



The Benefits for St Lucia Businesses:

- Free business process analysis
- Advisory service for expansion and growth
- Vocational education and training
- Ongoing support for businesses from better equipped Business Member Organizations
- More efficient workplaces through well trained staff
- Improved procedures and manuals
- Access to world-class talent

To kick start: (for existing businesses only)

- Complete and submit application form
- Receive diagnostics report
- Decide with SEQUA gGmbH on appropriate scope of support package

SEQUA gGmbH
P.O. Box CP 6139
Mc Vane Drive, Sans Souci
Castries, St Lucia

Tel: (758) 453-1675
Fax: (758) 459-0945

Email: post@sequacaribbean.org
Website: www.sequacaribbean.org



PILLAR 5

Economic Diversification and Private Sector Development in St. Lucia



Improvement of Company Business Processes

Vocational Education and Training

Standard Service Pack

Expert Placement



Frequently Asked Questions

- Q1 **What types of businesses does Sequa assist?**
Sequa gGmbH offers assistance to all sectors of the economy.
- Q2 **I am having cashflow problems in my existing business. Can Sequa help me to meet my payroll obligations?**
Sequa gGmbH does not assist businesses with salaries. The funds acquired from Sequa must be used to improve and enhance your business in some way, e.g. marketing, employee training, improving product labels.
- Q4 **I have a great business idea. Can Sequa help me to get started?**
Sequa does not supply start-up capital, although we can help you to implement certain processes within your company once it has been set up. For start-up capital investment, apply to banks and credit unions.
- Q5 **My business has taken a hit because of the slow economy. Can Sequa help me to pay off my creditors?**
Sequa gGmbH does not supply cashflow injections. You can go to banks and credit unions for help. Make sure you take a business plan, accounting records and projections to your interview.
- Q6 **I have a day sail business that I would like to expand. Can Sequa help me to purchase another catamaran?**
The purchase of major or heavy equipment is out of the scope of Sequa's funding. We can help you to prepare a market analysis to ensure that there is sufficient room for expansion and to ensure your business' success in the future. With that analysis in hand, you can contact banks and credit unions for funding.
- Q7 **Can Sequa help my business buy a vehicle to deliver our products around the island?**
Same as previous answer (Q6)
- Q8 **I see that Sequa offers vocational training. I would like to go to University to get a Bachelors in my chosen field. Can Sequa help me with this?**
Sequa supplies and funds vocational training. Typically the courses are short, hands-on and very intensive. In some cases, we also offer the opportunity to study the same types of courses abroad. We do not fund first degrees, Masters or PhDs.

Implementing the Economic Diversification and Private Sector Development Programme (PSDP)

The programme's overall objective is to increase the competitiveness of St. Lucia's economy and to integrate the country into the regional and global economy by comprehensively developing its private sector. In particular, the target is to improve St. Lucia's capabilities and capacities in export, human resources, regulatory environment and relevant institutions.

For a small country like St. Lucia the growing international competition is a great challenge and therefore, the diversification and the strengthening of the national economy is crucial.

Small and medium enterprises (SMEs) are a major source of employment and job creation for a large percentage of Saint Lucians, reducing poverty and promoting social and economic stability.

SMEs also promote the personal and professional development of those who run these enterprises due to the expertise and personal commitment required to keep them afloat.

Sequa cooperates with local partners on all levels of the economy (macro, meso and micro level) in order to achieve the best results. Sequa is also providing services to improve the effectiveness of the small businesses by supporting the enhancement of their business processes (e.g. accounting, marketing, HRM, production, etc).

Services available to St Lucia businesses:

- Improvement of Company Business Processes
- Vocational Education and Training
- Standard Service Pack (small equipment, web site, marketing tools)
- Expert Placement (Consultant services)

Go to www.sequacaribbean.org for more information.



Areas of Assistance

Export Promotion

Product development

- Branding
- Labeling
- Packaging
- Analysis
- Small Equipment
- International standards compliance (e.g. ISO, HACCP)
- Any other activity relevant to product development

Market Development

- Market Analysis
- Trade Promotion
- Product Promotion
- International standards compliance
- Any other activity relevant to market development (e.g. web site)



The Sequa gGmbH Programme in St Lucia

IMPROVED STANDARDS FOR:



- Better business success through:
 - enhanced export readiness
 - expanded and upgraded human resources
 - improved administrative and regulatory framework

- Upgraded management and support systems of BMOs and BSIs
 - Greater involvement from local stakeholders

Expected Results

To kick start the improvement process for your own business

- Complete and submit application form
- Receive diagnostics report
- Decide with SEQUA gGmbH on appropriate scope of support package