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AGRICULTURE, FISHERIES AND FOOD PROCESSING TRADE AND INVESTMENT OPPORTUNITIES IN CARIFORUM UNDER THE CAFRIFORUM-EU ECONOMIC PARTNERSHIP AGREEMENT



WEBINAR AGENDA



JULY 20, 2023



• 09 00 AST • 15 00 CET

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Current statistics show that CARIFORUM's food imports amounted to around EUR 9 billion annually, suggesting a promising arena for EU businesses and investors. The urgency to cut down this import dependency, coupled with the global movement towards enhancing food security and safety, has prompted CARICOM nations to implement the [“25 by 25”](#) program, aimed at reducing agricultural imports by 25% by the year 2025 and at enhancing the adoption of agricultural technologies. This initiative also opens doors for EU enterprises to support the region in achieving this goal by exploring trade and investment partnership opportunities of mutual benefit.

We are pleased to invite you to a webinar on Agriculture, Fisheries and Food Processing in the CARIFORUM region, aimed at promoting the development of the sector through EU investment and trade, by seizing the opportunities offered by the CARIFORUM-EU Economic Partnership Agreement (EPA).

This webinar follows the completion of a study titled “Agriculture, Fisheries and Food Processing in CARIFORUM.” It is the third in a series of studies commissioned by the European Commission to raise awareness on the economic opportunities related to the CARIFORUM-EU EPA, to enable the EU private sector to foster valuable business partnerships in the region.

The webinar will highlight emerging trade and investment opportunities in Agriculture, Fisheries and Food Processing across the CARIFORUM region, as well as priority subsectors for EU trade and investment. It will also explore conditions for market access and the ease of doing business. The webinar aims to validate and discuss the findings of the study, whilst informing stakeholders of the critical next steps for effectively tapping into the benefits of the CARIFORUM-EU EPA.



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09 00 **Welcome and Introduction**

■ **Ms. Tamira La Cruz**

Moderator

09 05 **Opening Remarks**

■ **Mr. David Mogollón**

Head of Cooperation of the Delegation of the EU to Barbados,
the Eastern Caribbean States, the OECS and CARICOM/CARIFORUM

09 10 **Introductory Remarks**

■ **Honourable Zulfikar Mustapha**

Minister of Agriculture
Co-operative Republic of Guyana

SESSION 1: **OPPORTUNITIES UNDER THE CARIFORUM-EU EPA**

09 15 **Opening Note: Opportunities and Challenges for EU Businesses**

■ **Mr. Jean Marco Pou Fernández**

Vice-President, EuroChamber of Commerce of the Dominican Republic

■ **Marie Louise Norton-Murray**

Executive Director, European Business Chamber in Trinidad and Tobago

09 25 **Main Business Opportunities and Key Provisions under the CARIFORUM-EU EPA**

■ **Ms. Tamira La Cruz**

International Economic Development Specialist

■ **Dr. Lucia Angelo**

International Trade Expert

09 50 **Question and Answer Session**

■ **Ms. Tamira La Cruz**

Moderator



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SESSION 2: PRIVATE SECTOR PERSPECTIVES: NEEDS, OUTLOOK, AND CHALLENGES

10 05 Opening Note from Business Europe

■ **Mr. Roemer Sijmons**
Adviser - EU Trade Policy
International Relations Department
Business Europe

10 15 The Business of Agriculture, Fisheries and Food Processing in CARIFORUM

■ **Mr. Sandiford Edwards**
Senior Technical Expert
CARICOM Private Sector Organisation

10 25 Opportunities in Agricultural Technologies

■ **Mr. Odile Valmond**
Agri-Tech Expert
Dominica

10 35 Opportunities and Challenges in Sargassum

■ **Ms. Mari Granstrom**
Chief Executive Officer
Origin by Ocean

10 45 Question and Answer Session

■ **Ms. Tamira La Cruz**
Moderator

SESSION 3: EXPLORING OPPORTUNITIES IN AGRICULTURE-FISHERIES-FOOD PROCESSING

BREAKOUT SESSIONS: 10 55 - 11 15

Agriculture

■ **Dr. Gregory Robin**
Registered Farmer - Dominica
Former Country
Representative - Caribbean
Agricultural Research and
Development Institute (CARDI)

Fisheries

■ **Mr. Simon Shaw**
Director
Hubu AquaFarm
Guyana

Food Processing

■ **Mr. Lars Soderstrom**
CEO and Founder
Tobago Gold Europe BV
Sweden/Trinidad

11 15 Closing Remarks

■ **Ms. Tamira La Cruz**
Moderator



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Speaker Profiles



Mr. David Mogollón

Mr. Mogollón is the Head of Cooperation of the EU Delegation to Barbados, the Eastern Caribbean States, Trinidad and Tobago, the OECS, and CARICOM/CARIFORUM. He joined the European Commission in 2005 (Directorate General for Agriculture). Between 2010 and 2020, he worked on advancing the EU nutrition agenda in several countries occupying different positions. From 2013-2017, he was Head of the Rural Development and Food Security Section at the EU Delegation in Ethiopia. In 2017 he was appointed EU Head of Cooperation in Honduras, where food security and nutrition was one of the priority sectors.



