



USAID Guyana Trade and Investment Support

A Joint Government of Guyana - U.S. Government Project

Bi-Annual Report January – June 2007

Submitted by:
CARANA CORPORATION

To:
**United States Agency for International Development
Georgetown, Guyana**

Under Contract Number: 504-C-00-04-00111-00



USAID
FROM THE AMERICAN PEOPLE

Implemented by the CARANA Corporation

**55 Main Street, Georgetown, Guyana,
Tel: (592) 223 - 7144, Fax: (592) 223 – 7143**

Table of Contents

Table of Contents	1
Overview	2
IR 1 – Key Trade and Investment Policies and Practices are Consistent with Negotiated Obligations and International Best Practices	3
Strengthening MOFTIC’s Capacity to Participate in WTO Services Negotiations	3
Institute for Trade and Commercial Diplomacy (ITCD) Online Training	3
IR 2 – Increased Competitiveness in the Export of Value-Added Products and Services in the Non-Traditional Export Sector	3
<i>Forest Product Sector</i>	4
Support to Forest Product Marketing Council and Industry Stakeholders	4
Planned activities in Forest Products Sector	4
<i>Tourism Sector</i>	4
Tourism Training Program	4
Bird Watching Tourism Development Initiative	4
Tour Operators	4
Media and PR	5
American Birding Association Conference	5
Birds of Guyana Checklist	5
Marketing Collateral	6
Planned Activities in the Tourism Sector	6
<i>Agribusiness</i>	6
Support for Production and Export of Bull Nose Peppers	6
Supporting Introduction and Production on Fresh Produce for Export	7
Fruit Logistica International Trade Fair for Fruit and Vegetable Marketing	7
Canadian Produce Marketing Association Summit	7
Fancy Food Show	7
Best Practices and Pesticide Use	8
Planned Activities in Agribusiness	8
<i>Seafood/Fisheries</i>	8
Support for Aquaculture Sector	8
Meetings With Potential Investors	9
Aquaculture 2007 Symposium in San Antonio, Texas	9
International Boston Seafood Show	9
Seafood Expedition in Brussels	10
Planned activities	10
<i>Cross Sector Activities</i>	10
CDC/MBA Executive Corps (MBAEC) Export Promotion and Marketing Specialist	10
Other Activities	10
Donor Coordination	10
Knowledge Management and Monitoring and Evaluation	10
Planned Knowledge Management and Monitoring and Evaluation Activities	11

Overview

GTIS has refocused almost entirely on a market-led approach to implementing and pursuing export opportunities. As a result, GTIS and its counterparts' market linkage activities have aimed at raising Guyana's profile in global markets and establishing contacts and leads that result in actual business. Trade shows serve as a central component of this strategy, and GTIS' efforts this semester have focused on preparation, participation and follow-up for numerous shows. As real market opportunities arise, the GTIS program works with companies and farmers to respond. In order to maintain this focus, GTIS has coordinated with other donor programs to pursue leads generated by this project. For example, after a marketing trip by GTIS and its counterpart, the New Guyana Marketing Corporation (NMGC), identified buyers for fresh produce exports, the project collaborated with a number of donor-funded agricultural development projects to work with farmers to coordinate the production, packaging and shipment of goods to meet new orders. In other cases, GTIS has facilitated the emergence of industry associations to pursue identified opportunities. For example, GTIS has helped strengthen and grow the National Aquaculture Association of Guyana (NAAG) by developing a strategy for the growth of this emerging sector and helping coordinate efforts to take advantage of the export potential for fresh farm-raised tilapia.

To date, the wood products sector has seen the most impressive result from GTIS' efforts, with strong buyer interest driving a surge in exports of wood products. Guyanese industry representatives estimate that value-added wood product export deals attributable to GTIS market linkage activities could exceed \$70 million in 2007. In addition to this sector, GTIS expects to see results in the other three target sectors to quickly increase over the next 12 to 18 months as companies and farmers ramp up production capacity in response to market demands. For example, while buyers exist for fresh tilapia, the industry must first reach the brood stock and feed levels necessary to maintain production quantities required to fill export orders of 40,000 to 50,000 pounds of fresh fish each week. NAAG members are rapidly building their capacity with the aim of achieving measurable export numbers in 6 to 12 months. Similarly, while a number of international birding tour operators have indicated they will bring groups this year as a result of GTIS FAM trips, it could take a year for dramatic results to be seen. This is due to the fact there is often a lag while operators develop and advertise trips to new locations, like Guyana, before they are able to actually fill the trip.

