is worth pursuing for sales.

Speakers: Richard Zurba / Arlene Martin (Jamaica), Nyala Ali (Trinidad & Tobago)