



**BPIA Business and Economic Development Committee Virtual Forum on
Supporting African American Entrepreneurship**
Briefing Document

**Investment and Trade Opportunities between African American
and Caribbean Enterprises**
Thursday, May 11, 2023
12:00 PM – 1:15 PM (EDT)

The BPIA Business and Economic Development Committee continues its Virtual Forum series with this event, which seeks to provide a platform for a discussion around the investment and trade opportunities between US-based African American enterprises and Caribbean-based entrepreneurs.

In addition to exploring the macroeconomic and B2B trends, opportunities and challenges, attendees will also benefit from hearing the personal experiences of an entrepreneur who has created (and is growing) business links in the US and the Caribbean.

Audience: Primarily composed of stakeholders interested in learning more about opportunities and challenges related to entrepreneurship and international trade and investment. Approximately 60 guests are expected. Attendees are expected to include:

- COLLEGE ADMINISTRATORS, EDUCATORS, AND STUDENTS
- PROFESSIONALS FROM DIVERSE INDUSTRIES
- MEMBERS OF ORGANIZATIONAL PARTNERS AND SPONSORS
- ASPIRING AND MORE ESTABLISHED ENTREPRENEURS
- REPRESENTATIVES FROM COMMUNITY ORGANIZATIONS
- BUSINESS LEADERS

Value Proposition: Attendees will learn about potential trade and investment opportunities to inform their growth strategy, join the conversation by having the opportunity to share personal experiences, and create action plans as they look to explore new market opportunities. Attendees will gain insight from the following panelists:

Mr. Daniel F. Runde will discuss U.S.-Caribbean economic relations to provide an overview of trade and investment between the US and the Caribbean region, including formal trade/investment arrangements.

Mr. Deodat Maharaj will provide an overview of the Caribbean countries represented by Caribbean Export, including the region's main imports and exports and most successful economic sectors. He will also explain why the Caribbean is a good place to do business and highlight some of the challenges.

Ms. Kaye-Anne Greenidge will highlight the opportunities for conducting business in and with Barbados.

Ms. Dorrette Watson will take us on a journey of how she left a career in corporate America to start a vibrant footwear company (and factory) in Kingston, Jamaica.



PROGRAM AGENDA

Registration and Sign In	11:50 – 12:00
Welcome and Introduction of Panelists (Please see attached Bio Sheet) Kholofelo Kugler, Moderator Vice President for Business and Economic Development, BPIA	12:00 – 12:03
Opening Remarks Amb. Matthew Wilson Ambassador and Permanent Representative of Barbados to the United Nations and Other International Organizations in Geneva	12:03 – 12:10
Panel Discussion Mr. Daniel F. Runde Center for Strategic and International Studies (CSIS) Mr. Deodat Maharaj Caribbean Export Development Agency Ms. Kaye-Anne Greenidge Invest Barbados Ms. Dorrette Watson D’NexStep Sandals and Accessories Ltd.	12:10 – 12:50
Audience Question & Answer and Discussion Period	12:50 – 1:10
Upcoming Events and Adjourn	1:10 – 1:15

For information on the October 2022 Virtual Forum, please visit: <https://iabpia.org/event-4990869>.

To learn more about BPIA membership, please visit: <https://iabpia.org/Join-us>.