Nevertheless, successful linkages with the market are changing the way that firms, producers and the Government of Guyana (GOG) view the global economy and the opportunities it provides for Guyana. This is catalyzing new investment and changes on the ground likely to result in a more dynamic and competitive export sector in the future.

Although activities will continue across all sectors through the next quarter, a particular focus will be placed on the aquaculture and fresh produce sectors where continued marketing, lead maintenance and transaction support is critical to realizing market opportunities. A discussion of the activities carried out this semester, by intermediate result (IR), as well as activities to be implemented in future quarters, is provided below.

IR 1 – Key Trade and Investment Policies and Practices are Consistent with Negotiated Obligations and International Best Practices

Activities under this Intermediate Result focus on improving Guyana's ability to participate in trade negotiations in regional and global forums. During this reporting period, GTIS continued to implement activities, though due to a strategic shift towards market led activities, programs under this Intermediate Result have wound down considerably.

Strengthening MOFTIC's Capacity to Participate in WTO Services Negotiations

In May 2006, MOFTIC urgently requested GTIS' assistance to conduct a review to inform Guyana's participation in a number of regional and international trade negotiations focusing on services, including the WTO General Agreement on Trade in Services (GATS); the CARIFORUM; the EU Partnership Agreement (EPA), and the CARICOM-Dominican Republic Free Trade Agreement, and identify priority areas where GTIS should focus its efforts over the next two and a half years. GTIS responded by mobilizing a team of consultants (including expatriate, regional and local staff) that compiled data on Guyana's services sector (with sub-service sector profiles), conducted consultations with stakeholders across multiple service sectors, and carried out a basic competitiveness assessment of Guyana's services sector. During this reporting period, the team presented a report titled "*Guyanese Services: Opportunities for Increased Economic Growth and Trade Liberalization.*" There is no other report like it in the Caribbean, as it details the full range of steps the government could take towards liberalization. About 30 individuals from different Ministries, the private sector, the Coalition of Services Industries and other donor organizations attended the presentation. A participant from the Caribbean regional negotiating machinery stated that there was no other report like it in the entire Caribbean. Prior to the formal presentation, the team briefed the US Ambassador and his staff on the principal findings in the report. Following the presentation, the team met with the Vice Minister of MOFTIC to discuss how the GTIS project could support the implementation of recommendations. GTIS management believes that the trade policy component will have a greater chance of success if it is demand driven and thus we anticipate a request for technical assistance for FY2008.

Institute for Trade and Commercial Diplomacy (ITCD) Online Training

The GTIS project continued to support an online training in trade negotiations through a sub-contract with the Institute for Trade and Commercial Diplomacy (ITCD). Twelve participants from the Ministry of Foreign Trade and International Cooperation, Ministry of Tourism, Industry and Commerce, Ministry of Agriculture, Ministry of Legal Affairs, and the Guyana Revenue Authority (GRA) have participated in the six-month on-line training course, which allows them to learn at their own pace without taking them away from their day-to-day institutional responsibilities. During this reporting period, three more participants are attempting to finish the course in the next quarter, in addition to the five who have already completed the course. ITCD is working with these individuals to allow them time to complete the course.

IR 2 – Increased Competitiveness in the Export of Value-Added Products and Services in the Non-Traditional Export Sector.

This semester, GTIS continued its efforts to expose Guyanese exporters to the U.S. market, raise Guyana's profile in international markets, establish linkages with potential buyers, and enhance companies' abilities to respond to market requirements and deliver quality products and services. Activities focused on aquaculture, fresh produce, and tourism training initiatives. Progress was also made in the aquaculture sector, which is the fourth sector targeted by the project.

