



export max III

ENTERPRISE DEVELOPMENT
FOR EXPORT GROWTH

Enterprise Development for Export Growth Programme

FREQUENTLY ASKED QUESTIONS

1. What is Export Max III Programme?

Export Max III is a 3-year programme geared towards providing focused capacity building, advocacy and market penetration support to exporters and export ready firms. The predominant goal of the programme is to enable the companies to be competitively positioned to take advantage of market opportunities

and ultimately make a greater contribution to the overall performance of the Jamaican economy. For the third component of the programme, the Jamaica Manufacturers' & Exporters' Association (JMEA), Jamaica Business Development Corporation (JBDC) and Jamaica Promotions Corporation (JAMPRO) have joined forces to deliver a world-class programme.



JAMPRO
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2. What are the Objectives of the Programme?

The primary objectives of Export Max III Programme are to:

- Deliver a programme of customised services to fifty (50) exporters representing key non-traditional export products
- Identify specific needs of the target companies and design and implement customized enterprise development initiatives to improve business performance and competitiveness
- Improve the overall management and operations of the companies
- Increase export market penetration and export sales of the participating companies
- Significantly impact Jamaica's national export performance.

3. What are the results of Export Max I & II?

Some of the key results of the programme are:

Export Max II (2014-2017)

- 213% average growth in export sales over three (3) years
- The number of new jobs created increased from 1356 to 1529 (a 12.76% increase)
- 14 companies benefitted under the productivity improvement initiative

- J\$703M reported new investments by participating companies
- Five (5) companies secured contract manufacturing opportunities

Export Max I (2011-2013)

- 31% increase in export sales over the two (2) years
- 33 new markets penetrated
- 18 missions/ tradeshow facilitated via financial and logistical support
- J\$84M in local linkages facilitated

4. Which sectors of the economy are being focused on at this time?

The programme seeks to attract Jamaican made products from agro-processing, manufacturing and services in the following broad categories:

- Food – processed and manufactured
- Non-Food – for example Castor Oil, Chemicals and Cosmetics
- Services – Film, Animation, Education, Music and Information Technology Enabled Services (ITES)
- The products must be able to obtain certificates of origin for the destination market.

5. What is a Certificate of Origin?

A Certificate of Origin (CO) is an important international trade document that certifies that goods in a particular export shipment are wholly obtained, produced, manufactured or processed in a particular country. It also serves as a declaration by the exporter.

6. What is the definition of Export of Services?

This is the selling of services from a home country to other markets. There are four recognized modes of delivery of services:

- a. Cross Border - The service itself crosses the border
- b. Consumption Abroad - The consumer travels across the border
- c. Commercial Presence - Establishment of an office or industry
- d. Movement of Natural Persons - The service supplier travels across the border.

7. What are the advantages and benefits of the Export Max III Programme?

- Targeted capacity building initiatives to enhance the competitiveness of MSMEs
- Financial assistance to support the implementation of the individualized enterprise development plans
- Participants will be eligible to access the partner's value-added business, export development and export promotion services and programmes at a reduced cost over the three-year period

- Subsidised costs of participation in organised activities such as workshops, seminars, trade missions and trade shows
- A coordinated and focused problem-solving approach to issues affecting client/exporter performance
- Purpose driven and focussed development of export capacity
- Reduced time and effort to enter new markets leading to savings in the cost of undertaking this initiative on your own

8. What are the selection criteria for the Export Max III Programme?

The selection criteria for the EDP are divided into four (4) categories. In order to qualify for participation in the programme, applicants should attain a minimum score of 70% after evaluation, namely, business experience, export readiness, capacity/ability of the company to meet additional demand, adaptability, potential economic impact and sustainability of the business, project feasibility and alignment to the national export strategy (NES) and Export Max goals.

9. How do I apply for the programme?

You may apply for the programme online. Visit the JAMPRO website <http://www.jamaicatradeandinvest.org> and go to the Export Max page where you will find the application form along with other required details. The JMEA and JBDC websites also have links to this page.

10. Can I fax or email my application?

Applications are only accepted online via the website link mentioned above. Applications sent by other means (e.g. by fax or by email) or delivered to other addresses will be rejected.

11. Is there an application fee?

No.

12. When is the application deadline?

Applications are to be uploaded on the Export Max page by January 31, 2019, at 5:00 p.m.

13. When will the application form be available online?

The application form will be available for completion by **December 7, 2018**.

14. Who can I contact for more information on the Programme?

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