Honourable Zulfikar Mustapha

Honourable Minister of Agriculture, Zulfikar Mustapha started his professional career in agriculture working to represent farmers in the Guyana Agricultural and General Workers Union (1989 to 2002). He then served as a Regional Chairman and later a Member of Parliament for a number of years up until 2020. In 2020, he was officially appointed as the Minister of Agriculture of the Co-operative Republic of Guyana. Minister Mustapha actively participates in high-level dialogues/meetings/workshops to develop solutions and strategize on all areas of the sector, specifically, de-risking the agriculture sector, access to markets, and improving the disaster response capacity, not only in Guyana but regionally and internationally. He currently also holds the position as the Chair for the Special Ministerial Task Force for Food Production and Food Security in CARICOM.



Mr. Jean Marco Pou Fernández

Mr. Jean Marco Pou serves as the Executive Director of the Domínico-Belgian Chamber of Commerce, Industry, and Tourism (BelCham-RD), as well as the Vice President of the EuroChamber of Commerce of the Dominican Republic, where he seeks to promote cultural, commercial, and diplomatic relations with the European Union. His professional experience combines private practice, as Partner and Head of the Intergovernmental Department of the firm Pou & Velázquez, Attorneys at Law.



Ms. Marie Louise Norton-Murray

Ms. Marie Louise Norton-Murray is the Executive Director at the European Business Chamber in Trinidad and Tobago (EUROCHAMTT) and a founding member/ director on the Board of Directors of EUROCHAMTT. During her career, she has especially supported EU and CARIFORUM business relationships. She is also serving as the regional coordinator (Americas region) for the European Business Organisation Worldwide Network (EBO WWN), to help in the regional development of the network in the interest of strengthening the voice and visibility of European business in the region.



Ms. Tamira La Cruz

Ms. La Cruz, is an international development practitioner. Her emphasis is on policy for sustainable private sector development and reform of the business enabling environment. She has also been an advisor to numerous regional and international firms on strategic growth in the Caribbean.



Dr. Lucia Angelo

Dr. Angelo is an International Trade Expert with extensive experience in the field of research, training, trade policy and development, in particular regarding the CARIFORUM-EU EPA. She has collaborated with Caribbean and European organizations conducting trade-related assignments.



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Sandiford Edwards

Mr. Edwards is a Senior Technical Expert – Sectoral Development and Finance with the CARICOM Private Sector Organization. Mr. Edwards has over fifteen years of experience working in the Region with an emphasis on structuring investments for the development of Regional Agriculture engaging both public officials and private sector leaders. He was instrumental in the development of the St. Vincent and the Grenadines Stabilisation Fund (2021), 25 by 25 program, CSME Coconut Industry Business Plan – Guyana (2019), Grenada Fresh Produce Production and Market Analysis, Grenada Sourp Industry Value Chain Analysis and Industry Development Plan (2016). Mr. Edwards has also held directorship positions in various boards including the West Indies Rum and Spirit Producers Association in Barbados, the Grenada Chamber of Industry and Commerce and the Grenada Planning and Development Authority.



Mr. Roemer Sijmons

Mr. Roemer Sijmons is the Adviser on EU Trade Policy at BusinessEurope, the leading advocate for growth and competitiveness at European level representing enterprises of all sizes across 35 European countries. Prior to joining BusinessEurope, he worked for several years at a top-tier US law firm in Brussels in addition to the European Commission (DG Trade) and the Royal Netherlands Embassy in Washington, D.C. He holds Master's degrees in EU international relations and diplomacy from the College of Europe (Bruges) and in European law from Utrecht University, the Netherlands.



Ms. Mari Granstrom

Mari Granström is the founder and CEO of Origin by Ocean. She has a PhD in organic chemistry and before founding Origin by Ocean, she worked for BASF and Stora Enso. She is a strong believer of regenerative business where nature has a value and sustainable transparent value chains. At Origin by Ocean, they utilise invasive seaweed species as feedstock and turn them into valuable ingredients.



Dr. Gregory Robin

Dr Robin retired in 2020 as the Manager, Science, Technology and Innovation and Caribbean Agricultural Research and Development Institute (CARDI) Country Representative in Jamaica. Before that, he headed the CARDI offices in Antigua and Barbuda, Dominica and St Vincent and the Grenadines. Holding a Ph.D. in Molecular Pathology and an MPhil in Agronomy/Crop Production from UWI, Cavehill, and St Augustine, respectively, Dr. Robin is also an active farmer in his native country of Dominica.



Mr. Simon Shaw

Mr. Shaw is the director of a semi-intensive shrimp farm start-up in Guyana. The farm, which comprises a hatchery located in Le Des Tin near Parika and a 600-acre grow out farm at Hubu Plantation, is using technology to sustainably produce organic, net-zero shrimp destined primarily for the European market. Prior to joining this venture in Guyana, Mr. Shaw worked for 40 years as a project manager for the oil and gas industry.



Mr. Lars Soderstrom

Mr. Soderstrom, a Swedish citizen who has been living and working in the Caribbean for 23 years, is the founder and CEO of the Tobago Gold group. He is currently running the award-winning Tobago Gold chocolate rum cream group with distributors in 25 countries including the European market. He is a graduate of Chalmers Institute of Technology (MScME) in Gothenburg, Sweden and from Harvard Business School (MBA).