Forest Product Sector

Support to Forest Product Marketing Council and Industry Stakeholders

Based on the success of last year's International Wood Products Association Trade Show, GTIS supported the Guyana Forest Product Marketing Council and four companies that returned to the show in San Diego in April 2007. These companies were able to make many new contacts that are likely to result in new orders. Together with this trip, the individuals stopped in Miami, Florida to make a site visit to Aljoma, which resulted in a strong interest to source from Guyana.

At the same time, Guyana is still reaping the rewards from last year's IWPA show. One large company continued to provide technical assistance to two Guyanese firms. The regional director and vice-president from another large company visited Guyana to tour local sawmills and to negotiate purchase agreements. Local firms are now working to fill large orders that have been placed by international companies. FPMC and GTIS also attended the North American Wholesale Lumber Conference Palm Desert California last May. These marketing events all resulted in increased interest in Guyanese wood products. GTIS report that it is successfully reaching its targets for market growth in this sector. Exports are expected to have grown 10-15% by the end of 2007, exceeding \$70 million.

Planned activities in Forest Products Sector

Aside from the ongoing activities above, planned activities in this sector include:

- *Market Linkage Activities* – GTIS will continue working with the FPMC and market-ready wood products firms to establish linkages with the market and facilitate business relationships. As part of this endeavor, visits to three large buyers are planned during the upcoming quarter. Participation in North American Wholesale Lumber Association Convention—Dallas, Texas November 2007.
- *Legal Verification*- GTIS will continue to work with the FPMC and the World Wildlife fund to establish a legal verification system for Guyana. The verification system will look to develop management systems for the chain of custody of logs, log tagging and forest supervision in order to move Guyana to a Forest Stewardship certification.

Tourism Sector

Tourism Training Program

GTIS continued working with government and private tourism stakeholders to carry out a workforce development program in the tourism sector in anticipation of the 2007 Cricket World Cup, which was held during this semester. The program trained Master trainers, direct hospitality workers, tour guides, taxi drivers, internal security for hotels and resorts, and immigration and customs officials. Having higher service quality during the Cricket World Cup will help raise Guyana's profile as a tourism destination.

Bird Watching Tourism Development Initiative

GTIS continues to implement its market-led bird watching tourism development program in collaboration with the Guyana Tourism Authority (GTA), the Tourism and Hospitality Association of Guyana, and market-ready birding tourism suppliers (i.e. those with export-market ready products and services). Activities this semester included:

Tour Operators

Product inspection and familiarization tours are one of the most important aspects of the program. FAM tour participants have been carefully selected to ensure they have high potential for bringing groups to Guyana. Therefore, the most important measure of success for the FAM program is that the number of people visiting Guyana for birding tourism increases. Results have been promising as seven companies that participated in the program have already introduced new tours to Guyana and another 10 companies are working on itineraries for 2008 or 2009.

Media and PR

Attracting unpaid media endorsement is instrumental for raising awareness of Guyana as a birding destination and creating market demand for existing and new birding tours. The FAM trip program was successful in delivering an experience that the media representatives are eager to write about. Most recently, Guyana was featured in the February 2007 edition of *Birdwatch Magazine*, a preeminent birder's magazine published in the UK. This article highlighted many of Guyana's positive features as a bird-watching destination. Articles on birding also appeared in the June 5, 2007, edition of *The Guernsey Press and Star* and the May 27, 2007, edition of www.wildlifeextra.com.

A feature article on Guyana also will be appearing in the August 2007 edition of *The Neotropical Birding Magazine*. Two full pages of ads will accompany the article, and were cooperatively paid for by the birding tourism program and local Guyana tourism suppliers. The birding website developed by GTIS maintains an archive of press coverage on Guyana, http://www.guyanabirds.com/trellis/External_News.

