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## **THE UNITED KINGDOM TRADE PARTNERSHIP (UKTP) PROJECT**



**SAINT VINCENT AND THE GRENADINES, September 24, 2021** - The United Kingdom Trade Partnership (UKTP) Project is funded by the Official Development Assistance of the United Kingdom through the Department for International Development (DFID). It ensures that countries that have signed on to the Economic Partnership Agreement (EPA) maximizes the benefits of the agreement and increases trade with the United Kingdom (UK) and the European (EU).

The UKTP Project aims to increase exports from CARIFORUM countries to the UK and the EU markets, under two broad components:

1. **Market intelligence:** Building awareness on how to access the UK/EU markets by better identifying trade obstacles hindering trade.
2. **Sector support:** Assisting businesses to export and connect with partners in target markets as well as providing training in areas such as product development, marketing and branding among others.

Two sectors with high export potential have been selected under the UKTP CARIFORUM project:

1. **Specialty foods:** Value added agri-products with certain attributes such as authenticity, novelty, locally sourced, organic, non-gmo and ethnic. E.g.: Pepper sauces and condiments.
2. **Creative industries:** Particularly music, film and animation. This will be of particular interest to persons in the performing arts; the entertainers, song writers, crafts personnel, persons in fashion and textiles etc.

This Project is highly relevant for countries facing market shocks related to the COVID-19 health crisis and as an immediate response to the COVID-19 pandemic the UKTP Project will provide online training and coaching on topics including the use of digital tools to enhance business efficiency among others.

Businesses and individuals that fall under any of the two target sectors i.e.: **Specialty Foods** and **Creative Industries** are encouraged to take advantage of this opportunity.

The UKTP project runs for a duration of 3 years and is expected to end in December 2022.

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For further information, please contact the Department of Foreign Trade at **456-2442** or **[office.trade@gov.vc](mailto:office.trade@gov.vc)**.