

**EPA Standby Facility for Capacity Building Programme**  
*“Developing the Export Readiness of Trinidad & Tobago’s Enterprises  
for the European Union Market”*  
**FIT 4 EUROPE PROJECT**

**PROJECT LAUNCH**

**Welcome Remarks –**

I welcome you to the Official launch of the one year project titled “Developing the Export Readiness of Trinidad & Tobago’s Enterprises for the European Union Market” also known as the FIT 4 EUROPE Project.

**Objectives of the Project**

*Main Objective*

The main objective of this project is to sensitize goods and service companies to the opportunities and requirements for their products in France, the Netherlands and Germany.

This project will divide the 26 participants into three tiers. Tier 1 will comprise of experienced companies already exporting onto the international market that may need slight improvements to penetrate the selected EU Markets. Tier 2 are experience companies exporting to the regional market but require a longer period to export to the EU. The final Tier, tier 3 have appealing products/services but have yet to test in internationally.

The Consultant will first do market research on each product registered in this program, providing much needed information on market penetration, opportunities, required product modifications and standards for success in the EU market. Next, Tier 1 companies will be participating on a Mission to the EU – a separate one for goods and services – where information will be disseminated to the Tier 2 and 3 for knowledge transfer.

*Secondary Objectives*

Another objective this project will be to train and transfer knowledge unto export management and staff to be able to assist companies in capitalising on the opportunities available in the European Union and the Economic Partnership Agreement. We will do this building on the experiences and support of the Business Support Institutions, Associations and the Ministry of Trade and Industry, who are represented on our Steering Committee.

With that, I wish the project a great success and I thank you all for being here today for the Launch of FIT 4 EUROPE, which we expect to impact the exports to the European Union in the future.