American Birding Association Conference

The ABA Annual Convention is the top birding trade show in the U.S., and attracts birders from across the country and beyond. Participation in the April 2007 show builds on Guyana presence from last year. GTIS used this convention to launch the updated and expanded *A Field Checklist of the Birds of Guyana, 2nd edition*, published by the Smithsonian Institution with USAID support, and one of the authors was on hand to add some publicity. Nevertheless, the main objective of this year's attendance was to strengthen the relationship with the ABA, which has numerous resources that can help promote Guyana to birders. The show was a success on both accounts. For example, ABA donated new high quality waterproof optics equipment to the Guyana Amazon Tropical Birding Society and has made arrangements for a guide from the Iwokrama International Centre to participate in a prestigious international guide internship program. Discussions were also held with Dr John Kricher, who is an important person in the ABA and the Neotropical world in general. He is currently working on an update on his well known and widely-distributed *A Neotropical Companion: An Introduction to the Animals, Plants & Ecosystems of the New World Tropics* to the publication and now intends to include a section on Guyana. He leads the ABA's International Field Ornithology (IFO) program, and is now interested in holding a workshop at Iwokrama and leading ABA donor tours and his own private tours to Guyana.

Birds of Guyana Checklist

The updated second edition of *A Field Checklist of the Birds of Guyana* compiled by the Smithsonian Institution was printed and published. The list, originally published in 2000, has been out of print since 2002 and an updated version was required to accurately reflect the discoveries made in Guyana since that time. Specific improvements include: the incorporation of more than 30 species not previously identified in the country, bringing Guyana's bird list to more than 800 species; the addition of new information on habitat use and abundance; updated taxonomy and nomenclature; and a supplemental colored map illustrating the major habitats, rivers and other geographical features of Guyana.

In North America, the new list was officially unveiled at the American Birding Association (ABA) convention. In Guyana, a launch was held on June 7, 2007, at the GTA lobby. Chairman of the GTA, Brian James, led the ceremony while avid birdwatcher and photographer, David Fernandes and Iwokrama Ranger and bird guide, Ron Allicock, shared remarks. The list is being made available at birding sites throughout Guyana, via mail order from the Smithsonian Institution, and via PDF download from the www.guyanabirding.com website.

Marketing Collateral

Volume 2 of the *Guyana Birding News* e-newsletter was released in May, just after the American Birding Association's Annual Conference. The e-newsletter is now being distributed to a database of almost 1,300 readers. Many positive comments about the e-newsletter and website are being received after each volume is issued. In addition, the Starboek News has asked for permission to reprint items from the newsletter, expanding the distribution volume significantly. Much of the content of the newsletters will be woven into the website to make it more interesting and informative as well as to improve search engine rankings.

Planned Activities in the Tourism Sector

In addition to continuation and expansion of the above, GTIS will continue developing market linkages in this sector. Planned activities include:

- *British Birdwatching Fair* – Guyana will be at the 2007 British Birdwatching Fair, taking place August 17-19 in Rutland, England. Billed as “the world’s first and largest international birdwatching event,” the British Birdwatching Fair attracts more than 18,000 visitors during its three-day run. In addition to its booth at the convention, Guyana has been awarded one of the coveted presentation slots in the Programme of Events, and will also be hosting a special BBQ reception in cooperation with Trinidad and Tobago tourism. The birding tourism program will also participate in a Wilderness Explorers-sponsored promotional event in London that takes place immediately after the show.
- *Iwokrama International Centre* – Provide Iwokrama, the core birding tourism product in Guyana, with strategic advice and support that will enable it expand and strengthen its offerings and product delivery.
- *FAM tours* – Prepare for the fourth and fifth scheduled familiarization (FAM) tours for international birding tour operators and media representatives scheduled for November 2007 and April 2008. This includes finalizing the itinerary, researching and interviewing tour operators and media, trip planning and trip coordination. Lay groundwork for expansion into adventure birding tourism by researching and initiating planning for Fall 2008 Adventure Birding FAM tour.

