

# PROJECT FACT SHEET

## Marketing and Branding of Micro, Small and Medium- sized Enterprises in CARICOM Project

Strengthening the trading power of Suriname's MSMEs through greater promotion of products and services across the region.



### ABOUT

Under the CARIFORUM-European Union (EU) Economic Partnership Agreement (EPA) and CARICOM Single Market and Economy (CSME) Standby Facility for Capacity Building, the Caribbean Development Bank (CDB) has approved a EUR297,452 grant to the Government of Suriname for the development and implementation of the "Marketing and Branding of Micro, Small and Medium-sized Enterprises (MSMEs) in CARICOM" project.

The initiative was developed in response to challenges to regional trade integration faced by Surinamese firms. It will provide 60 MSMEs with skills and strategies that will increase their export capacity and create meaningful links to regional supply value chains, with a particular focus on markets in Barbados, Guyana and Trinidad and Tobago.

The project also enhances how business support organizations can cater to the needs of MSMEs through capacity development in marketing and branding as well as export readiness.

### PROJECT OUTCOME

- A technical assistance consultancy to complete brand development and marketing research for MSMEs to export to local and regional markets.
- Capacity building activities (training and one - on - one coaching) to improve branding, marketing, and communication skills for MSMEs and Competitiveness Unit Suriname (CUS) staff.
- Technical assistance to conduct export readiness of MSMEs to export to target markets.
- Capacity building activities to improve export readiness skills of MSMEs and CUS staff.
- Increased intelligence and awareness of export opportunities for MSMEs.

### Contact us

Phone: +597 40 20 80  
E-mail: [cus@surinamecompete.org](mailto:cus@surinamecompete.org)  
Address: Havenlaan #1, Paramaribo