Agribusiness

Support for Production and Export of Bull Nose Peppers

GTIS is continuing to work with the New Guyana Marketing Corporation (GMC), National Agricultural Research Institute (NARI), and Laparkan to produce a special “bull nose” hot pepper for an identified US export market and build label and brand recognition for Guyana. As of the end of this report, 120,000 pepper plants have been distributed to 26 Parika area farmers. GTIS is presently in discussion with a number of local and overseas companies to process large quantities of pepper that may not meet export requirements. Two companies in Guyana are currently in the process of opening processing facilities and will be able to take off the excess and rejected pepper by August this year.

GTIS has carried out an analysis of all farmers involved and has created profiles for every individual. To date the project managed to export a small quantity of pepper approximately 2,650 lbs. This excludes another 1845 lbs of non-exportable peppers. This figure represents peppers from only 9 out of a total of 26 farmers. The remaining farmers experienced difficulties with their plants due to the heavy rainfall resulting in flooding and infestation of mites and other insects. To avoid further problems, farmlands in Linden were surveyed and large-scale farmers were identified in that area to continue phase four (4) of the project. A field officer who was formerly employed by the Poor Rural Community Support Service Project (PRCSSP) is currently monitoring production for GTIS and providing technical assistance on

good farming practices and the handling of produce for export. Weekly meetings are still being held to obtain progress reports.

GTIS is also working to establish pack houses with the PRCSSP in Parika and with New GMC in Berbice. These pack houses will facilitate easy storage and packaging of produce. This will in turn foster better post harvest handling practices. These interventions will reduce spoilage and improve the quality of the product at its final destination, adding value to each export shipment. GTIS is also working along with Caribbean Containers Limited to manufacture specialized cartons for exporting the peppers, and with another USAID funded project – The Supply Chain Management Project and a private company – Laparkan, to facilitate the construction of a cold storage facility at the airport. It is hoped that these interventions will substantially reduce post-harvest spoilage and improve the quality of the product at its final destination, thus adding value to each export shipment.

A large focus of GTIS efforts this semester has been making preliminary arrangements with domestic trucking companies for the transport of produce from farms to pack houses. GTIS is currently in negotiations with MAERSK and other shipping lines, to obtain better rates on shipment out of Guyana.

Supporting Introduction and Production on Fresh Produce for Export

As a result of information gathered at the Fresh Summit, GTIS has decided to introduce four varieties of squash to Guyana for production for the local, regional and global markets. The project procured and distributed seeds for Butternut, Acorn, Spaghetti and Kaboocha Squashes to farmers in the Berbice area, and some samples were sent out to companies overseas. GTIS is presently coordinating with farmers to produce some 300 acres of squash for the winter market in the US, Canada and Europe. Production will commence in mid-August. Seeds were also purchased and distributed for high priced produce such as Red Cabbage, Broccoli, Cauliflower, Lettuce and Cantaloupe. Currently, these vegetables are being cultivated exclusively for the local market, however production will be ramped up accordingly as regional and international export markets are identified.

Fruit Logistica International Trade Fair for Fruit and Vegetable Marketing

GTIS sent a representative to the Fruit Logistica show in Berlin, which resulted in some promising contacts with a Dutch firm and a UK firm. The former focuses primarily on tropical fruits and already has some experience with importing from Latin America. This firm expressed continued interest in sourcing from Guyana. The latter firm is interested in a wide variety of produce; including some of the squash and pepper varieties that are already being grown in Guyana. This latter firm is exploring the possibility of visiting Guyana sometime over the next few months and is considering establishing a banana and plantain plantation.

Canadian Produce Marketing Association Summit

GTIS sent a representative to the Canadian Produce Marketing Association Summit in Montreal, Canada. This show was also successful, with one buyer showing enough interest in sourcing specialty melons that the project plans to purchase and distribute seeds to farmers to test production.

Fancy Food Show

The GTIS team attended the Fancy Food Show in New York. They searched for potential new clients, and also met with one of the pepper processors who is currently building a plant in Guyana. They are waiting for their buyer to approve the facilities but expect to come online in the next few months, at which point they will begin purchasing peppers from Guyanese farmers.

Best Practices and Pesticide Use

GTIS supplied farmers with informational handouts covering all varieties of pesticides, outlining fertilizer recommendations and application techniques, disease and insect control methods, and proper harvesting and handling procedures. GTIS also supplied the Partners of America field officer with a list of pesticides and chemicals banned by the USDA to ensure that regulations are being followed.

Planned Activities in Agribusiness

Aside from the ongoing activities above, planned activities in this sector include:

- *Market Linkage Activities/Participation in Industry Trade Shows* – GTIS will continue working with the NGMC and market-ready farmers to establish linkages with the market and facilitate business relationships. Activities include: produce marketing trips to Barbados, Trinidad, Jamaica and Antigua; participation in the PMA Fresh Summit International Convention and Trade Show sponsored by the Product Marketing Association Houston, Texas October 2007; and participation in the IFE Americas Trade Show—Miami October 2007.
- *Extension Activities*- The New Opportunity Corps and the Wakenaam Secondary School both have Peace Corps volunteers stationed at their institutions. These volunteers have shown great interest in our agriculture and aquaculture projects. GTIS will explore ways to incorporate the Peace Corps into its projects in ways that ensure future ventures are successful.

Seafood/Fisheries

One of the main focuses this semester has been to enhance the institutional capacity for advocacy and the implementation of an overall strategy for aquaculture development in Guyana.

Support for Aquaculture Sector

The marine seafood industry has peaked in Guyana both in terms of productivity and exports. Following consultations and evaluations with the fisheries/seafood sector in Guyana, GTIS decided to focus on the emerging aquaculture sector. The Government has also identified aquaculture as a sector with high growth potential, and has selected this sector as one for “Fast Track Development” within the upcoming IDB competitiveness project, which is expected to begin in 2007.

GTIS has worked with sector stakeholders to form the National Aquaculture Association of Guyana (NAAG) and develop an Action Plan aimed at boosting aquaculture (primarily Tilapia) by 2007-2008. GTIS has worked to build the membership of NAAG so that there is a strong lobby for mobilizing both resources and interest in the sector. NAAG has taken steps toward self-sufficiency by instituting a membership fee structure. GTIS worked with NAAG to create a promotional brochure to use at tradeshows in order to market Guyana’s commercial potential. A Field/Extension officer responsible for obtaining information from aquaculture/fish farmers in Guyana was also hired. Through these and other initiatives carried out this past semester, this association has been strengthened and is in a more viable position to lead and influence the growth of the aquaculture industry in Guyana.

GTIS is also currently working on the following activities with the NAAG:

- Further development and updating of the NAAG web-site (www.aquaculture.org.gy/)
- Development and execution of training courses. Based at Mon Repos, these courses cover basic aquaculture techniques, as well as aquaculture and tilapia seed production.
- Working with the Mon Repos Aquaculture Station to source fingerlings and develop a tilapia hatchery, and the MARAJ Oil Mill to produce tilapia feed.

- Attendance in the European Seafood Show in Brussels in April, facilitating further business relationships and future participation in the World Aquaculture Society's Caribbean and Latin American Aquaculture Conference in November.
- Submitted a proposal for training to the EU micro project.
- Acceptance of the proposal for funding of the hatchery to the EU micro project. The budget was resubmitted.
- Working with the New Opportunity Corps to incorporate Peace Corps volunteers into the aquaculture project. The NOC project will help to sustain individuals living at the institute. The project will function as an extracurricular activity and may serve as a future life skill for the under-privileged children at the institute.
- GTIS continues to correspond with the USAID CRSP for Aquaculture to look for ways that the two USAID programs could leverage resources for research and technical assistance in the sector. Since the current CRSP is coming to an end in September, GTIS aims to establish a relationship with the subsequent CRSP consortium once the new contract is awarded.
- East Coast Aquaculture and Von Better are currently running a pilot project with super male tilapia.
- Identified resources to fund research into aspects of Guyana
- Employment of a technical staff person.

Meetings With Potential Investors

GTIS organized site visits from May 28th to June 1st with the managing directors of 8th Sea The Organic Seafood Company and Bio-Lipids Group. The purpose of this visit was to attract foreign investment in Guyana's aquaculture sector. After many meetings and a thorough introduction to aquaculture in Guyana, the managing director of 8th Sea The Organic Seafood Company stated that a proposed investment would be possible once a more detailed initiative could be worked out. GTIS will be meeting regularly with 8th Sea over the next few months to work out the details.

Aquaculture 2007 Symposium in San Antonio, Texas

A GTIS and Ministry of Agriculture/NAAG team participated in the 7th International Symposium of the World Aquaculture Society from February 25th to March 3rd. The conference focused on sustainable aquaculture practices throughout the world. It featured aquaculture professionals and scientists presenting lectures on specific industry topics such as the technical aspects of production, biology, ecology, species, and marketing.

The Guyana team confirmed through discussions with the international aquaculture community that Guyana is indeed well positioned to grow and export tropical fish, especially tilapia, on a commercially competitive scale. Strong contacts were also established with soybean suppliers, feed manufacturers, and equipment suppliers. These contacts are being used to further leverage other support for aquaculture development in Guyana.

International Boston Seafood Show

GTIS staff and a representative from NAAG attended this important trade show in March to explore and establish linkages with the market and facilitate business relationships with buyers, producers, and similar organizations. In this sense, the show was a great success as these representatives received positive feedback from a number of companies. NAAG is preparing to host visits by representatives of a number of companies in the next quarter. At least four companies are interested in visiting Guyana to explore investment opportunities.

Seafood Expedition in Brussels

GTIS sent representatives to the Seafood Expedition in Brussels to assess the economic and market viability of Tilapia produced in Guyana for the European market. GTIS made contact with several seafood companies interested in sourcing Tilapia; a South African company that requested 45 tons per year. Tilapia is only now being introduced to select markets--companies like TESCOS of the UK are leading the way in marketing Tilapia. Many companies expressed an immediate interest in purchasing Tilapia but presently the required volumes for export are not available in Guyana. The market intelligence gathered in Brussels confirms the current GTIS strategy focused on increasing acreage under production in Guyana is correct. WHEN?

Planned activities

Aside from the ongoing activities noted above, planned activities in this sector include:

- *Market Linkage Activities/Participation in Industry Trade Shows* – GTIS will continue working with the NAAG and tilapia farmers to establish linkages with the market and facilitate business relationships. Representatives from GTIS will also participate in the IFE Americas Trade Show in October and the World Aquaculture Society's Caribbean and Latin American Aquaculture Conference in November.

Cross Sector Activities

CDC/MBA Executive Corps (MBAEC) Export Promotion and Marketing Specialist

An Export Promotion and Marketing Specialist/Volunteer is serving under a subcontract with the MBA Executive Corps/CDC and continues to work with individual firms and industry associations in the agribusiness sector to identify export markets, support export promotion and marketing activities, and assist in efforts to improve the market position of Guyanese goods in targeted export markets.

Other Activities

Donor Coordination

In addition to its ongoing programmatic activities, the GTIS Team has played an important role in donor coordination and the ongoing development and implementation of the National Competitiveness Strategy. This includes:

- Participation in the Donor Harmonization Group, involving the IDB, DFID, the UNDP, CIDA and other donors to facilitate coordination of donor activities related to the upcoming IDB Competitiveness Activity.
- Serving on the Competitiveness Steering Committee.
- Coordination with DFID in the implementation of activities in the Aquaculture Sector.

Knowledge Management and Monitoring and Evaluation

During this semester, GTIS has taken a number of steps towards upgrading its M&E and knowledge management activities. This includes:

- *Ongoing production of Press Releases* – GTIS hired a communications specialist to closely monitor project activities and produce and distribute press releases informing partners as well as the local population, of the work and progress being made by the GTIS project. The activity is ongoing.

Planned Knowledge Management and Monitoring and Evaluation Activities

In August, GTIS' economist and project specialist will interview key stakeholders from NAAG, the Forest Products Marketing Council, the New Guyana Marketing Corporation, and the Guyana Tourism Authority. They will use this and other information to develop an evaluation framework to quantify the project's to date successes and aid in auditing and reviewing future success projections.